

We've NEVER shared these secrets with ANYONE. Not even our 9-figure copywriting clients. But on April 9th, 10th, and 11th... we're revealing it all.

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How To Use Attention-Grabbing To Consistently Land New High-Paying Clients, Systematically Smash Nearly ANY Control You're Trying To Beat, And Steal The BEST Customers In Any Market...

Keep reading if you'd like to discover...

- ⦿ **The "S2E" Framework That Practically FORCES Prospects To Consume ANY Sales Message You Put Together** (Applies to cold outreach, job board posts, client attraction content, ads, emails, sales letters, VSLs, and

This special offer closes in

00 : 00 : 00

HOURLY

MINUTE

SECOND

\$20K BONUSES... just for cranking out 150 words of copy! I'll show you how it's possible... why it's LESS competitive than email copywriting... PLUS give you A.I. templates for PRINTING high-performing Micro-Leads.)

- ⦿ **Why "Evocative Velocity" Is The #1 Key To Commanding Attention In 2024** (Top filmmakers and an 18 year old female Youtuber ALL use this simple concept to OUTPERFORM many of the world's "A-List" copywriters. The best part? You can model this strategy to produce top 1% results.)
- ⦿ **The EXACT Step-By-Step "Micro-Lead Printing Process" I've personally used to produce over a DOZEN winning controls in the last 2.5 years... just for my 9-figure clients ALONE!** (This is the SAME process I recently used to give a giant in the health space their BIGGEST front-end split test win EVER. And the whole thing took me 20 minutes.)
- ⦿ **How You Can Get Two Of The Highest-Paid Copywriters Today... To Actually Help Optimize Your Copy WITH You... LIVE!** (Our goal is for you to leave this workshop with air-tight sales messages... that are systematically structured to grab and hold MAXIMUM attention.)
- ⦿ **Plus... Templates, Frameworks, CustomGPTS, And Other AI Shortcuts That Can Help You Execute These PROVEN Strategies A Whole Lot Faster!**

**⚠ An Urgent Letter From Mario Castelli
From The Copy Cave In Staten Island, NY:**

Count down with me...

Three...

Two...

One...

By the time you're reading THIS... it's usually already too late.

Because in today's hyper-competitive marketplace...

Where consumers are faced with ENDLESS distractions...

**You Have Less Than 3 Seconds To
COMMAND Your Prospects' Attention.**

And if you don't NAIL IT in those 3 seconds...

Boof. They're gone. Back to their lives.

Or worse... off to buy from one of your competitors.

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So, as dramatic as it sounds...

If you're a marketer, a copywriter, a media buyer, an agency, own a direct response brand, or work with clients of any kind...

Your Ability To Execute For Those 3 Short Seconds... Heavily Impacts Your Current Quality Of Life.

Oh, by the way, that "3 second countdown" I started this letter with?

That's called an **ENGAGEMENT DEVICE**.

It's one of the many tricks I use to command attention.

There's a bunch more of those tricks embedded within this letter, so make sure you keep reading... (yes that's another)

Obviously, if you run offers/courses/coaching programs...

Then it's easy to see how your ability to COMMAND prospects' attention is a massive needle mover.

It determines how much of your content gets consumed.

How many sales you make.

How your ads perform.

And whether you spend your days EXCITED about **SCALING your business...**

Or **STRESSING** over how you're going to cover this month's bills.

And If You're A Copywriter? Attention is EVERYTHING.

Because clients CANT ever hire you unless they know who you are.

Which means... you NEED a way to get on their radar.

And with thousands of copywriters flooding the markets... this is becoming more competitive than ever.

So your ability to COMMAND attention can make the DIFFERENCE between staying **booked solid**...

At rates YOU choose...

With a **growing waiting list of eager clients sliding into YOUR DMs.**

Or... feeling FORCED to belittle yourself on overpopulated job boards...

Fighting for **gigs that pay table scraps...**

And not even getting SELECTED for opportunities you're **OVERQUALIFIED** for...

Because your responses are getting swallowed up in the red sea of "Sent you a message!" replies.

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Are ALSO going to rely on your ability to seize and HOLD attention with the copy you write.

Point blank...

If You Can't Command Attention In The Market... Your Copy Is Almost Guaranteed To Bomb.

And nobody is gonna want to rehire you...

So you'll constantly find yourself stuck in that stressful circle of "looking for the next client..."

Likely even having to make crazy propositions like "not charging anything upfront..."

Which only REALLY tends to attract low-tier, tire-kicking grifters who just want free work.

Bottom line: attention isn't just PART of the game.

Attention IS the game.

And the reputation and future you build AS a copywriter heavily depends on mastering this ONE skill.

The problem is...

Learning How To TRULY COMMAND Attention Is The Skill Most Marketers & Copywriters (*Even GOOD Ones*) Tend To Struggle With MOST!

How do I know this?

Well...

Between the hundreds of copywriters who've passed through Genesis...

All the copywriters we've managed as part of the CA Labs agency...

Plus... being responsible for pretty much ALL the 1-on-1 copy feedback given to members of the \$30,000.00 a year CA Pro mastermind...

There are VERY few people on the planet who've looked at, analyzed, and helped OPTIMIZE more copy than I have over the last 2 years.

I've been "hands on" with over 60+ winning offers...

I've worked with many talented copywriters...

And successful marketers running 7, 8, and 9 figure businesses.

Yet... even at the HIGHEST level...

Where people KNOW all the basics.

The BIGGEST Opportunities For Optimization Usually Comes Down To:

Grabbing And Holding Attention!

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I spend 90% of my time and energy focusing on how they START the sales message.

Because that's the MOST important part.

It's the HIGHEST-LEVERAGE area for optimization.

And it's ALSO where most marketers screw up...

Which usually means they're leaving a LOT of potential money on the table...

And CRIPPLING their chances of producing that **home run winner** that can catapult your business or copywriting career.

(I've helped MULTIPLE copywriters make the leap from "good" to WORLD-CLASS... just by getting this ONE thing dialed in.)

So it doesn't matter if I'm looking at ads, emails, sales letters, VSLs, opt-in pages, outreach messages, social media posts... or anything else...

The FIRST thing I do whenever opening someone's "copy doc..."

Is identify those ATTENTION LEAKS in the beginning of their sales message.

Because if you can't get a prospects' **dopamine receptors** firing IMMEDIATELY...

If you can't stimulate your prospects' CORE emotions...

Over and over again... like you're conducting an orchestra...

Holding their FULL attention for the first 3, 10, 15, 30 seconds of the sales message...

Then it doesn't MATTER how compelling the rest of the copy is.

Hell, it could've been written by Gary Bencivenga himself...

Fun fact: While many mediocre copywriters blindly dismiss AI, Gary Bencivenga (one of the ACTUAL copywriting legends) purchased several of our AI Copywriting trainings. Which is always an honor.

Yet the response rate would STILL be less than desired...

Because Most Of The Prospects Would LEAVE Before Getting To Any Of The "Good Stuff."

So worrying about the REST of the copy would be like choosing to slap a new paint job on the Titanic. While it's sinking.

Dumb AF.

The Good News Is: There's A FAST Way To Fix These "Attention Leaks"

Just because "commanding attention" is the MOST important element of

copy...

And even though this is where MOST copywriters tend to overcomplicate

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It DOESN'T mean writing hypnotic sales messages that SEIZE attention needs to be some difficult, painful process.

Don't necessarily confuse HIGH-IMPACT with HIGH-EFFORT.

This ISN'T something that needs to take hundreds of hours to get right.

When you know the **SPECIFIC ELEMENTS** that are PROVEN to COMMAND ATTENTION...

You Gain The Power To Look At ANY Piece Of Copy... And MULTIPLY The Pulling Power Of Your Sales Message... In A Matter Of Minutes!

If there's ONE thing you take away from this letter...

Make sure it's THIS.

Because I've literally seen it DOZENS of times...

Where simply changing the LEAD of a sales message...

Just the first few hundred words...

**Can Turn A Mediocre Performing Sales Letter...
Into A Grand Slam That Brings In
300, 500, 1000+ Customers A Day!**

I've seen it while working at VShred.

I've seen it inside the agency.

I've seen it with members of CA Pro.

I've seen it with my private clients.

And here's a little insider secret for you...

The BIGGEST factor between the top copywriters who charge 20, 30, 50K for a sales letter...

And those who struggle to get clients at a FRACTION of the cost...

Comes down to their ability to write **BADASS LEADS & OPENINGS.**

Sometimes... it's the ONLY factor.

It makes THAT much of a difference.

And here's an even BIGGER secret...

Often, you don't even have to change the WHOLE lead... in order to SKYROCKET conversions.

In fact...

**When Working With Agency Clients,
We Found That Simply Changing
The FIRST 75-150 Words Of A Sales Message...
Was Able To Boost Conversions By Up To 600%!**

No, that's NOT a typo.

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from changing less than a page of copy.

And that was a 60 minute VSL.

If you're focusing more on eCom pages, ads, emails, job posts, or social media content...

You can often literally change the first 3-5 lines and generate a DRAMATICALLY different response from the market.

Because having the right HOOK does a lot of the heavy lifting FOR you.

It can make the difference between CLIENTS and CRICKETS.

And while historically, direct response copywriters WERE the most skilled at coming up with the best attention-grabbing HOOKS.

Sadly... that's no longer the case.

There's another group on the rise... that are kicking our asses.

The REAL Threat To Copywriters Isn't AI... It's The Influx Of Young Content Creators Who Understand Attention At A Neurological Level!

For the last couple years now...

And especially THIS year...

Many of the organic content creators you find on Youtube, Instagram, And TikTok...

Are HUMILIATING copywriters...

When it comes to grabbing and holding attention.

A lot of these content creators are in their TEENS or early 20s...

Yet they're consistently putting out videos and social media posts that feel IMPOSSIBLE to ignore...

Bringing in hundreds of millions of views...

Penetrating deep into the EMOTIONAL CORE of many markets...

(NOT just other "kids." Big brands are writing them FAT commission checks.)

In other words...

Their organic videos often have MORE compelling hooks (and make more SALES) than the paid ads and VSLs marketers desperately TRY to monetize.

And part of it... comes down to their unfair advantage.

Because these kids literally grew up bingeing viral content.

Instead of watching TV... these kids have been clicking from video to viral video since they were old enough to hold an iPad.

So "attention grabbing hooks" have literally become embedded into their NATURAL LANGUAGE PROCESSING

their NATURAL LANGUAGE PROCESSING.
These kids don't study direct response books...

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still, many of them don't read much of ANYTHING.

They just see what's ACTUALLY grabbing attention...

Then model it.

And truthfully... they're damn good at what they do.

Better than most copywriters who are "SUPPOSED" to be masters at this stuff.

Because many copywriters have become TOO formulaic and dull.

They've swiped the same stuff so many times...

That the market IMMEDIATELY tunes it out.

Because it's been STRIPPED NAKED of all the novelty that allowed it to originally work.

And The BIGGEST Breakthrough I've Had As A Copywriter In The Last Few Years... Came Down To ONE Decision I've Made.

That decision?

Spend LESS time looking at all the formulaic "copy" in the markets...

And MORE time studying those who EXCEL at immediately seizing FULL attention in 2024.

The viral content creators...

The influencers...

The filmmakers...

The documentary directors...

The artists...

Plus... many of the controversial public figures KNOWN for generating attention and stimulating VISCERAL emotional responses among the masses.

That's the NEW way to build a "swipe file" in 2024.

I Call This Habit "Attention Hacking..." And It's The KEY To Standing Out In Today's Hyper-Crowded Marketplace!

So... if you're looking for clients...

OR... you just want to start producing higher-performing ads, emails, sales letters, and VSLs...

The kind of marketing that breaks through all the "noise..."

And FORCES your best prospects to willingly consume your sales messages...

Then I truly believe that mastering ATTENTION HACKING is the MOST PROFITABLE skill you can develop right now.

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It's like taking your boring, mediocre sales messages...

Injecting it with supersoldier serum...

Then dousing it in gallons of rocket fuel.

Suddenly, the sales messages you produce go from IGNORABLE to EXPLOSIVE.

And you get to reap the financial rewards and reputational boost that comes with it.

This skillset is the closest thing I know to having marketing "magic powers."

That's Why We're Hosting A 3 Day LIVE VIP Zoom Workshop... Where We're Going To Transfer This "Attention Hacking" Skillset TO You!

We're going to unload the EXACT systems & strategies...

Plus A.I. tools and shortcuts...

For commanding MAXIMUM attention in 2024...

And CONVERTING that attention into CASH...

Backed by literally HUNDREDS of millions of dollars in sales

DISCLAIMER: Since I work with multiple 9-figure clients, I actually STOPPED counting revenue numbers.

Because when you've helped take offers from ZERO to over 6 million/month in 90 days, it's not playing fair. 😊

The goal is simple:

By the end of this Day 3 workshop...

We want you to have the skills...

The fundamental thinking processes...

The AUTOMATED tools...

Plus the FULL CONFIDENCE...

Of KNOWING that you can COMMAND attention in the marketplace.

You can use this ability for yourself... to GET clients.

To generate sales... on your own offers.

OR to produce breakthrough results FOR clients...

So you can continuously raise your rates, collect performance fees, and establish yourself as an in-demand Attention Assassin who companies feel LUCKY to hire.

That's all up to you.

We're just gonna open the doors FOR you. And give you the options.

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Where Luke Mills Is Going To Walk You Through Our Groundbreaking "Speed 2 Emotion" Framework For Generating Maximum Attention!

Let me tell you something about my business partner Luke Mills.

(Especially since he's not here to defend himself.)

But the guy is a complete IMPOSTER.

Sure, you may know him as Stefan Georgi's "copywriting protege..."

And it's true that Luke's written a bunch of 7 and 8-figure sales letters...

(Including taking down a few "unbeatable" controls.)

But if you get to actually know Luke...

You'll quickly realize that he's REALLY a movie director masquerading AS a copywriter.

His goal in life is to build a FILM studio.

I recently spent a week with him in Miami...

And after long work days...

Luke actually spends his "free time" watching filmmaking courses...

Studying ALL the best directors out there...

And reverse engineering their greatest secrets for seizing attention and stimulating emotion.

Then as his "BREAK" from studying that...

He spends MORE hours scouring the Internet...

Soaking up Youtube videos...

And TikToks...

Breaking down all the principles people are using to grab attention...

Then... usually ASSAULTING me at 3AM with 40 page long Google Docs filled with a bunch of crazy ideas and strategies.

Yeah... it's anxiety inducing.

But... it's also worth it.

Luke's OBSESSION with filmmaking and Systemizing Attention led us to a breakthrough that literally changed the way we write copy.

It's called the Speed 2 Emotion framework...

It's something that ALL the top filmmakers... viral content creators... and the TRULY elite copywriters (when they're at their BEST) execute on...

Because it takes the abstract idea of "ATTENTION..."

And breaks it down into a simple, repeatable, FORMULA.

Once you understand this...

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Attention =
The Emotional Response Of Your Message
Divided By:
The TIME It Takes You To
Stimulate That Response

THAT'S what it boils down to.

I don't care WHAT genre you choose to look at...

Those who are the BEST at commanding attention...

Are able to stimulate a VISCERAL emotional response... in the FASTEST amount of time.

That's true of people like Mr. Beast...

Certain politicians...

Even Instagram "models" who make a living showing off their butts.

The TECHNIQUE they use varies. But the FORMULA is UNIVERSAL.

MAXIMUM emotional response in MINIMAL time.