

■ ONE-DAY VIRTUAL BOOTCAMP

Own The *Market*

One Day. One Framework. **Total Market Domination.**

For entrepreneurs, marketers, and writers who are done being invisible — and ready to become the only choice in their market.

YES — I'M READY TO OWN THE MARKET →

One Payment: \$995 | 3 Payments of \$395 | Limited Seats

THE HARD TRUTH

There's a reason your competitors are winning deals *you* should be closing.

It's not their product. It's not their price. It's not their audience size.

It's their words.

"You can have the best offer in your market and still lose — if you can't articulate why anyone should care."

Most businesses plateau not because of what they're selling, but because of **how they're saying it.**

One focused day changes that.

Not a 47-module program that collects digital dust. Not another template to "plug and play." A live, roll-up-your-sleeves virtual bootcamp where you walk in with scattered messaging and walk out with a copy system that makes you the **obvious choice.**

YOUR INSTRUCTOR

I've spent five years in the *trenches*.

Launching successful brands. Crafting campaigns for transformational authors and businesses across the country. Writing high-converting copy that moves real offers into the hands of people who need them.

"The one thing separating the businesses that grow from the ones that plateau? They know how to own the conversation in their market."

Not by being louder or more manipulative — but by being so clear and compelling that their ideal customer thinks, **"This is exactly what I've been looking for."**

That's what I'll teach you in one day.

THE BOOTCAMP

Here's What We're *Building Together*

■ MORNING SESSION • 9:00 AM – 12:00 PM

The Market Dominator Foundation

We start with positioning and psychology — the invisible forces behind every buying decision. You'll leave with:

- The **Magnetic Message Framework** — the exact process to uncover the one thing your brand should be known for
- **The Headline Lab** — a live workshop where you'll write headlines that stop the scroll
- A positioning foundation most businesses spend *years* trying to figure out

■ AFTERNOON SESSION · 1:00 PM – 4:00 PM

The Own The Market Copy System

This is where we build the machine. The same framework used for leading brands nationwide:

- **Offer Architecture** — structure your offer so buyers feel *compelled*, not just interested
- **The Empathy-to-Urgency Ladder** — move people to "I need this" without hype or sleazy timers
- **The Voice Calibration Method** — write in a tone that sounds authentically *you*
- **The Conversion Page Blueprint** — live build-along for your highest-priority sales page

■ POWER HOUR · 4:00 PM – 5:00 PM

Hot Seats & Copy Reviews

We end with fire. Live copy reviews and real-time feedback on the work you created. You won't wonder if your copy is "good enough." You'll know.

WHAT YOU WALK AWAY WITH

By the end of the day, *you'll have:*



A **razor-sharp market positioning statement** that sets you apart immediately



A **headline bank with 10+ tested hooks** for your most important offer



A **fully outlined, conversion-ready sales or landing page**



A **repeatable copy system** you can use for every offer and client project going forward



The **confidence to write copy that sells** — without sounding like a pitch or a robot

IS THIS YOU?

This Bootcamp Is For You *If...*

■ **You're a business owner** tired of copy that sounds like everyone else's — and ready to write messaging so compelling your ideal clients think you're reading their minds.

■ **You're a marketer or creator** ready to own your niche, sharpen your skills, and finally charge what you're worth.

👉 ■ **You're an aspiring copywriter** who wants a real, deployable copy system — and the portfolio pieces to prove it — so you can land paying clients *fast*.

POSSE LOVE

What People Are Saying

“After one day with Mark, I rewrote my homepage copy. Within two weeks, my opt-in rate jumped from 11% to 34%. That one day paid for itself ten times over.”

Sarah K.

Health & Wellness Coach

“The Offer Architecture section alone changed how I present every client proposal. I closed a \$12,000 project the week after the bootcamp.”

Darnell T.

Digital Marketing Strategist

“I signed up as a complete beginner — no clients, no portfolio, no idea what I was doing. I came out with a sales page, a positioning framework, and enough confidence to start reaching out. I booked my first paid project 11 days later.”

Priya M.

Freelance Copywriter

WHAT'S INCLUDED

Join Today & Get These *Free Bonuses*

01

■ The Market Dominator Swipe Vault

\$297 VALUE — FREE

Five years of curated high-converting sales pages, email sequences, and launch campaigns across a dozen industries — yours to study, model, and steal from shamelessly.

02

■ The 7-Figure Offer Scorecard

\$197 VALUE — FREE

12 criteria that separate offers buyers want from offers they scroll past. Fix your positioning before you write a single word of copy.

03

■ 30-Day Post-Bootcamp Copy Accelerator

\$397 VALUE — FREE

Daily copy prompts and mini-lessons for 30 days after the event. A personal copy coach in your inbox every morning for a month.

THE INVESTMENT

A \$10,000+ Skill Set. *One Day. One Price.*

A freelance copywriter charges \$3,000–\$10,000 for one sales page. A positioning consultant charges \$5,000+ just for the audit. Today you're getting the complete framework to do all of it yourself — for every offer, forever.

\$10K+

Freelancer Fee

\$5K+

Consultant Audit

\$995

Own The Market

■ LIMITED SEATS AVAILABLE

\$995

One single payment

— or —

3 Monthly Payments of \$395

YES — I'M READY TO OWN THE MARKET →

■ All orders processed on a secure server. Your information is 100% protected.

■■ The 100% "Own It Or It's Free" Guarantee

Attend the full bootcamp, do the work, and if you don't feel you got at least 10x the value — email me within 30 days for a full refund.

No questions. No hoops. No hard feelings.

I'm that confident in what this day will do for you.

■ This is a small-group event. Once seats are gone, they're gone. Don't let this be another thing you meant to do.

GOT QUESTIONS?

Frequently Asked Questions

Do I need copywriting experience?

Not at all. The framework works whether you're writing your first sales page or your fiftieth. Own The Market meets you where you are.

Is the bootcamp recorded?

Yes — replays will be available within 48 hours. But show up live. The hot seats, workshops, and real-time feedback are where the real transformation happens.

I'm a business owner, not a copywriter. Is this for me?

Absolutely. Some of the biggest breakthroughs come from business owners who finally crack the code on why their marketing isn't converting.

What's the guarantee?

Full 30-day refund if you attend the bootcamp and do the work. Simple as that.

YOUR MARKET IS WAITING

Right now, a competitor with a *worse product* than yours is winning.

Because their copy is better than yours. **That ends today.**

CLAIM MY SPOT — I'M READY TO OWN IT →

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Questions? info@ownthemarket.com