

**Trevor:**

Pauline and I first make contact what, 2012 and became a client, mentored her for quite some time, and then she went on to some various copywriting mentors and has done great things and first time I met her obviously is today, but we've been friends for a long time.

Now, she's currently a copy cub for Parris and I'll let her explain a little bit about that, but it's quite an achievement.

**Trevor:**

And, she knows here fricking shit in terms of copy. She doesn't take any bullshit and I know she's going to deliver you a lot of value. So, please welcome Pauline.

**Pauline:**

Thanks Trevor. It's great to be here and thanks for sticking around.

Yeah, I was going to say, the part of Ben Simpkin is being played by Pauline London today because ... the funny thing about Ben and I, we were on the same plane. So, what does that say about him?

And, he was in fricking business class, so come on. I was in cattle class, moo.

**Pauline:**

All righty. So, rising from the ashes, taking names and kicking asses, so that's my story.

## Drayton Bird 83rd Event: ToeCracker's Surprise

From a depressed and broken illiterate loser, to the A minus list and beyond, so you might think that it's hard for someone these days to be illiterate as in you can't read or write. Did I say that right?

No, caught it, did you. It's late in the day.

### **Pauline:**

So, why was I illiterate when I'm a fairly well educated woman? I was a registered nurse for about 20 years. How can someone just be illiterate pretty much overnight?

Well, when I joined the army, the Australian army, back in 1991, last century, so long ago, that was my signature.

### **Pauline:**

The day I left the army as a major, that was my signature.

So what happened? I'm about to tell you. All righty.

Not that that's how majors sign their name. We're not too busy to actually sign our name.

So, who am I to be standing on this stage, because I know that there's a lot of people in here who don't even know me.

### **Pauline:**

Outside the room, people don't know me, and there's a good reason for that. So, let's go through just a little montage, like they do on Young and the Restless and those little things.

I haven't got any music, so if you want to hum to yourself, go ahead.

**Pauline:**

I was born at a very young age, and as you can see, I've always been up to armpits in trouble. Actually in Australia, that's how they babysit the kids.

They dig a great big whole in the beach and they plunk you in it, fill it up. And, you know if you're a good kid or not, and I can tell that I'm a good kid in that picture, because it's dry sand.

I'm above the tide mark. So, obviously I was a good kid that day.

**Pauline:**

I grew up, and I became a registered nurse, went to university. Had a calling to join the army.

Actually, I used to make up a bit of an excuse. I was out on the town one night. Someone asked me for my autograph, and the next thing I know I'm in the army. But, I actually voluntarily did it.

**Pauline:**

My dad's a Vietnam veteran, so I wanted to join the services and so I did.

The army was good to me until it wasn't.

I really liked the army. I got up to the rank of major and then my world fell apart.

What happened was, and this is why I became illiterate, is because in one year, they sent me on two high pressure operations.

**Pauline:**

So, loaded weapon [inaudible 00:03:53] as a nurse, you still have to carry a loaded weapon, semi automatic weapon, ready to shoot or be shot.

So, normally they only send you on one of those every couple of years, but for that year, I won the lucky door prize and I got two back to back deployments.

**Pauline:**

No sooner had I got back from my second deployment, then they said,

"Okay, Pauline, how do you feel about Iraq?"

I went,

"I don't."

And they said,

"No, no, you can't refuse."

And I said,

"Well, how about I say this phrase,"

and they said,

"Okay, walk down to the slack office straightaway and that's the end of your career."

So, that was the end of my career.

**Pauline:**

So, I ended up in dark land for about, I don't know, who can count?

It was a magical mystery ride into hell and back.

Actually, some people don't make it back, and I tried very hard not to make it back.

On the day that I left the army, it was supposed to be the last day of my life.

I tried to drive into a tree, but me being the perfectionist that I am, which is being one of my enduring qualities, my overwhelming sense of perfection, as I'm about to hit the tree, my inner self just yelled,

"Stop the fucking car. You're going to fuck it up. You have done right up until now, what do you think you're going to do now? You're going to fuck it up. You're going to be a vegetable. You're going to be pissing and everybody's going to wiping you off for the rest of your life, and you're going to be reminded every day of what a failure you are."

**Pauline:**

My perfectionism saved my life.

What a weird reality.

So, depression sucks, but you can read all about it in this book. I wrote a book about my depression journey. More about that in a moment.

So, I got out of the army and they say,

"Oh, you'll never nurse again."

Stupidly I believed them.

**Pauline:**

Not really stupidly because I wouldn't be here today if I had to believe them. I'd simply be wiping my asses and hating my job stabbing people. That's fun, but wiping asses isn't, so there's a trade off.

**Pauline:**

So, I got into business.

I had many failed business ideas and ventures, until I found a healing modality that helped me to get out of depression.

So, I jumped down that rabbit hole, became a teacher, became a practitioner of it.

Had people travel from all around the world and Australia to be trained by me, and then I wanted to scale up my business, but the problem was, it was beyond my capability.

**Pauline:**

So, I employed this guy, I don't know if you know who this guy is, Mal Emory, he was like the rip off of Dan Kennedy in Australia.

So, I gave him a ton of money, the kind of amount of money that would make you feel sick and it did. Anyway, I gave him the money to write a marketing package.

It was supposed to be called a shock and awe pack.

It was shockingly awful when I got it.

**Pauline:**

I asked for it to be rewritten and Mal to his credit said,

"Yes, not a problem."

His business partner said,

"Look, Pauline, if you think you can do better, then you do it yourself."

I went,

"I can't do any worst, honest to got. It is like cut and paste. It's Franken-copy."

He said,

"Tell me what's wrong with it,"

and I said,

"I can't tell you what's wrong with it. There's nothing right with it."

**Pauline:**

So, that started to journey through copy writing.

So, there was an event in Australia, and I really wanted to go, but I was so poor. So, I actually volunteered to crew at the event, and luckily I was told yes.

But, I was hardly in the room. I was out running errands and getting lunch for people and opening, that kind of thing.

**Pauline:**

So, you do what you have to do to get where you want to go.

Anyway, I had a very quick moment with this guy Ted Nicholas. And, I scrounged all my money. He was offering his package at the end.

Because I was crew, they actually gave me a crew discount which was very generous of them, thank you.

**Pauline:**

Anyway, so I had a very brief moment with Ted, and I said,

"I would really like to become a copywriter, because up until that moment in Australia, every time I told someone there I wanted to be a copywriter, they'd always be,

"Oh you're just a woo-woo girl, what would you know about marketing?"

**Pauline:**

One of the good things I was told was females don't make good copywriters. And so, I just stood there and I went,

"Righty-o. Let's prove that one wrong."

There is an element of truth to that, that women don't make good copywriters.

We make fucking awesome ones, so suck on that.

**Pauline:**

But, the thing about it is, when people really set the bar very low, you don't have to live down to their expectations of you. Set your own bar, and that's exactly what I've done.

So, I met Ted Nicholas.

He told me to be a copywriter.

I bought his pack.

Watching his pack, and who comes on the screen, this little larrikin. I'm going,

"Who the hell is this guy?"

**Pauline:**

Anyway, so I liked what he had to say, and I just went, man ... you know just when you meet someone or you just see something and you just go,

"Man, I've just got to find out more about who that person is."

It's happened to every person I'm putting on this screen.

**Pauline:**

Trevor was the first person who ever took me seriously as a copywriter and I owe him so much.

He didn't make me jump through hoops.

He didn't make me justify why I wanted to be a copywriter.

He didn't say stupid things like,

"I bet you're a chick."

Well that's okay, I'm not going to type with my vagina.

**Trevor:**

You'd make a lot of money if you did.

**Pauline:**

He can read my lips, but that's okay.

So, Trevor actually got me well on my way, but the thing about that way that Trevor writes copy and there is nothing wrong with it, but it's really masculinised and I just went,

"You know what, I'm starting to sound like a dude,"

which comes in handy, I'll tell you why in a moment.

**Pauline:**

But anyway, so to balance that out, I went to search for a female and I found her.

Hello Morgan, who became my mentor and is actually one of my best mates right now. So, she taught me a lot.

That led me to down the rabbit hole where I immersed myself in reading all of Gary Halbert letters.

I'd sit there and read two every morning before I started my copy routine.

**Pauline:**

John Carlton did his super writing system. I've done just about every fricking copywriting course there is out there and I'm just keen student or just completely stupid, but I think I'm just a keen student.

I put a sales letter in 2014 about the titans of direct response, and as soon as I got that letter, I knew I had to be there, didn't have any money and the tickets went on sale and I wanted to go as a VIP because the people that were on that letter were Dan Kennedy, Joe Sugarman.

Clayton Makepiece actually didn't go. He was supposed to go and Gary Bencivenga, and Parris Lampropoulos, who as soon as I heard his name, I wanted to be his copy cub.

I didn't even know who he was. I just knew in my heart I wanted to be his copy cub.

**Pauline:**

So, I had a bet. I either wanted to be his copy cub or Clayton's copy cup and Parris one.

But, do you notice something really interesting about ... apart from the baby photo. I've got brown hair all the way up until Parris.

I totally ran out of toner. He's mind blowing. He's an amazing copywriter.

**Pauline:**

I've worked with Collen, she's a top health writer.

Again, I like to have the masculine and the feminine brought together so, when I started with Parris, I wanted to be trained by Colleen and bring that together.

And then, who else am I to be here, I'm a best selling author. I'm a mentor and I'm a lovable larrikin and that's my story. So, let's get into it.

**Pauline:**

NDA's, I have a few. There is a reason why people haven't heard about me and it mostly revolves around the fact that I have NDAs with my clients and my mentors that I can't share stuff with.

But, the beauty is that I can actually use all of it in my copy.

**Pauline:**

So, I'm happy being a secret weapon, and people, you might be sitting there going,

"Well, I've never seen your copy."

I bet you 10 bucks you have.

If you read the letter for this event, you read my copy.

And that's why it's really important, when I said I started to write like Trevor, I kept that because it came in handy down the track.

And, that's the thing about copywriting, always having that ferocious curiosity, always learning stuff.

You may use it in the future and that's why when I talk a bit about life experience, nothing goes to waste.

**Pauline:**

All right. What else have I got up there. Some really good stuff actually.

Sorry, if I can use these secrets but I can't reveal them what am I even doing here. Well, there's a good but. There you go.

But, I can actually reveal the secrets that have, and I've got about five of them I'm going to share with you right now.

**Pauline:**

So, secret number one. How to go from basically a loser to being on the A minus list.

And, I laugh about that because I'm not the kind of person ... because here's the thing about it.

If you run around telling everyone that you're an A lister, are you really an A lister?

**Pauline:**

So, I'm happy just to talk about the A minus list because when I was a lieutenant in the army and I really wanted to get promoted to captain, I used to tell people that I was a lance captain.

I just made up my own fricking rank and then I was a lance major until I was a major.

**Pauline:**

All right. So, what I'm going to go through with you now is success leaves clues. Many people have already walked the same

path, so you don't need to reinvent the wheel, but also, what I tend to do when I'm looking for mentors or influencers in my life, I'm looking for the person in the middle of the ripple.

**Pauline:**

I'm not interested in the right out here people. I want the person right in the middle. But these days, for copywriters, it's not easy for us to get up close and personal with people like Gary Bencivenga, well unfortunately and tragically, Dan Kennedy is no longer here and this is what happens.

**Pauline:**

So, I have a strategy for that. You go and you pull out all the stops of going to get trained by them, but if you can't do that, and I always wanted to be trained by Parris, but I couldn't get close to him.

I had to prove myself to him before he'd even look at me.

**Pauline:**

So what I did, was I get as close to the people in the middle of the ripple, I like to say.

So, Parris has trained Marcella Allison. So, Marcella and I met at boot camp a few years ago for the AWAI boot camp and she needed some help to meet a deadline.

I offer up my services. She's the perfect pimp for me, and Marcella goes,

"What, you're going to spend the night with me?"

I went,

"I will do anything. I am so ambitious. Oh, been writing copy."

All right, we'll ply a copy then. I thought we were going to do something more exciting.

**Pauline:**

But, the thing is, you do what you do.

The opportunity came. I could've said,

"Oh, no. I need my sleep," be precious about it.

I sat there all night writing copy with her.

What I learned in that one night was at least three to six months worth of A list training that was just life changing.

**Pauline:**

So, get as close to the source of the ripple as you can, or if not, get someone who's right out there.

And now, this is one of my points. In Australia, we have people go to the land across the sea, and they come back and they teach us all the wondrous things that they've learned over in the land of opportunity, America.

But guess what, isn't there a saying that when you learn something, you only retain 10%.

**Pauline:**

So, I'm learning their 10%, but they're probably only learning the 10% of the person who taught them.

So, this is where I had my mental big shift, is going to the source as much as you can to get your own 10%, because who says that the 10% that they learn is the 10% that you take from the same opportunity, and that is so important and that has made a huge difference in my life.

So, success lays clues. Get as close to the source as you can and get your own 10%.

**Pauline:**

You deserve more than a copy of a copy of the copy. You know how copies get really fuzzy after a lot of copies?

Yeah, you deserve better than that. Success secret number two, getting the right mentors, the good, the back and the fugly.

You know what fugly means don't you?

Yeah, fucking ugly. It's a contraction.

**Pauline:**

That's all right. I translate. I can speak all the languages. All right.

So, the good mentor, so good mentors, they will listen to what you want to achieve.

It's not a one size fits all deal for them. They are happy to give you tough love, but it's always constructive. It is never, ever personal.

And, they make you cry, don't they Trevor?

Yeah, tease, we should. Tease we should, but then again Parris tries to make me cry.

**Pauline:**

The first critique I got of that was brutal. I was the first cub in my group to be critiqued by Parris and at the end he goes,

"Pauline, how are feeling? Do you need a band-aid or something?"

I went,

"No, actually I'd like a cigarette. That was really exciting."

And he goes,

"You fucking Aussies, seriously. You're just weird."

So, any time's he's doing a critique, usually I'm up first because he just likes to see how I'm going to react. Hasn't made me cry yet.

**Pauline:**

So, constructive. They help you, but they work to make themselves redundant.

That's what I loved about Trevor.

We got to a point and it's like you're leaving the nest. I know that I can go back to him at any time and we have had top up

sessions but it wasn't a mentor that just kept you going and kept taking money from you for just for their own good.

**Pauline:**

So, they know when to end the mentoring, and that's important.

The bad mentor is not the best thing since sliced bread. Usually, they're a bit mouldy. Their methods are mouldy and very much outdated, and sometimes way beyond their use by date, expiry date.

So, that's something you've got to take into consideration. The bad mentor will take credit for your success, and that's one of the things that I've got, is if they're going to charge you exorbitant fees and you're successful, are they not giving you the results that you've paid for?

**Pauline:**

Well, fricking let me have the credit then. I'm doing the hard work. I agree that they've helped me, but don't stand in the way and push me out of the way and say,

"She'd be nothing without me."

I've had some bad mentors that have done that.

The good ones never do that. They just go,

"Yeah, Pauline."

**Pauline:**

Even when people were saying,

"Trevor, you wrote a fricking awesome sales letter for this, this event,"

this is what I love about him, he said,

"No actually mate, it was Pauline."

He's like,

"What, a chick?"

Yeah, she wrote with her vagina.

**Pauline:**

But, that's a good mentor right there and it's a huge difference. A bad mentor will try to fit you into a one size fits all.

This is my program. You have to fit it. And, if you don't fit it and if it doesn't work for you, you're the problem, not the program.

It's all about them, not about you. So, it's like, yeah, I've got all these 1500, eleventy bazillion mentees and I'm doing this, I'm doing that.

**Pauline:**

What do they get out of it, or it's I used to write copy, but I don't need to write copy anymore.

I'm a mentor. It's like, yeah, that's great, but what do your mentees get out of that.

So, think about that. Are they over promising, under deliver? So, they will promise you the world and give you a glimpse of their anus or Uranus?

**Pauline:**

You can end up being the coach of the coach, and I hate that.

Because if you're paying, why the hell would you be coaching someone else? So, that's time to get away from the bad mentor.

And now, you've got the fugly mentor. They play the player, so what I'm saying is, they will actually attack you and I had a rather lovely mentor that one day called me retarded.

Didn't think that I could speak English because I'm Australian. It was like, whatever wanker. It's like, I think we need to start other people. It's not me, it is actually you. Yeah, I stopped doing it.

**Pauline:**

They're quick to point the finger and the blame. If something's not working, it's you.

It's your lack of dedication.

It's your lack of effort.

It's your lack of everything and it will never, ever be about them.

They throw you under the bus and use you as a scapegoat.

I've had that happen when a mentor gave me a, beautifully gave me a copy job that they didn't want, and then saw it blow up in my face, basically told me to do a refund on a sales letter and campaign that I'd already done, and I went no, because all she wants is free copy.

**Pauline:**

The thing that got me through that was Trevor. Trevor kept my sanity because I was about to jump off the planet. I was just beyond ... and the fugly mentor will feel threatened if you have more potential or ambition than they do, and that's rather nasty to be on the side.

And also, what I would say is get away from those people.

**Pauline:**

So, three things to look for in a mentor is they need to be doing what you want to do, achieve. One of the beauty of hooking up with Trevor is that he was doing what I wanted.

A, he was an Australian. He wasn't stuck in Australia. He wasn't ... in Australia there's the tall poppy syndrome that we talk about.

**Pauline:**

If you pop your head up, people will chop you down. It's like that name Whack A Mole, and by the way, for the Aussies, don't ever call me a mole because that is way worse than the C word.

So, a mole is like a slut but the worst kind of slut, just to give you some translations.

**Pauline:**

Yeah, so, you don't want that kind of thing. You want people who are doing what you want to achieve, and they've been there, they've done that and they've got the bank balance and the track record to prove it.

**Pauline:**

## Drayton Bird 83rd Event: ToeCracker's Surprise

All right, track record of successful mentees and also, the mentees still speak fondly of them, which is really important.

And the, a lifetime student, so they're in masterminds.

They don't just have masterminds, they're in masterminds.

Parris pays out about \$25,000 for, I think it's about four different masterminds that he's in. He could be comped into a lot of them, but the thing is, that do we ever value free?

So, he's happy to pay.

### **Pauline:**

They've got mentors of their own.

Trevor was being mentored by Ted Nicholas, and he's still got mentors.

They will go to conferences and events, but they don't always expect to be the speaker. Because I know that there were people who were basically hounding Trevor to come to this event, but only as speakers, not as attendees.

So, these mentors and just general success students will never want to be the biggest person in the room.

### **Pauline:**

So, I think you should actually all give yourself a pat on the back. Go on, do it now, for actually being here. There are so many people who said that,

"Oh, yeah, so lucky you're going to go to Poland."

## Drayton Bird 83rd Event: ToeCracker's Surprise

There's no luck. Worked hard for it. You all worked hard to be here, actually stepped up, so congratulations.

Pauline:

Okay, success secret number three, always have the end in mind.

I call that the intention phase.

Now, this is going to a little bit woo, but woo's not too bad. So, always start with the end in mind, so think about who you want to be, what you want to do, where you want to be, when you want to be there and what's your why and then the how will automatically happen.

When I was a woo teacher, I used to have a phrase that Ray and I made up, and that is, forget the how and just allow.

**Pauline:**

So, just get out of your own way. If you have no vision, then any path guru or opportunity will do, and then obviously, you go on the wrong track and it's a bit of a detour and procrastination, and professional procrastination.

And, you go,

"I don't know why nothing's working."

Well, because you don't know what you actually want. So, you're just floundering.

**Pauline:**

Certainty beats the shiny object syndrome. And, when I talk about certainty, I'm talking about being certain.

So, you need to be certain of what you want in life.

Ever since I started the copywriting, I wanted to be an A list copywriter.

That's it. So, my career trajectory is on that path, and I've never strayed from it, ever, even when I got bad mentors and fugly mentors, I just readjusted and got that sorted out and got back on track.

**Pauline:**

And, all this gives you, when you have the end in mind, it gives you the help or hinder filter. And all that is, is when an opportunity comes along or a mentor comes along or an offer comes along, you just weigh it up with two sides.

Will this help my case or will this hinder my case?

Will this help my future?

Will it hinder my future?

That's all you have to think about.

And, if you can't answer them that's it going to help you, then don't do it. Just simple as that.

**Pauline:**

So, this one, what's your why?

You hear about people and they have these great big grandiose whys, but why do some people who have the biggest and best whys in the world, never ever achieve them?

Well, I'm about to tell you. You need to know what your why is so that you know why you're putting yourself through stuff, because three times a week, because I'm in the land down under.

**Pauline:**

We're on a different time schedule than everyone else, and because Americans actually don't really usually think about people outside of America, I'm up at 3:30 in the morning or 2:30 in the morning, or stupid o'clock.

I was speaking to some people about that. People will schedule client appointments, try to schedule them for 1:00 or 2:00 in the morning.

**Pauline:**

There are times of the day where my brain just doesn't work, and 2:00 in the morning is one of them.

I had a meeting recently because a woman just pushed me into a corner, and five minutes into the meeting, I just went,

"You know what? You're not a fit for me, so let's just call it what it is."

She says,

"Well, I actually doubt that you can do what you say you can do. You don't even sound very intelligent."

I said,

"Well how about I ring you up at 1:30 tomorrow morning your time, and see how cognisant you are at that time. So, get over yourself."

**Pauline:**

Also, brutal travel schedules, jet lag, I'm pretty lucky at the moment.

It's not kicking my butt as bad as it was. I think the alcohol helps, doesn't it?

But, when it comes to whys, you need it to be unshakeable. And now, what I'm saying, because most people will have these grandiose whys of like, they're all out there. They're all about saving other people.

**Pauline:**

I've heard some really fantastic whys about getting 1000 prostitutes off the street of Thailand and liberating them or helping all the needy kids in India getting them out of the orphanages and getting them adopted and things like that.

But, what I've found is I never, ever achieved them and my theory is because that why can be done by eleventy hundred billion people.

**Pauline:**

I think your why has to be something special to you.

So, my why, and I don't often reveal it, but because you guys have stuck it into the end and I know there's a couple of people that are struggling with jet lag and probably a bit of boredom, so my why,

my unshakeable why is me, 10 and 20 years from now, from this moment.

Not at this age, so, it's a rolling why.

**Pauline:**

I never achieve that why and the reason is that because she's in the future. Now, what that gives me though, is a no compromise attitude. You hear John Carlton talk about a gun to the head mentality when you're writing copy. I have a gun to the head mentality when I'm living.

**Pauline:**

So, what that means is, and by the way, you know that horrible C word that Caleb says a lot of?

I can't believe he says it. I think there's a far filthier word in the English language, and that's the word compromise.

I hate the word compromise, because as soon as you compromise, there's a winner and a loser, and if you're the one who's compromised, you're the loser.

Who wants to be a loser?

**Pauline:**

So, I always go for a win-win situation. But, for my unshakeable why, there is no compromise because it is a life and death situation. There's a gun to my head in the future, where if I don't look after myself here and now, then the older version of me suffers.

And, I've got to tell you, she's put up with so much shit, she just needs to catch a break, that woman.

**Pauline:**

So, why wouldn't you do that for her. So, start to think about yourself as the greatest investment you can make, whether that be for now, but it will affect you in the future. So, let's get on to other stuff other than woo.

**Pauline:**

Anyway, when I was a woo teacher and practitioner, I used to say,

"I take woo-woo and turn it into woo-hoo."

But, anyway. It's a wonder I ever made it as a copywriter anyway.

How to get what you want faster. So, it's not what you know. It's who you know.

And, a couple of the speakers have already said that, but there's a third element that most people don't know about and you want to know what that is, put it on the screen already is it?

That's good.

**Pauline:**

It's who knows you. And, you know what?

Sometimes you don't know who knows you, and so you've always got to put your best thing forward.

Be consistent but I'm going to talk about consistency very soon.

Don't tell yourself no, because when I met Parris for the first time, I went up to him and said,

"Hey Parris, what do I have to do to be a mentee or a copy cub?"

And he goes,

"No, I'm not taking copy cubs ever again. I'm sick. I'm not doing it."

I said,

"Yeah, but when you are ..." he goes,

"Well no, I'm not going to do it."

**Pauline:**

Next time I see him, I said, "Parris, about that cubbing thing."

He goes,

"I'm not taking cubs."

So, the next time I saw him I said,

"Parris do you know that I can actually read palms?"

"What?"

I said,

"Yeah, I'm almost like a woo-woo psychic teacher, all that sort of stuff." I said,

"I can read palms."

I said, "Give me your hand. I'll show you."

**Pauline:**

And so, then I thought ... he fell for this. So, I'm looking at his palm, I go,

"My God. You're going to have a female mentee from Australia, first female mentee from Australia ever, and she has the same initials as you. My God."

Anyway, he's just standing there, he just goes,

"Oh, that was good."

**Pauline:**

So, next time I saw him, I was like,

"Hey Parris."

He goes,

"Oh, send me an email."

I'm like,

"All right. What's your email address."

Sent him an email straight away.

His no wasn't a solid no though.

You've got to respect people but you just know.

If something is so important to you, just go for it. Go full out.

**Pauline:**

As I said, if it's important to you, you will do exactly what you need to do.

To go Titans, I had to borrow money from someone because I didn't have enough money, but that investment that I made in the time and everything that I did, has paid me back 20 fold.

Every opportunity that I had had, has been because of that event. I'm here today because of that event, and also Trev.

**Trevor:**

Yeah, when, talk about a gun to the head. When we started mentoring, you didn't have the full money, right.

**Pauline:**

No, I only had enough for half a month, but I had the belief in myself that I would hustle and work my ass off.

John Carlton talks about the whoring stage. I knew what I wanted, so I was taking every job that I could get so that I could pay for his mentoring. And, I never begrudged it.

Actually, it was a thrill to come up with the money.

**Trevor:**

Which was, bigger than most people's mortgage in Australia. It was a few thousand bucks a month.

**Pauline:**

Yeah. It was, it made my butt tighten a little bit, but anyway. All righty. So, worm holes and warp speed. How to get really fast.

Don't let anyone else slow you down, and do not let yourself slow yourself down. Just step the heck out of the way and just let yourself shine.

**Pauline:**

You need to analyse whether you want to do one to one training or group training.

And the thing that really attracted me to Trevor was it was one to one training.

And, I thought that I deserved that, because here's the thing about group training. Depending on the trainer, most group training will go as fast as the slowest person. And, I didn't want that.

**Pauline:**

I know I didn't deserve that. However, with Parris, that's group training and we started with 11, we've got seven, and we're at two and a half, maybe two and three quarter years in and he's just extended it for another two years.

**Pauline:**

Find other people like you. Travel halfway around the world, like all you guys did to find a tribe of people just like you.

Get a mentor, get two of them. When I was being mentored by Trevor, I actually had Laura at the same time. I didn't tell each other about it, not that I was dating them, but I didn't tell each other about each other.

**Pauline:**

Go to Masterminds and find a tribe. And, if you can't find a tribe, create one.

That's what I'm doing. I've got a, I'm sorry guys, and this happened by accident, because there was a great big thing in the copywriting world that just split people apart, but I accidentally started a female only copywriting group called Write on Bitches.

**Pauline:**

So, women if you want to come and join, you may, but I'm sorry guys, and I will start something different in the future, because I actually do like inclusivity. I don't like exclusivity. So, I like the group but I don't love it because we can't let the dudes in.

**Pauline:**

Anyway, so create one.

Secret of success number five, why your past is important to your future, so I call this the transference phase.

All righty. So, what you've already done in the past matters more than what you know. And so, most of these pictures are pretty poignant. I've chosen the pictures on purpose. They're not there by accident.

**Pauline:**

But, if you look at that, like the foundational skills of boulders from your past can support any structure if you use them wisely.

So, don't let your past define you or confine you, but don't write it off altogether. Don't get,

"Oh, that was what I was before and it's got no relevance to what I am now."

Bullshit. Absolutely bullshit.

**Pauline:**

So, we never start with a blank canvas.

We are what we are. All the good, the bad and the ugly. But we get to decide what we take for it.

Our skills and our life experiences are firm foundations for us to build on and they are 100% transferable.

So for example, don't laugh, this is what I had to wear to work.

**Pauline:**

I was like a modern day nurse. I go in the army and they give me this ancient thing and this frigging veil.

I looked like the flying nun and so I said to my matron, I said,

"Aw, well what happens if I cut my hair really short and I can't put the veil," and she goes,

"I will staple it to your head," but only she meant so I just didn't  
...

**Pauline:**

All right. So, what did nursing give me? Well, compassion.

You look at me, you go,

"Not."

I'm compassionate. I've got some empathy as well, observation skills. Nursing allows you to see stuff that other people miss.

I can tell if someone's tired by the way they're breathing.

**Pauline:**

If they're breathing with different parts of their body, like with their shoulders they're pretty tired.

My medical knowledge, I can interpret doctors handwriting. So, when Brian was doing his writing, I could read that part up there.

**Pauline:**

I'm a humanitarian. I'm a problem solver. So, then as an army officer, what that gave me was, it gave me strategy.

It gave me discipline, communication.

Communication, because I had to talk up and down, like when a colonel or a general gives you an order, and then you have to tell your privates, not these privates, soldiers, God you guys. I know it's late in the day.

**Pauline:**

But anyway, so I did have a guy called Private Parts, but anyway, and actually, the funniest rank in the army, in one of the causes like gunner, that's what the title is, guess what this guy's last name was?

Ria.

Gunner Ria, no, for real. I was like, poor dude.

**Pauline:**

Anyway, so when a colone or general gives you an order, you cannot then say,

"General such and such said this. We have to go and do that."

You have to present that as though it's your own order.

So, I do not respect a lot of the people who call themselves leaders these days. I call them faux leaders because they step into a leadership situation because there's a vacancy, but that's the only thing that makes them a leader, not their mentality, not their mindset.

**Pauline:**

Resourcing yourself up, has anyone ever heard of that term?

Apart from the people on my email list?

Resourcing yourself up is, just say you're a new copywriter and you want to someone to critique your copy, who would you get to critique your copy that's going to give you the best guidance?

Would it be a peer? Would it be someone who's less experienced than you?

Or, would it be a copywriter that actually knows what they're doing?

**Pauline:**

Yeah. So, when I first joined the army as a lieutenant, green behind the ears, very naïve, who would I have been to ask about being a lieutenant and what I had to do as an officer?

One of my soldiers? A crusty old sergeant, or a lieutenant of my level, or maybe a captain that was above me?

**Pauline:**

It may surprise you, but it would be either the sergeant or the captain, because the sergeant has been usually in the army for about 15 years and they know what they expect officers to do, but resource yourself up.

Never ever, ever, ever down because you will suffer if you do.

**Pauline:**

Which is why I'm very particular about who I allow to critique my copy. I'm a bit of a copy snob. But, there's a good reason for that.

I want guidance and I was talking to Bond earlier about it. When people critique copy, sometimes they can't help themselves.

They try to get you to write or change your writing because that's not how they'd write it. That's good. You didn't write the fucking letter. It's my style, my writing. This is how I would write it, so get over yourself.

**Pauline:**

I don't want you to critique that. I want you to critique it for what in AWAI and AGORA, they've got the cub method, which is confusing, what is it?

Unclear?

Unbelievable and boring. Yeah.

So, that's how I want people to critique my copy, not just nitpick it.

**Pauline:**

Okay, so I've got people management and leadership, resource management, career guidance, and all of that.

So, how is that working for me as a copywriter? All right. The fusion of me is that I'm calm under pressure. I do not make other people's emergencies my own.

I was a triage nurse for goodness sake.

**Pauline:**

If someone's screaming in pain, they have an airway.

I'm actually serious. It's the silent ones you have to watch out for.

I tap into the unspoken needs of the market. I have my fingers on the pulse of humanity, so actually, keep up to date with things that other people miss.

And so, what that does, that's allowed me to specialise in writing empathy rich copy. It's allowed me to read behind the lines.

**Pauline:**

You know when people read between the lines, they assume that there's a meaning there? But when you read behind the lines, it's

actually what's happening in here to make them say this. What are they feeling? What are they experiencing?

And, I'll talk about all of these little arrowed points very quickly in a moment.

**Pauline:**

It's lead me to develop life triage, which is sorting out your life in all the facets that you have and also my glitter ball theory of life, which is a drain, has changed the lives of a lot of people.

So, how do you write empathy rich copy.

**Pauline:**

Let's go through this, because this is something I'm really good at.

Start with an avatar, but don't stop at the avatar.

What I do, is I find a person who is the human embodiment of my avatar but it has to be someone that you have an affection for, an immense love.

**Pauline:**

So, when I'm writing my health copy, I'm usually writing to my mum because I love her a lot, but she's the most skeptical woman in the world.

So, if I show her my copy and she likes it, then I know I'm onto a winner. When you write empathy copy, you're not trying to sell people. You're trying to show them how it's going to solve their problems.

**Pauline:**

It's what Schwab talks about, is grasping the advantage in the copy. Never fake empathy, and there are some things you can fake in life, but empathy's not one of them, because people aren't stupid.

They will actually pick it up and they'll pick it up a mile away, and then you're training them to know that you don't care. So, that's something to consider.

**Pauline:**

You never know how people feel. This is something that I learned as a nurse. When someone is in pain, they're just being told that they've got cancer, someone just died, the worst thing you can say to someone is,

"I know how you feel."

**Pauline:**

Even if you're going through exactly the same event, you will never know how other people feel, **so don't say it.**

And, this is something that Parris told me that John Carlton, kicked him up the ass savagely.

It's a pity he's not in the room, but yeah, because Parris said in his copy,

"I know how you feel," and John said,

"How could you ever know? Don't ever write that in copy. Just don't do it."

That's not empathy. It's not even sympathy. It's just arrogance because you can't know what they feel.

**Pauline:**

Have a real conversation filled with rapport and understanding. When I write my copy, I feel that I'm just embracing my prospect on my radar.

And, I'm supporting them, and I'm setting up a safe place for them to feel that vulnerability. And, I'm giving them the assuredness that I'm there for them. They can open up and know that the answer that they need is there.

**Pauline:**

Okay, so cognisant copy. This is something that I'm working on with my good friend Lowe.

When I first met her, she had a product called Conscious Copy, and it was a really good product.

But what happened was, that the woo-woo crew took over Conscious Copy and they fluffed it up a bit and they made it very heart centred.

Then, they got into the whole thing that selling's bad and that they would write these great big sales letters or emails and things like that, but they'd never come to the sale.

Just that ultimate stimulation, but nothing at the end. It's really a let down.

**Pauline:**

So, anyway. So, what Laurie and I've been working on recently is something that we call cognisant copy which is all about awareness, because we are working with conscious consumers, consumers that have been sold to a million times before.

So, we as copywriters need to know how to communicate with these people at the level that they understand.

**Pauline:**

It's the copywriting sweet spot between the masculinised, the happy copy that we sometimes see, to the interrupt your day with this beautiful poignant message, but not actually offering. It's like saying,

"Hey look, you've got a cut on your arm", and then not giving them a band-aid to stop the bleeding.

**Pauline:**

Whereas, the happy copy actually gives them the wound. You want a band-aid?

Open wide. That's what cognisant copy is, and it's coming soon.

Okay, life triage, just quickly, applies to all the aspects of our life, clients, careers, relationship, personal growth.

**Pauline:**

So, triage is French for sorting. So, you need to sort your shit out. That's what life triage is all about.

Now, as a triage nurse, I had a limited number of resources that I

had, especially now. You are dropped in the middle of nowhere and what you've got is what you've got to do the most amount of good with.

**Pauline:**

And so, it really makes you aware that what you have is a finite amount of resources, so you need to be aware of that.

Okay, so one thing in the army though is when you would go in a great campaign ride, so we'd have a rush three hour resuscitation base.

Before we could accept the next lot of people through, we had to refurbish, resupply and restock everything that we had, because there's no use that the next patient came in and it's like,

"Oh, we need a catheter.

We need this and we need that. We just used them on the last patient."

**Pauline:**

You can't do that.

You need to restock and replenish and so, do that in your own life.

When you've done a great big copy job, don't just jump into the next one.

We all feel like we've got to keep the momentum going, but you burn out.

And I can tell you what, burning out is not pretty, and if you've

ever had depression, when you're walking the edge of burn out, it feels a lot like ... and by the way, I never call depression the black dog because he likes dogs.

**Pauline:**

Why the hell would you call depression the black dog, when you just want to kill it and fuck it off out of your life?

I'm not going to be mean to a dog. So, I don't even give it a name. In fact, I never said when I had depression, it's all in, you can pick this up at the back of the room for hundreds a lotties, is that how you say the word?

**Pauline:**

And, I'll autograph it to you, but you never ever want to have an affectionate name for something that you don't want in your life. Yeah.

Okay, and I never called it my depression. It's someone else's depression. I was just borrowing it.

**Pauline:**

Never make other people's emergencies yours, and there's a reason I've got this picture up here.

This is actually out of Hacksaw Ridge, the medic who wouldn't bear arms, so he's walking around like that in Australia.

Anyway, so have good boundaries, stick to your boundaries, stick to your decisions. If you say no, don't have someone go,

"Oh yeah, but just one little wafer thin, blah, blah, blah."

**Pauline:**

And this one, I really wanted to talk to you about this. This is something that's very specific to the military.

There is something that is called reverse triage. So, you've got two patients coming on the stretcher. One's just been blown up by an IED, got no limbs. His arms and legs are blown off, and there's one that comes in. He's only got one leg blown off and you've got 10 units of blood.

Who are you going to save? And that's why I've got Hacksaw Ridge up here. Who would you save?

**Pauline:**

The guy who only has one limb missing, the guy here, you give morphine to and you make him feel comfortable, and that is the hardest thing that you have to do as a nurse or a doctor, is to initiate reverse triage.

It gives me goosies thinking about it because it is really hard to do.

But, you have to, because the 10 units of blood, you could save maybe five, 10 patients.

**Pauline:**

You use all of that blood here and you're done.

So, you've got to think about your resources are so critical and so valuable.

You are your resource. If there is no you, there's no one helping the people that you're meant to help.

You've got to put your own oxygen mask on and that sounds cliché, but for someone who's been in depression that put everyone in front of her and that's why I end up with depression, I burnt out.

I just cared too much, just listen to me.

**Pauline:**

Look after yourself first. It's hard.

People think that it's selfish, but you have to look after yourself first as copywriters.

You really need to look after yourself. Because here's the thing. If you're burnt out and you're forcing yourself to write copy, is that copy going to convert? Is it even going to be good?

**Pauline:**

If I'm feeling tired, I won't write copy. I will go off and have a recalibration nap which is what I do. I just go,

"You know what? I could sit here in front of my computer for the next hour, forcing myself to try to write copy, or I can go and have a 20 minute nana nap," because I'm of the age.

Not really. Go and have a little recalibration nap, 20 minutes, usually I'm woken up at about 15 minute mark because my brain's going,

"Hey, I've got that headline you want."

So then, I go and write it.

**Pauline:**

Within that one hour, I've finished what I've been writing on, and I'm well into the next thing instead of sitting there for an hour with nothing to prove and then another hour with nothing to prove. It helps to be productive. So, work with yourself. Stop fighting against yourself. Okay. That's reverse triage.

**Pauline:**

Now, the glitter ball theory of life. So, for me the glitter ball theory of life is all about showing up and being authentically you.

And, I was talking to Sue, who also calls herself Susan, this is for her. A glitter ball's made up of a lot of mirror tiles, and that's what makes them spectacular and shiny. But, each mirror tile shines the light differently as to how the light comes in. And the thing is, in my life, I've had people judge me on one little mirror tile, whether it be that I'm a female, or that I've got gray hair and they can't handle it because it looks so frigging awesome.

**Pauline:**

But, people will judge you on one mirror tile. If they do that, that's their loss. That is such, they're cutting too short, so you don't want that shit in your life.

So, here's what I wanted to say to Sue, Susan, Susan, Susan, is that you don't have to be the same thing to everyone.

**Pauline:**

People will talk about consistency that you have to be consistent. Here's the thing about consistency, if you are the same thing to

everyone, then you have no personal adaptability. It means that you are the one thing in every situation. You have no situational awareness.

**Pauline:**

So, I'm visiting my parents. Do you think I'm swearing near my parents? Fucking I am. We are Australian. Swear words are punctuation.

But, when I'm talking to my clients, do you think I'm swearing?

No. And when I'm writing, here's a good one. You know how you've got these abrasive guys that are polarising and all that stuff, and they're fuckety, fuckety, fuckety and they're copying that.

**Pauline:**

When you write in copy, when you swear, it's intentional. If I'm talking out in public and I go,

"Oops, sorry," people will forgive that because you did it accidentally. When you do it in copy, you've had eleventy hundred options not to write that word, so you can't say you accidentally saw when you write.

**Pauline:**

What I'm saying is, if you want to swear in writing, do it, but you're doing it on purpose. Don't try to make out that it just oops, happened there. Wasn't spell check.

It was you dude. So the glitter ball theory of life is we are many things and we can be many things to other people.

We don't have to be the same thing to everyone. Does that make sense Susan? So, who are you going to be, Susan. Okay, yeah, because Sue, Susan, introduced me as Susan, but then she then changed her name to Sue.

**Pauline:**

And I said,

"Which one are you?"

She said,

"Well, it's about consistency, so it should be Susan all the time."

No. I'm different things to different people. I speak differently. When I'm speaking to my Americans I even have an accent just so they can understand me. They go,

"What's your name?"

"Pauline."

"No, what's your name?"

"Pauline."

"How do you even say that?"

"Oh right. Wait a minute, Pauline."

"Why didn't you say that?"

"Because it's not my name."

**Pauline:**

So, when I'm in America, I'm Pauline, but when I'm in Australia, I'm Pauline. So yeah. I don't have to be the same thing to everyone. That's boring.

All righty so, that's the glitter ball theory of life. Biggest secret of all, yeah.

How did I get out of depression?

I used all the secrets that I shared with you today.

**Pauline:**

But, there's one secret that is the foundation of them all, and that is my million dollar mindset.

I basically retrained my brain, improved my mindset.

I sought out the best mentors and people to help me get out of depression and I did it without drugs, because the army tried to kill me and I don't trust anti depressants anymore, because once you've nearly been killed by them and you start to hear sounds through your skin, and you can count how many times a fluorescent light flickers a minute, like I was taking the pulse of fluorescent lights in those old CTR.

It was a really horrible reality.

**Pauline:**

And yeah, basically hearing sounds through my skin and then the echo would just sit in my skin for days. It was horrifying.

So, no drugs. I learned how to change my negative beliefs very

quickly, because shoot, I had a lot of them, and I didn't have enough money to pay for therapy, so I actually learned how to do them for myself because I would've had to take out a mortgage.

**Pauline:**

So, I started to help other people to do the same thing.

And then, because of that, I became a world renowned healer and teacher and as I said before, people came from everywhere to see me.

So, I love to help people with their mindset and break through their biggest blocks, basically breaking through their own BS.

**Pauline:**

So, being a winner at the game of life starts with winning the game in your mind.

So, you can struggle along, trying to work it out yourself, or you can get someone like I do, to help me accelerate my journey.

Parris Lampropoulos recently asked me to do some mindset training with our current cub group because they were talking and that was speaking through their belief systems and I went,

"Excuse me, like you said, that, but really what's happening in ..."

Parris goes,

"All right smart ass. We need you to train us on what you do."

So, I offered to do personal sessions with them until I can actually do that training and 80% of the cubs said yes, including Parris.

**Pauline:**

So, if you want to stay in touch. I have a weekly knowledge nugget.

It's been called a marketing seminar in an email. Some of the people in this room read it, you poor buggers, but even the last speaker who was here was all about emails and he's a really great copywriter. He read them. He's like,

"Oh yeah, I put aside some time and I like to read your emails,"

and then I get these nut jobs by the name of Nicki who send me feedback, no, that was awesome. I just love getting feedback.

**Pauline:**

So, join my list and I'll corrupt your brain as well. You can get that through the [CopyAlchemist.com/weekly-email](http://CopyAlchemist.com/weekly-email).

And, if you want to get in touch with me,  
[Pauline@thecopyalchemist.com](mailto:Pauline@thecopyalchemist.com).

Copy alchemist because I'm metaphysical and magical, and thank you. That's all I've got to say about that.