

**Recent Examples of my Work**  
**Headlines + Ledes**

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# **What Business Brokers Know (That You Don't) About Buying A Business Without Getting Taken To The Cleaners**

You've been downsized.

Or maybe you're stuck in a dead-end job watching younger, less experienced people get promoted past you.

Or your company just announced they're transferring you to a city you don't want to live in... and you're expected to uproot your family and go along with it.

Here's what you know: You need a way out. You need control of your own destiny. And you've been thinking... maybe it's time to buy a business of my own.

But here's what stops you cold:

You're terrified of getting scammed.

Every time you look at a business for sale, one thought keeps running through your head: "If this business is so great, why is the owner selling it?"

And that's not even your biggest fear.

You're afraid you'll overpay by \$50,000... \$100,000... maybe more... because you don't know what a business is really worth.

When the seller says, "This business is worth \$350,000," you have no idea if that's accurate or if he's taking you to the cleaners.

You're walking into a negotiation against someone who's done this before... while you're doing it for the first time.

It's like playing poker against a professional when you barely know the rules.

You've looked at some businesses. You've talked to a few sellers. But every conversation leaves you more confused than when you started. It feels like everyone knows something you don't.

And the worst part?

You can't afford to make a mistake.

This isn't a trial run. You're not practicing. If you buy the wrong business... if you overpay... if you miss something critical in your analysis... you could lose everything you've worked for.

Your savings. Your financial security. Your family's future.

One bad decision could set you back ten years.

So you keep researching. Keep reading articles online. Keep telling yourself you'll figure it out eventually.

But you never feel ready. You never feel confident. And while you're stuck in analysis paralysis...

Good businesses get snapped up by people who know what they're doing.

**[ AUTHOR IMAGE ]** My name is Michael Brenthan, and I've been a certified business broker since 2001.

I've helped people buy and sell businesses. Hundreds of transactions, both sides of the table.

And early on I discovered something that changed everything...

# **After 7 Years of Hopelessness, I Was Given One Chance to Get Pregnant Naturally... so I Took Control And Gave Birth to a Healthy Baby Girl 9 Months Later**

I know how you feel.

Month after month, nothing. The disappointment when your period arrives instead of the positive pregnancy test you've been hoping for. The heartache. The loneliness. Feeling like your body is failing you.

You don't know when you're actually ovulating or the best time to have baby-making sex. You're either missing your fertile window or exhausting yourself trying every day.

Your doctor wasn't helpful. Maybe dismissive of your concerns. You feel abandoned by the medical system that should be supporting you.

And if you're over 35, the clock is ticking. You feel the pressure. The anxiety. The fear that it might be too late.

I've been there.

My name is Karen Skienna, and I struggled with infertility for 7 years. I experienced the same hopelessness, frustration, and heartache you're feeling right now.

But here's what changed everything...

## **Former TV Producer Reveals the Two Rules That Get You Booked on Major Shows... No PR Agency, No Press Releases, No Connections Required**

Have you ever spent good money on a press release... \$300, \$500, maybe more... sent it out, and heard absolutely nothing back?

Have you ever hired a PR agency, signed a contract, handed over thousands of dollars... and ended up dealing with people who barely knew your name, let alone your product?

Have you ever watched a competitor land a TV interview or get covered in a national magazine — and wondered what they know that you don't?

If any of that sounds familiar, I want you to know one thing right now. It's not your fault. And there's nothing wrong with your product.

The system most people use to get media coverage is broken. It's been broken for years. And almost nobody talks about it.

I know... because I've been on both sides.

### **MY \$10,900 LESSON**

I was a self-published author trying to promote my book. I heard that press releases were the smart, affordable way to get

publicity. So I hired a writer for \$300, paid \$600 for distribution, and sent my release out into the world.

The result? Nothing. Not one call. Not one mention. \$900 gone.

So I did what most people do next. I hired a PR agency.

I signed a contract for \$10,000 — figuring that kind of investment had to produce real results. What I got instead was a parade of low-level staffers who didn't understand my book, didn't know my audience, and crammed everything into a cookie-cutter template that went exactly nowhere.

I was nearly out of money. Out of ideas. And starting to think I was a hopeless case.

## **THEN EVERYTHING CHANGED**

Around that same time, I became a TV talk show producer and host.

Suddenly I was on the other side of the desk... the one doing the booking, sorting through the pitches, deciding who gets on and who doesn't.

And what I saw stopped me cold.

## **After Years of Writing Sales Letters, I Finally Escaped the First Draft Nightmare**

*I now spend an hour or so organizing my research... and then let AI create a quality first draft in minutes instead of days*

I have a confession to make.

I've been writing sales letters for years. I enjoy the creativity... developing angles. Writing headlines. Creating curiosity bullets.

But I've never enjoyed writing the first draft.

It's frustrating and exhausting.

In fact, I loathe it.

And I'm willing to bet you feel the same way... you just haven't said it out loud.

The first draft is a grind. For everybody. Beginners and veterans alike. You're holding the audience, the offer, the structure, and the voice all in your head at once while trying to get words on the page.

Every day, you're making impossible choices...

Take on another client and work weekends? Or turn down good money because you're already maxed out?

Rush through a draft to meet the deadline? Or take the time you know it needs and blow past it?

Keep your income stable? Or keep your sanity?

So you did what any smart copywriter would do. You went looking for a faster way.

The worst part? You already tried the "solution" everyone's talking about.

You tried AI tools. You got rough drafts that "feel like AI." Drafts that need so much editing you barely saved any time. Maybe faster on the pieces... the headlines, the bullets, the CTAs. But never a complete, professional draft you could actually use.

According to recent industry stats, 78% of professional copywriters now use AI tools. But here's the part that should concern you: only 34% trust the output without major revision.

Translation: Most copywriters are using AI and still spending days on first drafts.

Until now.

I found a way to end the nightmare for good.