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Subject: Writing used to be hard. Then I tried this...

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Date: Thu, Apr 09, 2015 9:35 am

To: email@mandymarksteiner.com

Hey, Mandy

Eugene Schwartz was a leading Contemporary American Art collector. His stunning Manhattan penthouse — overlooking Park Avenue — was filled with important works from artists like Frank Stella, Morris Louis, and David Smith.

And if you're not familiar with these artists, some of their work fetched well into the 7 figures.

How could Schwartz afford these paintings?

Because he was a writer.

Yes, a WRITER.

But not just any writer.

In the 50s and 60s, Schwartz was one of the highest paid writers in the world.

Now you're probably wondering what this guy wrote.

Well...

He wrote advertisements, sales letters, articles, books, and booklets (including one on art collecting). And his ads and sales letter went on to generate over \$1 billion in sales.

But writing sales copy is no easy task.

Heck, writing ANYTHING is hard.

When I first got started - whether I was writing blog posts, video scripts, webinars, or anything like that - it was tedious. And time consuming. AND FRUSTRATING.

I had an idea of what I wanted to say, but I struggled to get the words down on paper.

Yet, Eugene Schwartz seemingly did it with ease. It's reported that he only worked for about 3 hours a day.

So I went to find out how he did what he did...

...And I had the proverbial "AHA" moment.

I reveal it in this new video.



The best part?

I have since refined this one little insight into a complete, step-by-step process that helps me write faster than ever before...

...and I share it in this great little worksheet below the video.

[Go download it now.](#)

And do me a quick favor: if you know someone who struggles with writing, forward this on to them.

Talk soon,
Derek Halpern

P.S. I seriously used to rip my hair out all day long trying to write. And when I wasn't tearing my hair out by the roots, I was smashing my head against the computer. This video explains how to get your writing done faster and the whole process is a lot easier. Again, [here's the link.](#)

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