

Makepeace Mastermind Alliance: How to Write No-Nonsense "Tough Guy Copy"

There's a no-nonsense approach to copywriting that's not often used. Clayton calls it "tough guy copy" ... gritty but not insulting.

There are three lovable jerks who've perfected this arrogant style ... Dan Kennedy, Dan Rosenthal, and the late Gary Halbert. Their copy sends a subliminal message to the prospect that says, 'I'm not doing this for me — I'm doing this for you.'

In this week's Marketing Minute video, Clayton explains more about how this tactic works ...



If you are part of Clayton's *Mastermind Alliance*, this video is waiting for you on your [myAWAI Member Page](#).

Not part of his *Makepeace Mastermind Alliance* yet? [Click here to join!](#)

Published: June 9, 2017

Related Content:

- [Living the Writer's Life: Ben Phillips](#)
- [July Issue: A Numbers Game](#)
- [Announcing... The FINAL Gathering of the Makepeace Mastermind Alliance](#)
- [Living The Writer's Life: Richard Boyd](#)

Copyright © American Writers & Artists Institute(www.awai.com)

American Writers & Artists Institute

220 George Bush Blvd, Suite D

Delray Beach, FL 33444

(561) 278-5557 or (866) 879-2924