

# **GIST WITH MISHA**

*THE COMPILATION OF THE \$497 CLASS WITH MISHA MACARON WHO IS AN  
A-LISTER COPYWRITER.*

Hey there,

I welcome you to this life-changing ebook.

I don't know where you get this ebook from but rest assured it's a valuable thing that will change your copy life.

**Even though this is free, it's a compilation of a class I paid \$497 for.**

Here's what I mean:

Gist with Misha was a class I held on my WhatsApp status and this book is a compilation of that class.

**Also, the main class was an 8-week class I had with Misha Macaron who is an A-lister copywriter that has worked with top guys like Stefan Georgi, Rob Braddock, and others.**

The 8 weeks mentorship class with Misha was \$497 and here you're getting the summary for free.

But here are some things I think you should put in mind:

- 1. This report delved more into copywriting and marketing and it's not for total newbies...**

But it's fine because at the end of this report, I showed you what to do as a newbie to gain more value from this report.

- 2. If you're a copywriter and you find it hard to understand some things in this free report, don't worry either.**

At the end of this report, I showed you what to do to understand everything perfectly and how to implement them better.

**3. If you're a business owner and you want to replicate everything in this report for your business and you want my input...**

Don't worry. I included a link to reach out to me at the end of this report.

And no matter the position you fall into, all you have to do now is simple.

**Have an open mind to read this report.**

Because it's free doesn't mean it's not valuable.

Read and digest.

If possible, read more than once and take notes.

It will do you more good than harm.

Needless to say:

**I don't know the mentality you brought into this book, kindly make sure you read through and then implement everything in this book.**

I wish you the best of luck and more power to implement everything in this book.

Or not.

Dolapo Hamzat.

## SEASON 1: RESEARCH AND MECHANISM

This is the first stage of copywriting and even selling anything online, here are some pointers to be successful in selling online:

- **As a copywriter, marketer, or business owner... You need a burner email address.**

This will be used to subscribe to your competitors or your client's email list.

It will also be an idea bank anytime you're writing stuff... It helps.

- **A random tip when sourcing for clients.**

Don't do free samples unless;

- ❖ You're still looking for your first client
- ❖ You've been looking forward to writing for that particular company or offer

If not, free samples are not worth it because you might be taken for granted.

- **As a copywriter or marketer, you know how important research is.**

You should never write a single word unless you conduct research.

- **But the question is... Do you know the basics of research questions you should ask and answer?**

If not, I will be mentioning the 7 basic questions Misha listed for us.

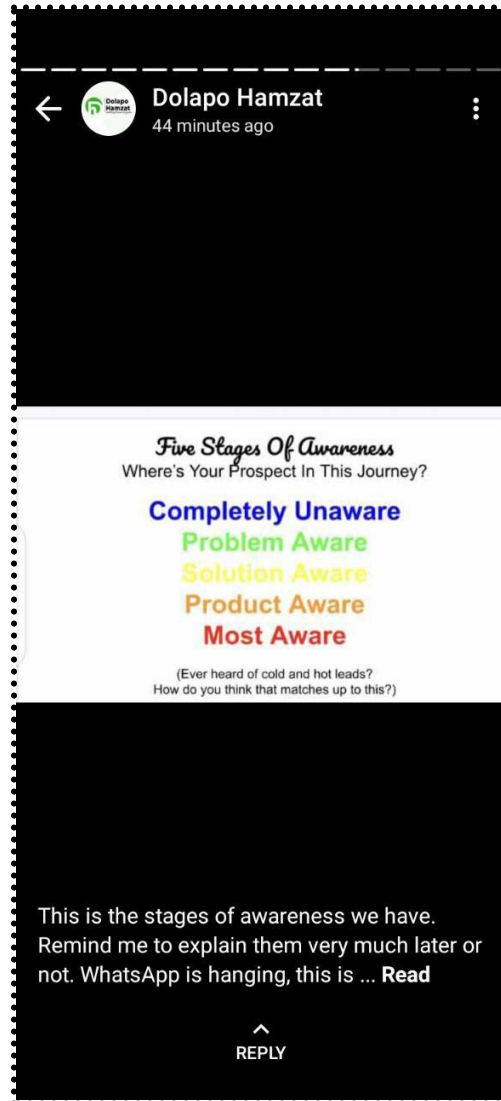
Oh, chill, before that..

There's something you need to understand.

### **Stages Of Awareness.**

This is what your readers understand about the market.

We have 5 stages, I won't be explaining them here because there's no time for visual representation.



### Now your 7 basic research questions;

1. Who is your ideal customer? [demographics, age, ideas, etc]
2. What are their hopes and dreams?
3. What are their victories and failures?
4. What stage of awareness are they at?
5. What solutions are they using right now?
6. What do they like about those solutions?
7. What do they dislike about the solutions?

If you get these right, I can guarantee 30% of your campaign already.

### **Now, how do you get to answer these questions?**

You can use the platforms below:

1. Google discussions.
2. Reddit.
3. Amazon reviews [1 and 5-star reviews]
4. Comment sections.
5. Answerthepublic.com for dumb questions which serve as objections.
6. Statista for statistics.

### **Also, if you're researching... Here's a tip for you:**

- **To make sure you don't get tired and frustrated.**

Keep your research time to 1 to 2 hours at a stretch.

Rest for a while and go back to it.

Or else, my dear... You will be frustrated.

## **Let's move to mechanisms.**

A mechanism is the same thing as the unique mechanism that you know.

It's of two types which we will get to in a moment.

But firstly, you don't come across your mechanism by mistake.

You have to conduct research, sit down after your research and think...

All these are my research questions and answers...

- What does it mean to my readers?
- How can they relate to it?
- How can I find a way to add uniqueness to everything I have discovered?
- And my product, how do I work around making it unique?

Also, we can't talk about mechanisms and not add a big idea.

### **What Is A Big Idea?**

The big idea is a promise made to the reader that what you have can help them realize their aspirations; said in a way they have never heard before.

This is the definition by Rob Braddock [Misha's husband and my rival]

And when you observe that definition well, you will notice three things there;

1. The promise
2. The solution
3. A new and unique way

That unique way is what we are presently talking about, yeah? Good

**Now, there are two types of mechanisms.**

And they are used for different things.

My students know the two types and how they are being used...



But I will be putting it out there again.

### **The Unique Mechanism Of The Problem [Ump]**

UMP is the unique reason why they have that problem.

This is also the unique reason why everything they have been trying to use is either working for a while or stop working...

Or hasn't been working at all.

Want examples? Go to [swiped.co](http://swiped.co) and study health copy[s]

### **The Unique Mechanism Of Solution [Ums]**

UMS is the unique reason why your solution works the best...

It must be tied directly to your UMP.

If you say cortisol is the UMP why they aren't losing weight ...

Tell them your UMS goes into their cortisol and helps them lose weight.

Just an example but do you get it?

**Now is the UMS different from the USP [Unique Selling Point] that you know?**

The answer is YES.

UMS is deeper than USP because it answers the question of why your USP is so important.

An example? Lemme try my hands on one sharply.

Your USP is an easy-to-swallow pill that helps lose weight.

Your UMS will explain why they made it a pill and not a liquid thing.

I don't have all day for the explanation, but you understand yeah?

I said before you need to come up with good mechanisms...

You need to sit down, think hard and long, yeah?

To make it better... You need to make up your mechanisms first while thinking...

Then you will back everything up with research later like stats and all... Do you get it?

And there's also one more important thing:

**Try and tie in your mechanisms to demographics.**

Something like;

The cortisol grows weaker from 50 years and above which is why you're gaining weight.

But this abracadabra will strengthen your old cortisol and make it blah blah.

Do you see what I did there? Good.

**Give a name to your UMS to make it sound more unique.**

Also, if you find it hard to find a UMS...

Pick each of your ingredients or elements...

Conduct research on them and you will find something unique in one of them.

That's it, pick it up.

End of season 1, did you learn anything new?

If yes, keep reading.

## SEASON 2: HEADLINE AND HOW TO SWIPE WITHOUT COPYING.

This session will be separated into 2 stages and I will try as much as possible to break them down.

I believe you know what a headline is, yeah?

Good.

And you know the responsibility of your headline too, yeah?

You don't?

Okay, here's it:

**Your headline's sole responsibility is to capture attention.**

It is not to sell or anything in between.

And the headline is freaking important that if you don't do a bloody good job on it...

Your whole copy will be in the gutter because no one will read it.

***The big idea is a promise made to the reader that what you have can help them realize their aspirations; said in a way they've never heard before.***

Remember that definition of the big idea I gave in season 1?

Good.

Your headline must contain that statement with some little additions like the timeframe, etc.

This means that your headline must contain a promise, UM, etc.

**Now, let's go deeper into your headline:**

**Your headline is part of your lead complex.**

And what is your lead complex?

This is basically the first 300 to 800 words of your copy.

So what I mean in essence is that your headline must be part of the first 300 to 800 words of your copy.

FYI, your headline always comes first.

**To write a solid headline, there are elements you need to include in your headline.**

It is not compulsory you include every element I will mention here...

But you need to include at least 3 to 5 of these elements to write a solid headline.

Kapish?

**HEADLINE ELEMENT CHECKLIST.**

- Curiosity
- Call out pain points
- Promise solution

- Specificity
- Simplicity
- credibility/address skepticism
- Timeframe to achieve results of promise

←  **Dolapo Hamzat**  
54 minutes ago

*Want to slash strokes from your game almost overnight?*

**Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks and Slices... And Can Slash Up To 10 Strokes From Your Game Almost Overnight!**

Now you can learn to use your natural ability to "load" every drive with *200% more explosive power* almost overnight, getting distance you could only dream of before... while nailing shot after shot *exactly where you want it*, as accurate as clockwork... and, if you're like most golfers, knocking a pile of strokes off your *next round!* Impossible? Not if you believe what lifelong professionals and hot new amateurs *worldwide* are now saying...

This headline is the perfect headline written by John Carlton. It contains all the headline elements I mentioned. Your assignment is to find them 😊. Submit the assignment inside my DM.

^  
REPLY

Battle with that assignment above...

If I see enough submissions, I will do the correction.

There are more on headlines but I will stop here.

### **Let's move to swiping, still with me?**

Oh, before I move to swiping.

I have a book recommendation on lead and headlines.

This book is so good but it's rarely talked about.

**The title is GREAT LEAD by Michael Masterson and one other person I don't know his name.**

Read that book and you will understand the headline and lead better.

### **Now, What Is Swiping?**

Swiping is taking a copy that works and using the structures as a guide to write yours.

It's not stealing or taking the words exactly the way it's written.

Swiping is not plagiarism.

Na you be content thief.

**The essence of swiping is to give you a place to start when writing any part of your copy**

And you can easily swipe all parts of your copy, not only your headline.

I no dey swipe but Misha taught me some good methods of swiping yesterday.

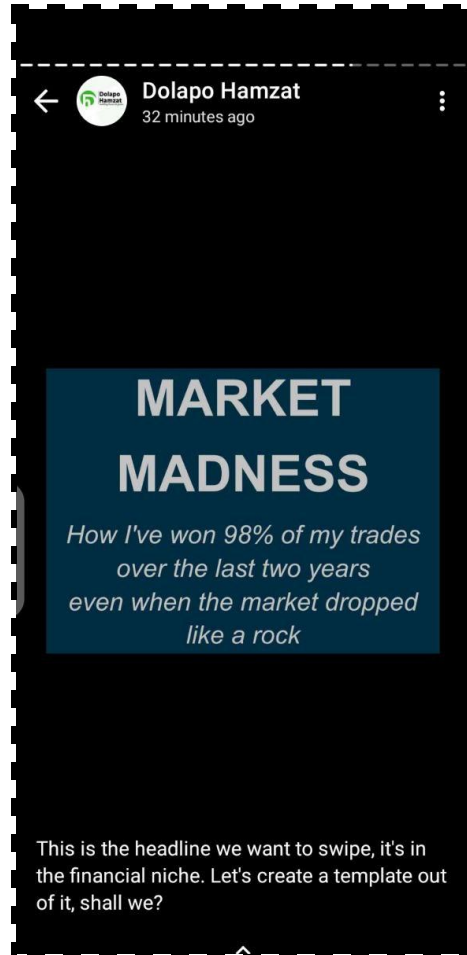
Let's get to them

**Here are some pointers that can help you:**

- You need to get into the thought process of the writer before you can swipe it.
- Find a way to create a template out of the whole headline and then swipe that template.
- Preferably, find something to swipe from another niche other than the niche you're writing for.

**Examples below:**

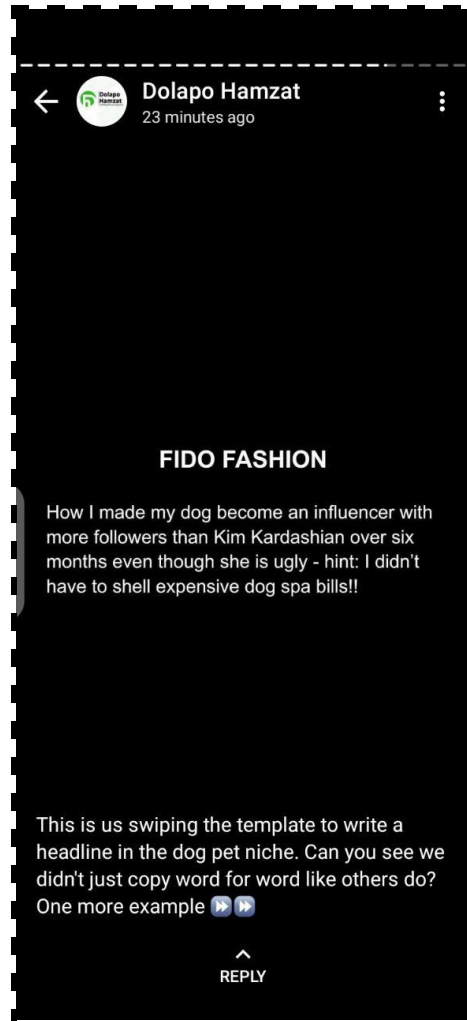




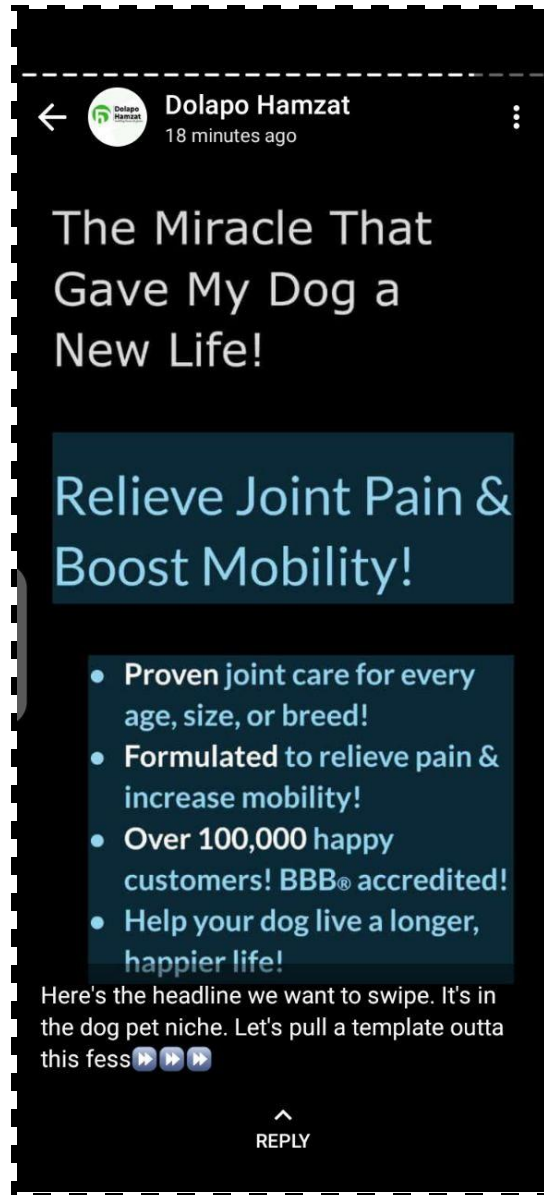
Below is a template we created from the headline above.



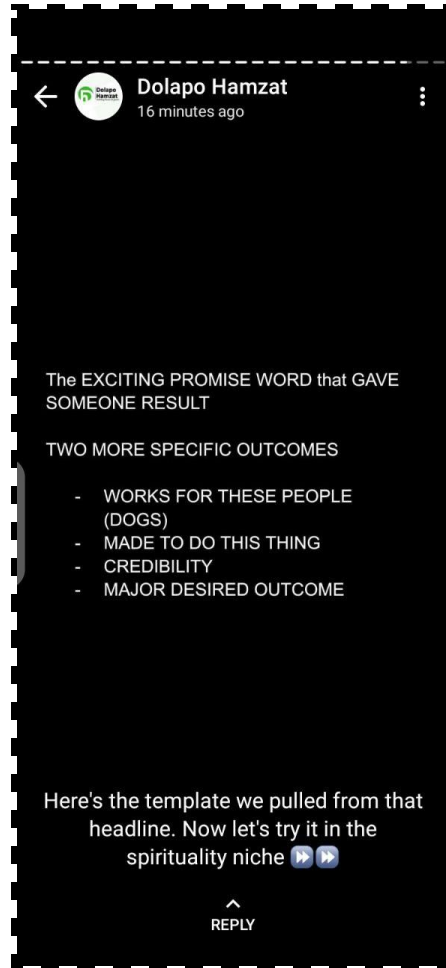
And below is a headline we wrote using the template in a pet niche.



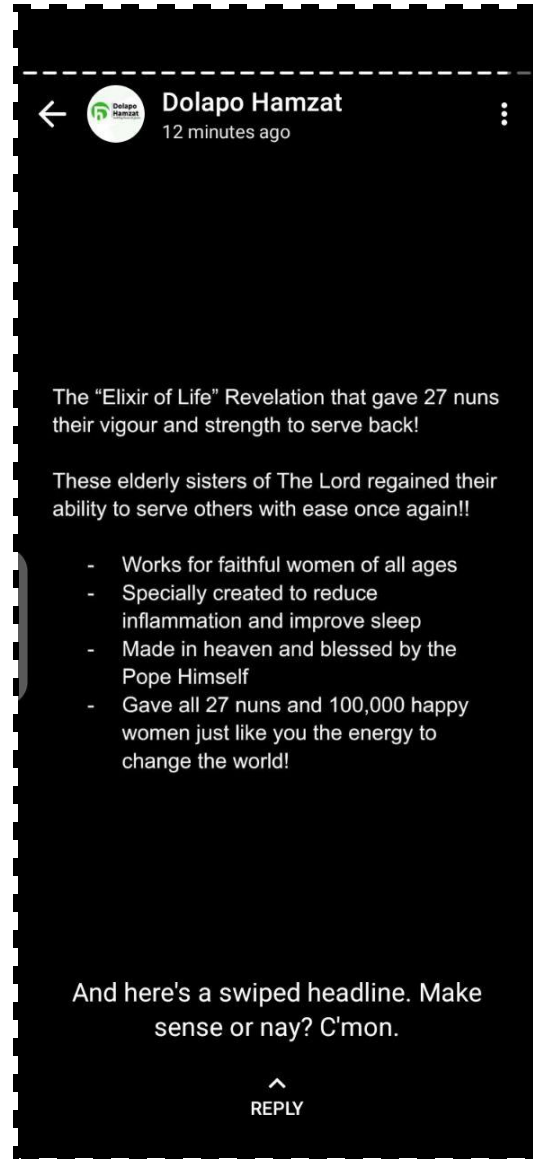
Another example below:



Below is a template we created from the headline above:



And below is a headline using the template in a religion and spirituality niche



The next line of action?

Simple

Find good headlines, form a template from them, and then swipe them in another niche.

Simple.

The more you do this, the better you become at writing headlines.

And that's where we will be stopping for season 2.

## SEASON 3: HOW TO WRITE EMAIL COPY

I like emails (even though I'm also lagging) and today is also another avenue to know that...

I sabi this email thing no be small

Jokes apart, let's get started.

**The work of your email is to sell just 2 clicks.**

Just two and after that?

You're doing nonsense

- A. Sell the click to the email using your subject line.*
- B. Sell the click to the sales page or order page using your copy.*

That's all and nothing more.

**There are two types of emails and they are:**

- A. Personality-driven email (my email, Stefan, Golibe, etc)
- B. Sales-driven emails (the ones you write for your client's companies like Agora, etc)

Any other type? I no Sabi.

**A good open rate and CTR will make you badass money.**

How do you achieve this?



I'll get into it in a minute.

But firstly, understand this statement below.

***If you double your open rate, you will be able to triple your CTR and you will also quadruple your conversion rate.***

Very important.

Let's break it down.

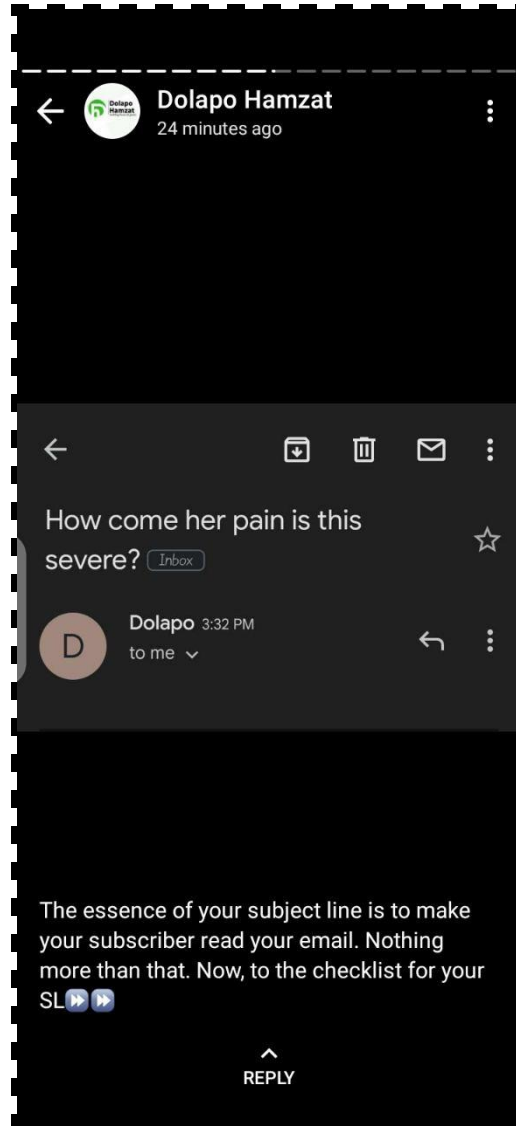
### **How do you increase your open rate?**

Write a good and badass subject line.

And what's a subject line?

It's like your headline but used in your emails and not the sales copy this time.

An example...



### Your subject line checklist (I'm not explaining though)

- Specificity
- Metaphors
- Questions
- Punch in the gut
- Cred or social proof

Each of them can be used as an SL, but not all.

## How do you improve your CTR?

Firstly, **CTR is called Click Through Rate.**

This is the rate at which the reader clicks the link inside your email that leads to either a sales page or order page or anything.

The easiest way to improve it is to write a bloody good email body.

## Now, how do you write a bloody email body?

I won't go deep, I'll just give you some checklists.

- Never sell too soon
- Never be boring
- Don't stall, be concise
- Don't overexplain
- Don't answer all objections
- Don't do the expert job in your email

When I say don't answer all objections....

I mean;

**Answer just one objection per email.**

Do you get that too?

Good.

Still on the email body...

## **Remember the rule of one**

- The one message
- One reader
- One big idea
- One CTA (can be multiple links inside the email but just one action to be taken).

Now you're done with email and you want to edit.

## **What should you look out for when editing your email?**

Let's do another checklist.

- Is my SL a clickbait?
- Is my CTA important enough?
- Am I redundant anywhere?
- Where can I take the specificity further?
- Can I add any blog-style links?

More on emails.

## **Every time you write an email, ask these two questions:**

1. Which list is this going to?
2. What exactly does the reader need to know?

If these two questions are answered, you're done.

Your SL shouldn't be unnecessarily long.

Just make it short and punchy so everyone using a phone can easily see it.

**Best practice for your subject line?**

40 to 60 characters.

More?

Anytime you write an email, it's best you have four variations.

- **4 Subject lines**
- **4 email angles**
- **4 different CTA types, etc**

This will give you and your client the opportunity to test across all variables.

**Now, let me give you an assignment.**

Go and find any product anywhere.

Based on today's knowledge of email copy.

Write an email promoting that product... Keep it in your folder.

If you like do am, if you like don't.

Don't sha submit to me sha, it's for your own good.

## SEASON 4: WRITING GREAT AD COPY

Today's class is about ad copy.

- *Facebook*
- *YouTube*
- *Native*

You can't go a day without seeing ads.

So we won't dwell much on it. Okay?

If you ask me, I'll say...

**Ads are the easiest to write because it's easier to know what turns you on or off.**

Also, it's easier to know what works because if you see an ad running for a long time, it's working.

You can always re-engineer anyone you see that has been running and you like!

### **The most important checklists of an ad:**

No matter the ad copy you're writing, either YT or FB or anyone...

You must have seen these checklists or else...

Say bye-bye to your ad budget.

That said, here goes...

- Curiosity - This makes them stop scrolling.
- In the action - Get into the action, no time for a long talk.
- For video ads - Texts should tease what's in the video... Don't give away everything in the video.
- Images are vital (I will say stuff about this soon)
- Crystal clear CTA - Leave the Facebook button as simple as possible... Make the one inside the copy as clear as possible.
- Social proof - Breaks more barriers than the usual copy.

If you ask me, I'll say you either use story or social proof when writing your ad copy.

Both works so well.

### **Now to images:**

Misha was a photographer before she became a copywriter.

So she told us some stuff about images that you can use for ads.

Tbh, I don't understand a lot of that part because I hate pictures and images.

But for graphic designers who design images for their client ad copy, here are some things to put in mind.

## How to create scroll-stopping images

- High contrast
- Diagonal lines - if used right, they draw your eyes where they should go
- Open mouth - makes people gasp and wow
- Different than what they see on the feeds.

You can apply these to video thumbnails too.

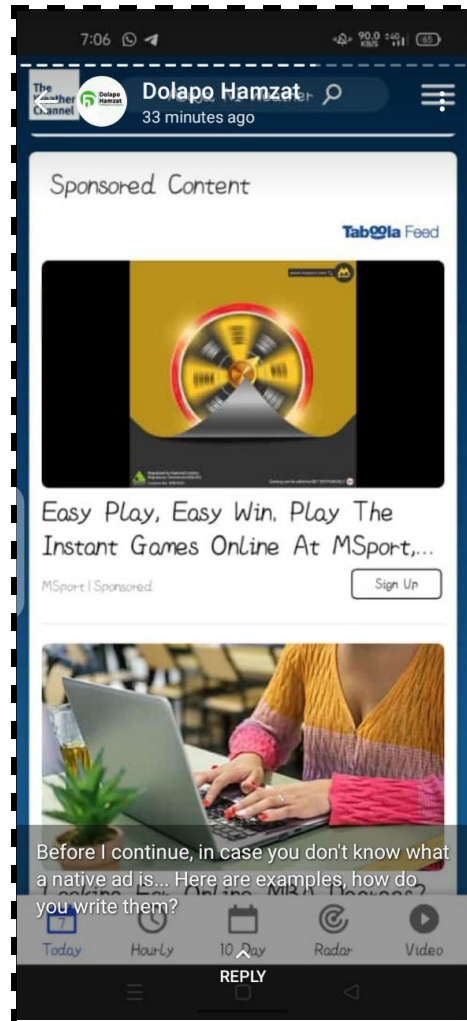
If you see an image, the things your mind looks out for subconsciously in the right order of arrangement are...

- Human
- Animal
- Plant
- Text
- Shapes

That should give you an insight into what to place emphasis on in your image, you get that?

## NATIVE ADS





Before getting into how to write a native ad copy...

**Here's something Misha advised.**

As a copywriter, you should get a designer beside you that can always represent your thoughts in visuals.

If you're told to write an ad copy, provide a design alongside for your client.

This is a mind changer for me though.

This is because only your copy can't make a successful campaign.

**Design is very necessary and if your thoughts are not well represented...**

It will be a disaster.

So when you writing copy (ad copy to be precise... Always submit a design alongside)

### **Now, How Do You Write A Native Ad?**

It's simple.

You need a captivating headline or heading.

And you need a curiosity-embedded image.

Do you see why I said you should get a designer?

Better.

### **Lastly, do you know your ad can serve as a funnel?**

You don't?

Let's do this.

- **The top of your funnel is where your ad is being sent to cold traffic.**

This is where you offer them a lead magnet or you're selling a low-end offer.

- **The middle of the funnel is where your retargeting takes place.**

Maybe they have subscribed to your list and you're showing them your offer.

Or they checked your sales page and they didn't buy...

So you're showing them the offer again.

This part goes to the warm traffic.

- **The bottom of the funnel is where your cart abandonment comes in.**

This goes to a somewhat warm audience.

They already took it up a notch to the point where they tried to order and they didn't put through with it.

So you target them without discount so they can finish up the order.

### **Customer re-engagement**

This goes to the hot audience that has bought from you only.

Maybe you're launching a new program and you want them to buy.

Also, this is an avenue to give them special deals for customers only.

Basically, it's retargeting too just various messages.

## SEASON 5: HOW TO WRITE LONG FORM SALES LETTER

And the topic is actually divided into two seasons.

For this season, we will be doing some breakdowns and explanations.

**Follow me.**

For context, a sales letter or copy is used for selling and selling alone.

We have presell copy, opt-in copy, etc and they have different uses.

**But for a sales copy, the work is to sell and sell alone.**

It can be between 1000 to 20,000 words.

Before getting to the universal structure used when writing a long-form sales copy...

**Here's something I feel you should put in mind;**

- There should never be another exit out of your sales page rather than the buy button.

Don't put a link to watch a YT video or listen to anything...

They should be able to exit only by clicking the buy button.

Kapish?

Moving on to the universal structure of a good sales copy:

## **We will be using the RMBC by Stefan Georgi method.**

I will try to put some explanations underneath them to understand better.

Also, I won't be spilling everything though.

Now let's continue.

The first and most important part of a sales letter is...

### **The Lead**

You must have heard people say this is the most important part, they are not lying.

- This is the first 300 to 800 words of your sales copy (depending on how long)
- And this is where you convince your readers to actually read your letter.
- This is where your headline is.
- And also this is also where you mention the problem and also tease the solution you have for your readers.
- This is where you legit impress them and show them that you have the solution they have been seeking forever.

See, I won't talk much on this because of our time... but the lead is very very important.

We have 5 to 6 or even 8 types of lead.

But I won't mention those...

Just know that the more you spend time here, the more you make sales.

Because it's only when you make people want to read more that they will buy from you.

Let's move to the next part.

### **The Background Story.**

This is the part where you introduce yourself or your client and how you discover the solution you're sharing.

**Also, this is the part where you take them through what they have been through concerning the problem they are also facing.**

Note something very important here;

### **Must this background story be true or false?**

It must be true but here's a twist;

It doesn't have to necessarily be your story or your client's story.

**It can be a story you discovered in a forum during your research.**

Just make sure it's not misleading and it's a true life story (never tell lies)

### **The next part is the mechanism part.**

This is where you tell them why they have that problem they are having.

This is where you also tell them why everything they have been using isn't working.

This is also where you go against the status quo based on the research they are having those problems.

**We call this part the UMP (check past lectures)**

This is also where you show them your unique mechanism of solution.

You show them how your own solution works uniquely

You show them how it works and the people it has work for.

This is also where you show how your solution cures the cause of the problem and not the symptoms.

Do you get it?

### **The Next Part Is Product Build-Up/Reveal.**

This is where you start talking about your own product.

- How your product works in accordance with your UMS.
- How your product will use your UMS and cure their UMP.
- How your product is different from others too.

This part is very important because it precedes your offer part.

**If you do it well, your offer will get solid that you don't have to promise heaven and earth.**

What I mean in essence is:

**Work on your product reveals that they won't be able to wait before buying.**

Now to the part of our sales copy...

### The Close

- This is where your offer comes in.
- This is where you lay your cards and tell them to buy.
- This is where you add bonuses if there are any.
- The close is also where you add urgency if there is.
- You add scarcity of there is.
- The close is also where you use the push and pull technique.

All in all:

**The close is technically the end of your sales letter.**

This is where they pay you!

And we have the last part which is optional.

### The FAQ Section



This is where you counter the leftover objections that weren't countered in the body of the copy.

This is also where you reinforce and summarize your sales argument.

It's optional though and that's that.

**There are more things like the real-life application of these things...**

But I don't have the energy and my status is filled already.

We will call it quit here.

Now tell me did you learn anything in this season?

## SEASON 6: HOW TO WRITE GOOD LEADS

This is still the Long-form copy but we will be niching down to leads.

Now, in the last season, I talked about leads and how important they are.

**But in this season, I will be showing you the types of leads and show you some examples.**

Shall we?

When I review copy, the first thing I look for is the lead.

In fact, 98% of the time... I stop reviewing after the lead.

Why?

Because if your lead is bad, then your whole copy won't be read.

And if it's not read, no sale.

Simple yeah?

There are two main types of leads.

**And these are;**

1. Story-based lead.
2. Mechanism-based lead

Every other lead you know falls under these two.

Before I break down the two types of lead...

There's always a question of;

**If I'm dissecting a copy, how do you know where the lead stops?**

Simple.

Anywhere you see them transitioning into the discovery story or the UM explanation is where your leads stop!

Do you get that?

Now, let's get into our lead types.

**The first one is the story-based lead which you're very familiar with.**

It can also be called an Emotional story-based lead.

This is the lead where you tell your discovery story and start from an emotional point.



I'm not giving you this copy because I wanna give you.

Nah Nah.

I'm giving you because I want you to study and learn from it.

### **Study the lead and the whole copy**

[https://docs.google.com/document/d/13Wkj51-t3JOPJ\\_kakC\\_blmAb0Rlk0mAM/edit?usp=drivesdk&oid=112867674520762855000&rtpof=true&sd=true](https://docs.google.com/document/d/13Wkj51-t3JOPJ_kakC_blmAb0Rlk0mAM/edit?usp=drivesdk&oid=112867674520762855000&rtpof=true&sd=true)

When starting an emotional-based story lead...

- **Always start from the highest emotional point of it.**

You want people to feel this dopamine rush from the beginning and this is what will keep them reading.

I also did this in one of my copy below.

<https://dolapohamzat.com/layman-guide>

There are more examples but let's move to the next lead type.

### **Mechanism-based type.**

This is where we have the leads like;

The promise of transformation, secret lead, etc

Oh, one thing I forgot to mention with the story lead is that...

**The beginning of your copy is wrapped around the story.**

Now, the same is applicable to your mechanism-based lead.

The whole beginning of your copy is wrapped around that unique thing about your product.

Do you get that too?



As usual, I'm not giving you this copy out of the gladness of my heart.

The best you can do is to make use of the copy really well.

Or else, my head will hunt you.

[https://docs.google.com/document/d/1G9i4TDnObjitFPjkAsXbdBBEM\\_YiTzq/edit?usp=drivesdk&oid=112867674520762855000&rtpof=true&sd=true](https://docs.google.com/document/d/1G9i4TDnObjitFPjkAsXbdBBEM_YiTzq/edit?usp=drivesdk&oid=112867674520762855000&rtpof=true&sd=true)

The question now is...

### **How do you know the best type of lead to use in your copy?**

It's simple.

If your product doesn't have any uniqueness, you can use a story-based lead since you have no mechanism to leverage on.

And you can use mechanism-based lead if your product has uniqueness.

Do you get that?

In both types of lead...

### **There's something we call fascinations and bullets.**

It is used to solidify and amplify your point.

It is also used to arouse curiosity in your readers.

Infact, It has a lot of benefits that you can find in the video below.

<https://youtu.be/eq6adAKY7xM>

The video was recorded by Stefan Georgi who is a top copywriter that also organized the class I had with Misha (this compilation is from that class)



Now, I will implore you to go through the video and learn a lot.

It's that valuable.

And that's where we will be stopping in this season brethren

Did you learn anything?

## SO, WHAT'S NEXT AFTER THIS COMPILATION?

Depends on you as a person.

### There are a lot of things you can do after reading this book like:

- Expand your knowledge of copywriting
- Be in a community of copywriters
- Use the knowledge to grow your business
- Implement the knowledge for your clients
- Etc.

And like I said earlier, what you do depends on you as a person.

But in anything you choose, I can help you.

In case we haven't met before, let me do a quick introduction.

**My name is Dolapo Hamzat.**

And I'm considered one of the best copywriters in Nigeria.

I have written copy(s) that have brought in over \$400,000 in sales for myself and my clients.

**I also have a course that has helped over 500 folks find their success in this copywriting things.**

And that's where I can also help you.

- If you want to develop your copy skill more...

- Or you don't really understand everything I have been saying in this pdf...
- Or you want to make more sales in your business using the knowledge of copywriting.
- Or you just wanna be a copywriter and get clients that will pay you for writing copy
- Or you're just someone that wants to learn an online skill but you don't know which to go for.

Well, I can help you just like the over 500 folks I have helped in the past.

**All you have to do is click on the link below to see how I can help you.**

If you're eligible and qualified, then get in and you can become the next success story.

[How Dolapo can help you!](#)

And that's that...

**So did you learn anything in this compilation?**

If yes, you can come and say thank you in my WhatsApp DM by clicking the link below.

[Dolapo's WhatsApp DM.](#)

Or you can decide to learn more from my pit of knowledge by subscribing to my email list below.

[Dolapo's Email list.](#)