

## 64 - How Anik Singal Built Lurn From Scratch And The #1 Skill You Need In Business

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### Brief Background About Anik Singal

- ❖ Anik Singal is the founder of [Lurn.com](https://lurn.com) - Tools, Training, & Resources For All Types Of Entrepreneurs
- ❖ He also has a podcast called [The Fighting Entrepreneur](#) where he discusses tactical strategies, marketing business, new businesses, how to build, how to get traffic, how to get conversions

### Basics To Apply In Your Business

- ❖ Build an audience - You need people that are going to know who you are, that is going to trust you that are going to follow you, and that is going to look up to you for whatever the topic is.
- ❖ The thing that you sell to them doesn't have to be your thing. If you love a program that is not yours, but that you highly endorsed that's good enough. That's called affiliate marketing.
- ❖ The three fundamental basics are audience, communication, and monetize.

## Anik Singal's Copywriting Technique

### ❖ Step One - Introduction

- You got to remember one thing when you're writing a copy when you're selling something, nobody cares about you.
- So the purpose of the introduction is what's in it for them. So I'm starting a presentation. I'm going to start with today. I'm going to share with you five, the five-step systems I've used to sell over \$250 million. I can promise every single one of you could double the conversions of your products and sales after this presentation. Hi, my name is Anik Singal.

### ❖ Step Two - Story

- The purpose of a story is actually to build relatability.
- So if I come on to teach you copywriting and I'm like, Hi. Yes, I'm a three-time Pulitzer Prize-winning poet, Ph.D., master's in English and writing from Harvard. I've written seven New York Times bestseller books, and hey, I'm here to tell you how easy writing is. The person's like "What?"
- So the purpose of the story is relatability. It's to make sure the other person feels connected to you and feels that if you can do it, they can do it.



#### ❖ Step Three - Content

- The Content's purpose is credibility.
- Do you want credibility with me? Tell me something I didn't know, help me have an AHA Moment.
- Because you don't want to start teaching people, never give them the "How", give only the "What" only. But the big challenge in front of you is going to be how do you help someone have an AHA Moment with a "What?".
- So an AHA Moment, the easiest way to have one is to say something that's controversial, say something that's the opposite of what they're used to hearing, and prove it with a stat, prove it with a study.

## Biggest Mistakes Along His Journey

- ❖ Stick to the basics, stick to the simple system. And I think as entrepreneurs, we've got this massive shiny object syndrome, and we gotta get away from it.
- ❖ So sometimes when things are working too well when they're simple, and they get boring, we want to complicate things just for the sake of adding excitement in our life. And don't do it because sometimes you don't want that excitement.