

No Obligation Information Package



HOW TO 
WRITE COPY



What's Inside

1. Our Concept
2. Who Is Best Suited For Write Like A Madman University?
3. Fun Facts About Copywriters
4. What Makes WLAM U Different?
5. WLAM U Is NOT For Everyone
6. Pricing Plans
7. Complete Contents
8. Your Next Step





Our Concept

How To Write Copy by Write Like A Madman University (WLAM U online) is designed to expand and enhance your copywriting skills with techniques and strategies proven effective for decades by the World's Best Copywriters.

You get over 310 multi-media learning experiences organized into 8 courses and tutorials, and 7 loaded toolboxes presented in well-written and illustrated videos, audios, guides, templates, articles, and case studies.

You'll take a deep-dive into curriculum not found in most online or in-person college courses, giving you a super-strong foundation for your success.



Who Is Best Suited For WLAM U?

Four types of students enroll in Write Like A Madman University.

- I'm looking to make copywriting my career.
- I want a great Side Gig that pays well and can be done from anywhere.
- I want to learn to be a darn good copywriter to get better results when marketing my own business or non-profit.
- I'd like to add a marketable skill set that makes me more valuable to my employer and opens up chances for advancement.

Whatever your goal, you can accomplish it with the courses, tutorials, and toolboxes, and coaching in Write Like A Madman University.



Fun Facts About Copywriters

- Copywriters are found in all age groups, 18-75+. (*Thimble*)
- 52% are women; 48% are men.
- 68% are college graduates.
- The AVERAGE Freelance Copywriter earned \$81,748 in 2020 (*Glassdoor*).
- 60% of freelancers say they could not be convinced to take a traditional job. (*Thimble*)

If you're going to have a job, why not a respected profession in demand, that you can work from anywhere, and make darn good money?



What Makes WLAM U Different?

You get trained in the timeless, proven Techniques, Strategies, and Secrets of the World's Best Copywriters.

Top copywriters agree basic principles do not change; they're simply updated for the times. Eugene Schwartz, the foremost freelance copywriter of the modern era said, "Most advertising is 'schlock' because copywriters...and even CEOs won't...study the classic books on copywriting...."

Write Like A Madman's courses are unique and effective because...



- **Content is based on the proven principles of great professional copywriting**, filtered through a lifetime of practical, hands-on experience.
- **All content is written in "copywriter style"**, so it's easy, instructive, and fun for you to read, understand, and implement.
- **Concise guides** on specific topics cut your learning time in half.
- **Well-illustrated** for quicker absorption.
- **Clearly defined templates** allow you to make a fast start without starting from scratch.
- **Real-World examples** and Case Studies give you behind-the-scenes insights.
- **Self-Tests and Checklists** allow you to measure your progress.



- **An integrated, coordinated curriculum** makes sure you're getting consistent "how to" and "why to" messages, unlike some other "comprehensive" websites that use multiple authors often giving out contradictory information.
- **All content written, organized, and updated by Master Copywriter Alan Tarr**, who learned from, and wrote for, the great agencies led by Ogilvy, Bernbach, and Reeves. You have the knowledge of the World's Best Copywriters at your fingertips, 24/7/365.

WLAM U Was Named In Their Honor



David Ogilvy, #1 Most Quoted
Copywriter, Ogilvy & Mather
...and an Original "Madman"



Bill Bernbach, Made VW Famous
Doyle Dane Bernbach
...and an Original "Madman"



Rosser Reeves, "Unique Selling
Proposition", Ted Bates Int'l
...and an Original "Madman"



- **You can learn on your own, but you won't be alone.** Depending on the enrollment plan you choose, you get
 - Six private "Zoom" Coaching sessions with Master Copywriter, Alan Tarr, for Platinum members.
 - Unlimited email support for Gold and Platinum members.
 - Bi-weekly office hours for all members.



WLAM U Is NOT For Everyone

Write Like A Madman University is for people who want to learn the art and science of copywriting. **We are experts in copywriting, structure, and website content and strategy.**

We are NOT experts in the hacks, tricks and techniques of paid or organic advertising on social media, SEO, Google etc.

77% of small business websites, landing pages, and email campaigns LOSE customers because of ineffective and often sloppy writing. With a WLAM U Copywriting education, that won't happen to you.

Because Better Writing = Better Results.





Pricing Plans

Platinum - Annual

- 24/7 Access to WLAM U for one year
- Unlimited Email Support (Answered in 1-3 business days)
- Six, 50 min Zoom Coaching Calls with Alan (value \$1350)
- *24/7 Access Renewal \$197/yr*

\$1997

Gold - Annual

- 24/7 Access to WLAM U for one year
- Unlimited Email Support (value \$228) (Ans. in 1-3 business days)
- *24/7 Access Renewal \$197/yr*

\$997

Silver - Monthly

- 24/7 Access to WLAM U

\$97

SAVE \$500 over Gold

SAVE \$395 over Silver

**Billed Monthly
Cancel Anytime**



Write Like A Madman University - Contents

[Click To See Contents](#)

You couldn't do more to strengthen your business and professionalize your writing than Alan Tarr's Write Like A Madman University's Copywriting Courses. Alan understands the tie between copywriting, marketing, and psychology. His courses prove the adage, 'Good Copywriting is the key to Good Marketing'.

Dr Gary Witt, Author, Sex & Marketing, Austin TX



Your Next Step

I invite you to schedule a short “No Obligation Conversation” with me, Alan Tarr, to assess your goals and answer any questions you might have so you can determine the best path forward for you – online learning, online learning plus coaching, or done for you.

[Click Here To Schedule Our Phone Conversation](#)

“I've been a member of Write Like A Madman University for some years now. I love how every time I go back in to refresh my memory, I find something new and helpful for our Non-Profit. Alan's University Copywriting Courses are great for NPOs because they provide the How and the Why, not just the What.”

Josh Kravitz, ExtraGood.org, Atlanta GA



My Story

My name is Alan Tarr, Chief Content Officer and Founder of Write Like A Madman University, and I ❤️ to write.

I trained at a top-five Madison Avenue ad agency, writing copy for large international corporations right down to the local bakery, such as:

- Jingles (Taco Joe's, Narpro)
- Jokes for TV (Merv Griffin Show)
- Song parodies for MAD Magazine
- Four books on copywriting marketing
- Four published and recorded songs of his own
- Scores of TV, Radio, and Print ad campaigns
- Website and Email campaign content
- Over 90 published articles

Mostly though, he's spent over 35 years writing dynamic marketing and conversion copy for clients large and small.



A New Challenge

Since 2002, Alan's worked with, trained, or coached over 3,100 budding copywriters and business/non-profit leaders in the **Techniques and Secrets of the World's Best Copywriters**.

I never thought anything could be better than my in-person seminars...but then the pandemic hit I was proven wrong.

What if...I could redesign all my workshops into courses, tutorials, and toolboxes for efficient online learning and make them available to copywriters and entrepreneurs 24/7/365?"



Write Like A Madman University (WLAM U)

I worked night and day for 14 months straight to get to a point where all my multi-media presentations were updated, illustrated, and organized into a wealth of "How-To" training tools.

There are over 310 learning experiences ...including a goodly number of brand-new pieces are in WLAM U's copywriting curriculum, **"How To Write Copy"**.

It's all available to people interested in developing new skills, a great freelance side-gig, or increasing revenues to their business or non-profit...without increasing their marketing budget.



Thank You

There's nothing more intoxicating for writers of any kind, than to know that people are reading and profiting from their work.

About once a month, I sit down for a day and go online to look at some of our members' business websites or websites they wrote for others. If I like what I see, I drop a line to the writer. I feel an instant kinship at these times.

I encourage experienced members to send me the links to pieces they wrote. As I'm so fond of saying,

Learn and Prosper,

