

These are a few samples from the 6 months I spent writing for Banyan Hill in 2022.

I reckon I wrote around 250-300 pieces of copy for Banyan — without missing a single deadline.

If you like what you see, at the end of the document, there's a short bio about my experience as a copywriter.

All the best,

Steve Gibson

Lift Notes

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Lift #1

This lift was part of a hotlist build for a new options service. Out of roughly 20 emails we sent out (written by a mix of three different writers), this got the most signups onto the hotlist.

Subject: **“Thank you, SEC”**

Dear Loyal Reader,

The SEC just opened up a huge trading opportunity.

How huge?

[One that would have returned 43,000% over the last 7 years.](#)

That's enough to transform every \$1,000 into nearly \$430,000.

Or turn \$2,500 into a life-changing \$1,000,000.

Let me back up and tell you what happened...

Last year, I uncovered [a market with massive profit potential.](#)

But **ONLY IF** I could use a particular options trading strategy.

That was the key.

But, as you might have guessed, it wasn't possible — the options I wanted to trade didn't even exist.

There was no way forward, so I put the idea on the back-burner.

[But now that's changed.](#)

The SEC recently solved the problem.

The options now exist.

And now we have the green light to chase these huge profits.

[Click here to find out more.](#)

Regards,

A handwritten signature in black ink, appearing to read 'Michael Carr', with a stylized, cursive script.

Michael Carr, CMT, CFTe

Editor, *Kings Corner*

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Lift #2

This became one of the top-performing lifts for Ted Bauman's non-options backend service - and would get rewritten/tweaked and sent out each month,

This is the original version, which I wrote in February 2022.

Subject: The Big Banks Pay \$113m/Year to Get This Kind of Technology

Dear Loyal Reader,



What happens when you combine...

A former United Nations and World Bank economist...

The former chief investment officer of an investment fund ranked number one in the U.S...

A [powerful artificial intelligence supercomputer](#) — capable of mining 63 million data points every second...

(This type of supercomputer is so profitable, Goldman Sachs spends approximately \$113 million *every year* just to maintain their version.)

And over 12 months and \$4.2 million worth of research, development and testing...

The answer?

A [stock market discovery](#) that has produced top returns like these...

EXPI	50%	just over 3 months
DOCU	88%	5 months
IBP	91%	5 months
ROKU	171%	5 months
BE	109%	6 months
SQ	92%	4.5 months
AMD	80%	13 months

And — just to be clear — those gains were achieved without using options, penny stocks or highly speculative bets.

So, how does it work?

Well, in [this special extended webinar](#), Ted's going to tell you all about it.

Just [click here to watch it now](#).

Kind regards,



Clint Lee

Research Analyst, *Bauman Daily*

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Lift #3

I can't remember how this lift performed, but I like the way it used three past events to create a sense of certainty.

Subject: Every Time This Happened Before, Investors Got Rich

Dear Loyal Reader,



This has happened three times already and is about to happen again.

Let me explain...

In January 2001, George W. Bush created the Energy Task Force to make America's energy independent...

And, in the next eight years, Southwestern Energy gained 2,458%.



In January 2011, former President Obama called for one million electric vehicles on the road by 2015...

And this helped send Tesla's shares soaring 676% over the same time period.



And, finally, in June 2017, former President Trump got in on the action.

He pushed to expand the nuclear energy sector, launching a “complete review” of current policy...

Over the next year, shares in U.S. Nuclear Corp. rose as high as 1,038%.



Each time those presidents put the weight of the government behind a major energy initiative, money flowed into stocks and investors saw huge returns.

And now it's Joe Biden's turn.

He signed an executive order that's expected to unleash a \$16 trillion flood of investment into renewable energy [this decade](#), and there's one little-known small cap that's poised to be the biggest winner.

To discover why, [check out this special presentation](#).

Regards,

Ted Bauman

Editor, *Big Picture. Big Profits.*

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Lift #4

I included this one as I like the way it uses bullets to lay out the argument.

Subject: **Urgent — This Is Unfolding Already**

Dear *Great ones*,



What if I were to tell you that...

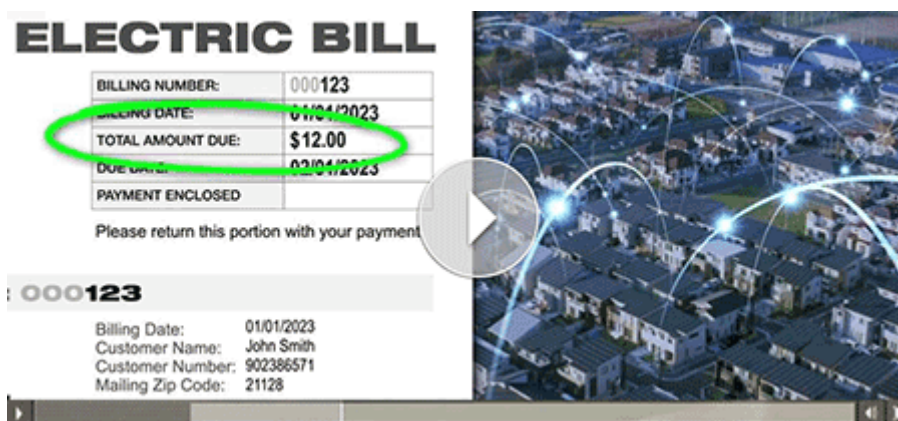
- ✓ The future of energy has nothing to do with gas, oil, nuclear, wind, solar or hydropower...
- ✓ The solution to the energy crisis is simpler, cleaner and cheaper than 99% of Americans imagine...
- ✓ In the near future, electricity will be so cheap, it will almost be free...
- ✓ This is ALREADY being rolled out, and early adopters are paying as little as \$12 per month for their energy...
- ✓ At the forefront of this energy revolution is a tiny microcap stock that has the potential to become the next giant software company...

✓ And right now, you can invest in it for as little as \$9?

Maybe this all sounds far-fetched?

But [if you click here](#), Adam is going to show you why this is all true ... and how a small investment in this stock could turn into life-changing profits.

[Click here for the details.](#)



Regards,

Brandt Huseman

Director of Customer Experience, *Great Stuff*

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Space Ads

Here are a couple of space ads I wrote for Banyan:

Why Has No One Told You About This Stock?

Did you know one little-known \$2 billion small cap now controls more energy storage than any other company in the world?

And with a projected \$16 trillion pouring into the renewable energy market this decade, this stock is being called “the single best investment opportunity of the decade.”



Quant Trading Mastermind Reveals How to Beat Wall Street's Algorithms at Their Own Game

This new video shows how to “jump the queue” before Wall Street’s money floods into a stock...



A Little About Me

- * I'm from the UK, but I spend much of my time travelling in Europe.
- * When I was in my 20s, I spent around 4 years working in one of the UK's largest investment houses.
- * Since 2006, I've been managing Google Ads accounts for a variety of clients in different niches.
- * During that time, I wrote some copy — mainly for my PPC clients. These were mainly landing pages and some email sequences.

I had some good results. For example, I have a 7:0 record in split-tests against Conversion Rate Experts, and received compliments from John Carlton, Parris Lampropoulos, and David Deutsch.

* In 2021, I spent 6 months writing emails and landing pages for a \$multi-million site in the chess education niche.

* And, in 2022, I wrote short copy — lift notes, space ads and advertorials — part-time for Banyan Hill from February to the end of July.

* I also started writing a front end promo for Banyan, but that promo got cancelled when the company was restructured in early July. (The franchise I was writing for got closed down.)

* I'm looking to stay in financial copywriting and am interested in either part-time or full-time roles.

You can contact me at steveccopy@gmail.com