

Shortcut Copywriting Secrets™

A complete, step-by-step copywriting course guaranteed to quickly give you the elite-level secrets, skills and strategies needed to write hot, compelling advertising that... *is impossible to ignore... forces people to buy... and... makes you filthy rich!*

By Scott L. Haines

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Questions? Comments? Customer Service?

Here's How To Contact Me:

The very best way to contact me—if speed is of no concern—is by mail at this address:

Scott L. Haines
7107 S. Yale Avenue, #295
Tulsa, OK 74136

If your needs are more urgent, you can e-mail me at: **scott@killercopysecrets.com**

Please note: I'm not sitting at my computer 24 hours a day replying to e-mails on demand. Meaning, I check and reply to e-mails once every 24 to 48 hours. If I'm traveling, or on a tight deadline, it could take me up to a week to reply to you. So please don't freak out when you don't hear back from me immediately. Just know I will reply to you within 2 days in most cases.

Also, please do not attempt to phone. It's important that we communicate by mail or e-mail only. Here's why: I'm a one-man band here, so I must structure things so that I don't get overwhelmed. Because, if I do get overwhelmed, everybody loses. Me, you and every other course member. If your needs require we talk over the phone, then mail or e-mail me your contact information... and I'll call you.

Of course, if you want to talk marketing, advertising, sales, or about a business problem (or problems) you're facing, or increasing your business... I have a limited amount of consulting time available in one-hour increments (by phone only) on a first-come, first-served basis. I also from time to time have openings in my schedule for new copywriting assignments. E-mail me if you're interested in either. (Just know I charge \$750 per hour for consulting... and... a full promotion from me—whether direct mail, web or space advertising—is in the \$10,000 to \$15,000 range plus 5% of gross sales.)

One last thing: I'm always interested in hearing success stories. If, as a result of using the secrets, skills and strategies in my course, you have a success story you'd like to share... I'd love to hear about it. Thank you.

“Who Is Scott Haines?”

By Jack MacDonald

Quite simply, Scott's a direct response copywriter and marketing consultant who's a “go to guy” for many of the top marketing gurus in the world, such as: Gary Halbert, Jay Abraham, Robert Allen and many, many others.

He's sought out, because, it seems he has an unusual knack for creating sales letters and ads that pull in monstrous responses for ultra-expensive products and services. \$2,000 information products. \$5,000 seminars. \$10,000 personal services. It doesn't matter. Scott seems to *always* find the right “hook” or “angle” to move these goods fast... and... create massive windfall profits for his clients.

He got his start years ago while studying for a Marketing degree in college. However, as he so bluntly puts it, “I quickly found out that what they were teaching me was pure bullshit! What happened was... in the library one day, I stumbled onto some books by old advertising masters. You know, the usual, Hopkins, Ogilvy, Caples, etc. Anyway, they looked good, so I checked them out and started to pore over them day and night. Those books changed my life! They contained the “truth” I had been searching for... and... was not getting from the “Ivory Tower” professors/theorists whom I was being subjected to. In fact, when I told my plans to start my own direct response business to one of the heads of the marketing department, he looked at me smugly and actually laughed. That was a turning point. Within one semester I left college and was determined I was going to become a direct marketer for a living... for life!”

Shortly after Scott left college, and started having some success with his own direct response projects, a chance opportunity came up to study under Gary Halbert. That was in 1998. And he hasn't looked back since.

With the sage mentoring of Halbert, Scott has transformed into a truly world-class copywriter... writing sales letters and ads that have pulled in millions and millions of dollars in ultra-profitable sales over the last few years for a wide variety of clients and many industry insiders.

Now, through his new course, he's revealing the hyper-responsive, sometimes sneaky, but always ethical, shortcut copywriting secrets he's acquired through years of diligent, relentless (not to mention, expensive) study... and... real-world, frontlines experience.

What you learn in this course will shave a minimum of 5 years (if not 10) off the learning curve of YOU becoming a copywriting and advertising master.

Enjoy!

(Turn to the next page please...)

P.S. By the way, Scott did NOT write this course in an attempt to acquire new clients. His schedule is booked far in advance... and... he has no plans of accepting any new clients in the near future. On the rare occasion when he does accept a new client, he commands a somewhat staggering fee of \$15,000 plus 5% of gross sales for any campaign he creates.

Also, Scott does not accept phone calls, however, he can be reached by letter at: 7107 S. Yale Avenue, #295, Tulsa, OK 74136... or... by e-mail at: scott@killercopysecrets.com

Jack MacDonald is a freelance writer and entrepreneur.

“What Others Say About Scott Haines And His Copywriting Abilities...”

“Scott is truly one of the best copywriters in the world... and... one of only three people whose opinion I trust. Over the last four years or so, he has written numerous pieces of advertising for me, all of which were enormously successful. What's maybe most impressive is his uncanny ability to sell high-ticket items with ease. Last year, he wrote a letter that made \$36 for every \$1 spent mailing at a price point of \$970. A letter he just wrote for me has made (so far) \$23 for every \$1 spent at a price point of \$1,222... and... we're still getting orders! Scott has my highest recommendation.”

— Gary C. Halbert, “The World's Greatest Copywriter!”

“Last year Scott wrote a sales letter for me that pulled a 4% response. That may not sound too impressive, however, once you realize the selling price per unit — \$1,032 — it becomes immediately clear that it's very impressive. I made something like \$41 for every \$1 spent mailing that letter. Scott and I continue to work on many projects together. **In fact, he recently wrote a letter for my \$10,000 per year ‘Platinum Plus’ coaching club that pulled an amazing 21% response!** If you get a chance to hire him... don't think twice! Scott's copywriting and consulting services are essentially free... because... he makes you so much more money than you otherwise would. He could charge double what he does now and it'd still be a bargain. I can't recommend him highly enough.”

— Joe Polish, President, Piranha Marketing, Inc.

“Scott is one of the most obsessed copywriters on the planet. He has uncovered every single useful secret of the greatest ads ever written... and proved that they still work, over and over again, with fresh ads for new products. He's a ‘living library’ of tricks, tips and shortcut secrets that will instantly turn even a pure dog-meat ad into solid gold, literally in a few minutes. Ninety percent of the copywriters working have no clue what makes a successful ad. It's not a mystery to Scott, and he proves it over and over again by making clients rich. Don't pass up this opportunity to learn stuff only a handful of lucky advertisers ever stumble across in their lifetimes. It will help you quickly amass a stunning fortune!”

— John Carlton, “The Marketing Rebel”

“Scott is my own personal marketing specialist. He is a pro. I, myself, have hired Scott to help me with several of my marketing campaigns — with great success. I'm impressed with his work and I know you will be, too!”

— Robert Allen, #1 New York Times Bestselling author of, *Nothing Down and Creating Wealth*.

(Note: This quote is from Robert's New York Times bestselling book, *Multiple Streams Of Internet Income*.)

Introduction and Welcome!

From:
Scott L. Haines
Tulsa, Oklahoma
Tuesday, 3:29 p.m.

Dear Friend,

First and foremost, I want to thank you for purchasing my course... for taking a "chance" on me. I think you'll find that my course is not only an instructional guide that will have you writing world-class copy in the fastest amount of time humanly possible... but also... that it's a unique, all-in-one-place, reference source that will serve you for a lifetime of super-success with your advertising copy.

Second, I have one simple promise I want to make to you. And it's this: If you'll read my course, follow the instructions and do the exercises, you'll make back your modest initial investment in the course hundreds, thousands, even tens of thousands of times (or more) in the months and years to come.

And to that end, I want to get you started immediately. So, I'm going to keep this introduction short and sweet.

Just one thing: Before you dive headlong into the course, I advise you to read the special bonus report that came with it titled:

The Haines Method™ For Quick Copywriting Mastery!

It's a quick read and shows you how "best" to absorb and apply all the secrets, skills and strategies in my course, again, in the fastest amount of time humanly possible.

Sincerely,



Scott L. Haines

P.S. I just want to say thank you again for placing your trust in me and my course. I sincerely appreciate it. Now get going with the quick copywriting mastery report... then the course.

Chapter 1:

How To Write Killer Headlines That Are Impossible To Ignore! Part I

Since the headline is *the* single most important part of any advertisement or sales letter... it's only appropriate that this course start with the subject.

And, it's only appropriate to—first—read some quotes on headlines from four masters of the advertising game:

“...if you use a poor headline, it doesn't matter how hard you labor over your copy because your copy will not be read.... If you have time to write as many as twenty-five headlines, you increase still further your chances of writing a good one.” — **John Caples, *Tested Advertising Methods***

“The writer of this chapter spends far more time on headlines than on writing. He often spends hours on a single headline.... It is not uncommon for a change in headlines to multiply returns from five to ten times over.” — **Claude Hopkins, *Scientific Advertising***

“On the average, five times as many people read the headlines as read the body copy. It follows that unless your headline sells your product, you have wasted 90 per cent of your money.” — **David Ogilvy, *Ogilvy on Advertising***

“I, myself, have re-headlined ads and increased their pull by 475%. I have a client who pays me \$195,000 per year to write headlines. Headlines are where I spend more creative effort than any other aspect of my work.” — **Gary C. Halbert, *The Gary Halbert Letter***

Enough.

It's quite obvious, after reading these quotes from famous ad men, that (like I said above) the headline is *the* single most important part of your ad or sales letter. In fact, the “pulling power” difference between a so-so headline and a great headline is often astonishing. That is, just changing the headline, with no change to the body copy at all, can improve response by as much as...

1,800%

That's been direct marketing expert/guru Ted Nicholas' experience. I've heard Jay Abraham, another guru, say 21 times difference. 4 or 5 times difference is not uncommon. Whatever the case, all things being equal, it's your highest point of leverage.

So, if you desire to succeed in direct marketing, and make maximum money from your advertising... you should become a master of identifying and creating good headlines.

What's a good headline? A good headline, according to John Caples in *Tested Advertising Methods*, is one that has one or more of these four elements:

1. Self-interest
2. News
3. Curiosity
4. Quick and Easy Way

I'd agree with that. However, I would modify self-interest to self-interest/big promise or promises on the list. In other words, a big benefit or benefits to the reader. (Actually, they're really one in the same. Making a big promise(s) to the reader *is* appealing to their self-interest.)

And, I believe that the best headlines are often a combination of nearly every element.

Let me give you as close to a perfect example as you'll ever read. Here's a headline for a golf instruction video from my friend and colleague John Carlton:

**Amazing Secret Discovered By One-Legged Golfer
Adds 50 Yards To Your Drives, Eliminates Hooks And
Slices... And Can Slash Up To 10 Strokes From Your Game
Almost Overnight!**

First, this ad ran successfully for something like 10 years. It was a big winner. So let's break it down.

Let's see, it has news value... "Amazing Secret Discovered". It has self-interest/big promises... "Adds 50 Yards To Your Drives, Eliminates Hooks And Slices... And Can Slash Up To 10 Strokes From Your Game". And, it has a quick and presumably easy way... "Almost Overnight!"

It also has curiosity... "One-Legged Golfer". John calls this the "Hook". (Actually, "Amazing Secret Discovered By One-Legged Golfer" is the hook.) The hook is the little human-interest tidbit or story that makes it almost impossible not to read. After all, could you resist reading this if you were a golf nut? I seriously doubt it. (More on "Hooks" later.)

So, it's no wonder this headline (and ad) was such a big success. It captures—according to Caples—every element of a good headline. However, that's not to say you can't do well with less. But, almost always, a combination of elements will yield your best result. Here are a few more winning examples:

**How To Collect From Social Security...
At Any Age!**

Written by Gary Halbert. This headline provides big promises. And some curiosity.

Do You Make These Mistakes In English?

Written by Max Sackheim. This ad is one of the most successful space ads of all time. It ran in various publications for 40 years. In all that time, nobody was able to write an ad that produced more sales. It worked because the headline promised solid information in the body copy, self-interest... and... a lot of curiosity. People just had to know which of “these” mistakes they might be making. By the way, “these” is the key word in this headline. In split-run tests, this headline far out-pulled the headline, “Are You Afraid Of Making Mistakes In English?”

The Lazy Man’s Way To Riches!

Written by Joe Karbo. Big promise, easy way and curiosity all wrapped up in a tight, succinct 6 words. No wonder it worked so well. This full-page ad was so successful it sold 2,786,500 self-published books of the same name before Joe died in 1980.

Also, Gary Halbert (they were friends) told me that Joe could run this ad something like three times a week in the *Los Angeles Times*, every week, and still make a healthy profit. Which is truly amazing.

Another point: A good test of your headline is to ask yourself this simple question:

**“Could I remove any of the words in my headline
without changing its meaning or impact?”**

If the answer is yes, you need to work on it some more. If the answer is no, like in the examples above, you’re on the right track. This test doesn’t ensure your headline will be a winner... but... it’s a quality you’ll find in almost every winning headline ever created.

I could keep going and show you literally hundreds of examples. But there’s no need. Just know you need to try and get as close to using all the elements of a good headline as possible. However, you won’t always get there. And you don’t have to. People have made fortunes with headlines that were “good enough”.

Three Proven Shortcut Formulas For Writing Super-Effective Headlines

Now that we’ve covered the elements of good headlines... I’m going to give you some shortcut methods for writing super-effective headlines. This will save you the time and frustration of trying to “create” your own. The first way to do that is...

Headline Templates

This is fast, and it's simple. What you do is take a proven headline... one like:

**They Laughed When I Sat Down
At The Piano
But When I Started To Play!**

The template for this headline is:

They Laughed When I _____ But When I _____

Now, how do you use that for what you're selling? Let's say it's a money-making opportunity. Here's how you'd fill in the blanks:

**They Laughed When I Quit My Job
But When I Started Making \$10,000 A Month
Part-Time From Home!**

Let's try another proven headline:

Who Else Wants A Whiter Wash With No Hard Work?

The template is:

Who Else Wants A _____ With _____?

Again, for a money-making opportunity we could say:

**Who Else Wants A Six-Figure,
Part-Time Income With No Hard Work?**

And on and on. At the end of this chapter there are 299 proven headlines. There's an exercise I want you to complete with the headlines that I'll tell you about in a minute. While doing this exercise, you can easily create templates (like the ones above) at the same time.

How To... If/Then

If you're ever stuck or need a headline fast... just start your headline with "How To" then give a benefit or benefits and a quick, easy way. The curious thing about this shortcut is... the headline you create using "How To" will often work better than any other headline you could dream up. Also, I'm jumping ahead here with the "If/Then" thing. This is an opening sentence.

And it goes like this:

If you're interested in _____, then this is going to be the most exciting message you'll ever read!

Here's why:

This is my favorite opening sentence (actually sentences). Why? It's simple. Because it works. And it works better than almost anything else you can use.

Anyway, here's how you use this shortcut. This time let's sell a service. How about an outcall manicuring service? That is, the manicurist goes to their home.

**“How To Have ‘Always Perfect’ Beautiful Nails That
Are The Envy Of All Your Friends Without
Ever Visiting A Salon... And... Without The High Prices!”**

If you're interested in having your nails look “always perfect” without the time-consuming hassle of visiting a salon... and... at the same time, saving a lot of money, then this is going to be the most exciting message you'll ever read!

Here's why:

That was a big stretch for me. I know nothing about this sort of thing. For all I know, women would rather visit a salon, and don't mind the cost. But I'm just using this example to prove a point. And that point is: If those benefits were the right ones... this would work. And probably work very well. Also, I'm showing you how easy this formula can be adapted to nearly anything.

Reworking Proven Headlines

This is similar to using templates. However, I have a specific process that makes this method ultra-powerful. In the next chapter I'll reveal my process.

But first, there's an exercise I want you to complete. At the end of this chapter there are 299 proven headlines. These are winning headlines from my private files.

Here's what I want you to do: Go to your local office supply store and get 600 or 700 3x5 index cards. Also, get at least two index card boxes to hold them. Then, I want you to write every one of my proven headlines down on those cards. One headline to a card.

Please do this. It is EXTREMELY important. It will ingrain in your neurology what it's like to write world-class headlines.

I know it's a pain. But I never said becoming a world-class copywriter would be easy. I just said I'd show you how, "... in the fastest amount of time humanly possible!" And that's true. But it does require some effort, so please do the exercise after you finish this chapter.

TIP: You don't have to do this all at once. Do so many headlines a day. Say 20, or 25, or 50. Or set time goals. 15 minutes a day. 30 minutes a day. Whatever. Just pick an amount you can do every day and stick to it until you've completed the task. Once you're done, store them in one of the boxes I told you to buy.

Also remember, you can start making up your headline templates as you're doing this exercise. When you see a headline that is a good candidate for a template, write it down on an index card. Store your template cards in the second box. You want to keep these separate.

One warning here: These formulas work, and often help you create a much better headline than you could "dream up" on your own. And certainly, they help you speed up the process greatly.

However please heed this advice from John Caples:

"Formulas should not be used as a substitute for original thinking. They are merely a guide to get your mind working in channels that have proved profitable. You should not use formulas every time you write a headline. If you do, you will never invent anything new. Perhaps the best service the formulas can render is to help you when you have to bat out an advertisement quickly."

Next chapter, we'll look at some more techniques for creating headlines. Including, one of the most powerful headline techniques known to man for getting people to read and respond to your advertising.

For now, I want to cover...

How Your Headlines Should Look For Maximum Readership/Response — The Basics

Fonts

This is no place for an in-depth, technical discussion of typeface, type font or type family. Besides, you don't need to cloud your mind with all that minutiae anyway.

Here's all you need to know...

In choosing your headline fonts (the look of your individual letters), I suggest you keep it simple. I personally use one of two fonts only on headlines. Either Times New Roman or Arial. (Helvetica and Arial are nearly the same, so Helvetica's fine, too.)

Here's what a Times New Roman headline looks like:

This Is A Times New Roman Headline!

Here's what an Arial headline looks like:

This Is An Arial Headline!

Now the difference in these fonts is, Times is a serif font... and Arial is a sans-serif font. Meaning Times has little curly-type things on each letter and Arial doesn't. You can use Arial for headlines and subheads... and... it may even be easier to read in large type. However, Times will work just fine.

So, if you want to make it ultra simple, use a Times New Roman font for all your headlines.

Font Color

Here's another way to make it simple. Do all your headlines in bold, black type. **Like This.** Yes, you can use other dark colors. But, you can't go wrong with black... EVER!

Font Size

I don't have any hard-and-fast rules on this. I use anywhere from 24-point to 36-point on the main headline. Rarely do I go above or below these sizes. And I probably use 28-point on the average. Honestly, I judge this—subjectively—on how it looks. That is, I change the font size five, six or more times... and... each time I print it off and take a look. The one that I think looks best gets used.

Just make sure you print off your headline exactly how it will look in your ad or sales letter. You can't tell by looking at it on a computer screen. Trust me. Quite awhile back my printer broke, and I couldn't afford to buy a new one—I was a struggling copywriter—so I turned in a piece of finished copy that looked great on my computer screen. But when I saw the mailing piece... well, it looked like hell! The headline was way too small, and it made the first page “look” very hard to read. Don't make this mistake. Always, *always*, proof your copy as it will look when printed.

ALL CAPS, lower case, or First Caps

Don't put your headlines in all caps like this:

HOW TO SCREW UP A HEADLINE!

It makes the headline hard to read. (A word or two in all caps is fine... but not the whole headline.)

It's is okay, however, to put your headline in lower case like this:

How not to screw up a headline!

But my preference is first caps... meaning the first letter of every word is capitalized... including, "And", "The", "Or", "To", "A", etc. Like this:

How To Format A Perfect Headline!

Quotes And Punctuation

You should put quotes around all your headlines. Why? Because I say so. Just kidding. Actually, here are a couple of statistics I've read. David Ogilvy in his book *Ogilvy on Advertising* says, "When you put a headline in quotes, recall goes up 38%." Another stat I read says, "...headlines in quotes receive 28% more attention."

So, put your main headlines in quotes... it increases response.

By the way, even though I haven't talked about lead-in/superscript headlines, and subheads below your main headlines (I will later)... I've said elsewhere, they should be in quotes also. And I've even suggested not closing your quotes until the last subhead. I don't do that so much anymore... I don't feel it's that necessary. So just make sure your main headline has quote marks around it.

As far as punctuation, I almost always use an exclamation point at the end of my headlines for emphasis. Ted Nicholas advises that you should not punctuate at all except when asking a question. He says, "A period causes a reader to pause and possibly stop reading any further." I agree with that. Certainly, a period is bad. I don't know about exclamation points. It hasn't hurt me much. So it's your choice. The only answer is to test it for yourself.

Length Of Headlines

Short headlines or long headlines. The argument is that short headlines have a better chance of gaining attention or stopping the reader. One direct marketing legend always uses really short headlines in his ads. Like 3 or 4 words. He submits that the only job of the headline is to stop the reader/prospect and get them to read the first sentence of copy. I don't agree with that completely. You can, and I believe should, do more.

Another direct marketing legend advises that you should never use more than 17 words in a headline. That, based on *his* tests, he's never been able to make more than 17 work. I believe him 100%. However, that doesn't mean more than 17 will not work under *any* circumstances. (Note: This underscores the importance of testing and getting *your own* results.)

In fact, there's proof right here in this chapter. It's John Carlton's headline on page 2. It contains a whopping 28 words... and... it was a smashing success. And that's not counting the lead-in and subhead. Include those in the count, and you add another 82 words for a grand total of...

110 Words!

Another of John's super-successful ads I have here in my hands has 32 words in the main headline... and... another 98 in the lead-in and subhead for an astonishing total of 130 words!

And John's no one-trick pony. He has written scores... actually hundreds of winning ads and sales letters with this ultra-long headline approach.

So, there's no perfect length or limit... short or long.

Here's what I do: I use as many words as I need. And I almost always need more than a few, and often, more than 17. By the way, I've seen Jay Abraham fill up three, 8-1/2 x 11 pages in a sales letter with the headline and subheads... and... do it successfully. Dan Kennedy's another pro who uses—successfully—really long headlines in direct mail and space.

So beware of the dogma out there concerning headlines. Winning headlines have been as short as one word... and... as long as 100 or more.

Quick Summary Of Key Points In Chapter 1:

1. The headline is the single most important part of any advertisement or sales letter.
2. A good headline contains one or more of these four elements: (1) Self Interest/Big Promise(s)... (2) News... (3) Curiosity... (4) Quick and Easy Way.
3. The "pulling power" difference between a so-so headline and a great one can be as high as 21 times. 4 to 5 times difference is not uncommon.
4. Headline test question: "Could I remove any of the words in my headline without changing its meaning or impact?" If yes, needs more work.
5. Three proven shortcut formulas for writing super-effective headlines: (1) Headline Templates... (2) How To, If/ Then... (3) Reworking proven headlines.
6. Put your headlines in Times, Arial or Helvetica font. Use bold-black as color. Size from 24-pt. to 36-pt. Put your headline in quotes. Capitalize first letter of every word in headline.
7. Good headlines can be short or long. However, don't put a muzzle on your "in-print" salesman. Not even in the headline. Use enough words to say something meaningful to your prospect.

299 Winning Headlines From My Private Files!

Here's the exercise I want you to do: Copy these headlines (below) down on 3x5 index cards... one per card. Don't forget to make some headline templates at the same time. Then, in chapter 2, I'll show you how to use these proven winners to quickly and easily write your own winners!

How To Win Friends And Influence People

How To Make People Like You

256 Tested, Proven, Successful Direct Mail Techniques... First time told secrets by one of America's top direct mail professionals. Use his proven techniques that produced up to \$10,000,000.00 in business — all by mail. Learn how to adapt the million dollar letter to your own profit

Here Is How To Have Your Own Cash-In-Advance Mail Order Business. Using the new Profit Report and four Direct Mail Guides.

Would Up To \$1,000.00 A Day In Your Own Mail Order Business Make A Difference In Your Future? Of Course It Would. And this new Cash-In-Advance Method Can Produce Up To \$1,000.00 in sales for you.

The Most Expensive Magazine In The World. Yet Over 40,000 Businessmen Buy It Every Month. Why?

I'm No Financial Expert. That's Why I Need Barons.

Can Your Child Read These Words?

How To Beat High Commission Rates Without Resorting To A Bare-Bones Discounter!

Two Dangers You Face — And How Personal Finance Protects You Against Both

If You Read Music You'll Love Our Magazine

Why A Hard-Nosed Millionaire Will Pay You \$4.50 Just To Read A Magazine

Right And Wrong Farming Methods — And Little Pointers That Will Increase Your Profits!

Now Any Auto Repair Job Can Be "Duck Soup" For You

It's A Shame For You Not To Make Good Money — When These Men Do It So Easily!
"You Kill That Story — Or I'll Have You Run Out Of The State!"

67 Reasons Why It Would Have Paid You To Answer Our Ad A Few Months Ago

What Everybody Ought To Know... About This Stock And Bond Business!

A Wonderful Two Years' Trip At Full Pay — But Only Men With Imagination Can Take It!

Free Book — Tells You Secrets Of Better Lawn Care

Greatest Gold Mine Of Easy "Things-To-Make" Ever Crammed Into One Big Book!

Why In The World Would You Want To Read This Ad Any Further... Knowing It Might Cost You \$100 At The Very Least?

Yours Free — My Gift To You!

Start Yourself On A Lifetime Of Winning At Poker

To The Men & Women Who Want To Quit Work Someday!

You Don't Know Me, I Realize... But I Want You To Have This Before It's Too Late!

Would You Like To Earn \$40,000 A Day?

What's Wrong With This Picture?

An Open Letter To The Readers Of The New York Times. By Norman Cousins

How To Discover The Fortune Lying Hidden In Your Own Hometown

I'd Like To Give This To My Fellow Man... While I'm Still Able To Help

Here's Why This Rare \$3970 Hank Aaron Baseball Is Yours Free!

In May 1921 William Allen White Wrote This Editorial About His 16 Year Old Daughter. It Made Newspaper History.

Which Of These Quick Money Plans Do You Prefer For FREE!

What Will You Do With Your First Million?

New Diet Burns Off More Fat Than If You Ran 98 Miles A Week!

Caution: Don't Let This Program Make You Too Thin.

Doctor Discovers The Cellulite Dissolver

Reduce Waist, Hips, Thighs While You Sleep Without Diet Pills Or Exercise!

Men & Women Shed Up To 20 Pounds In A Week — 50 Pounds In A Month!

Thousands Across The Nation Using Ohio Man's Sure-Fire Way To Get Rich Quick!

How To Burn Off Body Fat, Hour-By-Hour!

The Chinese Secrets Of Weight Control

An Announcement Of Importance To Business Men

This Free Sample Lesson Will Prove That You Can Become An Expert Accountant

Are You A Business Coward? And Does It Show In Your Paycheck?

The 97-Pound Weakling... Who Became "The World's Most Perfectly Developed Man." "I'll Prove To You In 7 Days That You, Too, Can Be This New Man!" — Charles Atlas

15 Minutes A Day! Give Me Just This And I'll Prove I Can Make You A New Man!

"I was forced to sit alone while everyone laughed." By Janet McBarron, M.D.

In 22 Seconds After Entering Bloodstream Anacin Is Speeding Relief To Your Nervous Tense Headache

How I Started A New Life With \$7!

Double Your Money Back If This Isn't The Best Onion Soup You Ever Tasted

"I Gambled A Postage Stamp And Won \$35,840 In 2 Years!"

Health And Beauty In 15 Minutes A Day. Keep Slender, Radiantly Healthy This Enjoyable New Way!

Are You More Than Just Another Pretty Face? Generous Creative Businessman Wants To Find A Hot, Sexy Woman With A Good Sense Of Humor

Actor George Kennedy Becomes New Father At Age 74!

Five New Ways To Whiter, Cleaner, Safer Teeth — All Late Discoveries

How To Buy A Chevrolet With \$5 Down

The Most Comfortable Shoes You've Ever Worn Or Your Money Back!

How A Man Of 40 Can Retire In 15 Years

How I Retired On A Guaranteed Income For Life!

How To Become A Master Of English!

Headaches, Sick Fatigue, Bad Breath... These Are Some Of The Penalties For Neglecting Intestinal Toxicity

This Free Test Has Brought Prettier Teeth To Millions

"They've Tripled Your Salary, Dear"

They Grinned When The Waiter Spoke To Me In French — But Their Laughter Changed To Amazement At My Reply

Tooth Decay Explained. How Germs Pierce The Hardest Substance In Your Body As Surely As A Dentist's Drill. By Ira Davis Joel, B.S., M.S.

"I'd Like To Know That Man!" Of Course They Would. Everyone Would Like To Know A Man So Brilliant, So Entertaining. They See How Interesting And Well-Informed He Is But They Don't Know The Story Behind The Man.

Bass Fisherman Will Say I'm Crazy... Until They Try My Method! But, After An Honest Trial, If You're At All Like The Few Other Men To Whom I've Told My Secret, You'll Guard It With Your Last Breath!

"5500 Hours In The Air Taught Me About Motors" "That's One Reason Why I Bought A New 1936 Plymouth"

How A Glass Of Water Can Help You By A Better Mattress

How A Man Of 40 Can Retire In 15 Years

How I Became Popular Overnight

How I Improved My Memory In One Evening

Get Your First Book Free — For The Book-Of-The-Month Club

Do You Make These Mistakes In English?

They Laughed At My Idea — But It Increased My Pay \$8000 A Year

They Laughed When I Sat Down At The Piano — But When I Started To Play!

Now! 30 Days Of Driving On A Single Tank Of Gas!

Now! Turn Your Waste Gas Into Super Power!

To People Who Want To Write — But Can't Get Started

How To Get A Guaranteed Income For Life... To Men Of 40 Who Want To Retire In 15 Years

28 Minutes To A Supercharged Brain

Play Guitar In 7 Days Or Your Money Back!

On Oath Tells Her Secret Of Gaining Weight... Anne Johnson Swears Before Notary Public

Warning! Silverton's Are The Only Tires With The Life-Saver Golden Ply

In 28 Minutes You'll Be Meditating Like A Master! Astounding Sound Technology Induces Altered Mind State, Intensifies Psychic Functioning, And Causes Peak Experiences. Some Are Calling It The "Lazy Path" To Enlightenment!

Brain Booster Breakthrough! Astounding Soundtrack Zaps Stress, Boosts Brainpower, And Unleashes Extraordinary Mental Abilities. It's Turning Fat People Thin And Office Clerks Into Mental Millionaires. By Dana Spotts

Save Gas, Save Engine With 'Poly'

An Offer To The 5,000 New Members Who Will Bring The Membership Of The Book-Of-The-Month Club Up To One Hundred Thousand. Your First Book Free!

The 6 Issues Of International Wildlife Magazine Are Free, But The Opportunity To Get Them May Not Last Too Long!

The Lazy Man's Way To Riches "Most People Are Too Busy Earning A Living To Make Any Money"

They Laughed When I Mailed This Coupon... But It Brought Me The Book That Showed Me How To Make \$10,000 A Year!

Gee... I'd Sure Like To Have Real He-Man Muscles! So Would I, But It Takes A Long While. "Bunk!" — Says Charles Atlas "I'll Prove In The First 7 Days You Can Have A Body Like Mine!"

Inventors — You've Never Had A Greater Opportunity!

36 Ways To Help You Qualify For The Job You Want! Free Career Facts About Diplomas And Two-Year Degrees

How I Retired On A Guaranteed Income For Life

Imagine Harry And Me Advertising Our Pears In Fortune

See How Easily You Can Learn To Dance This New Way

How To Make Yourself Judgment Proof

Get Rid Of That Gut

How \$7 Started Me On The Road To \$35,000 A Year!

How To Achieve Total Financial Freedom "Millionaires Are Not 50 Times Smarter Than You, They Just Know The Wealth Formula"

How I'm Going To Retire In 15 Years On \$150 A Month

To Men Who Want To Quit Work Some Day

Buy No Desk Until You've Seen This Sensation Of The Business Show!

Great New Discovery Kills Kitchen Odors Quick — Makes Indoor Air "Country Fresh"

Greatest Bible News In 341 Years

Girls... Want Quick Curls?

Free Book Tells You 12 Secrets Of Better Lawn Care

\$95 An Hour!

How Millions Have Won Greater Success And Happiness

Medical Breakthrough Offers Arthritis Pain Relief To Millions! Try It Free!

How A "Fool Stunt" Made Me A Star Salesman

How A Strange Accident Saved Me From Baldness

Who Else Wants A Screen Star Figure?

How To Pay Zero Taxes!

How Do You Measure Up — By The Dollar Sign?

Most People Can Tell You Where The Money's At — But Here's How To Get It...

"I Saved Six Orders And Made \$90 In One Day... Thanks To This Pocket Volume!"

The People Who Read This Book Will End Up With Your Money

“If You Hope For Success Eat For Success!” ... Say America’s Greatest Men

FDA Approves Sale Of Weight Loss Pill In U.S.

Now Free! Raised My Pay 700%! This Amazing Book Showed Me How

How I Raised Myself From Failure To Success To Selling

To Men Who Want To Quit Work Someday

How I Made A Fortune With A “Fool” Idea

Who Else Wants A Lighter Cake — In Half The Mixing Time

Men Who “Know It All” Are Not Invited To Read This Page

Sex Secrets Women Wish Men Knew

How To Do Your Christmas Shopping In 5 Minutes

Former Plasterer Now Earning \$12,000 A Year

“Here’s An Extra \$50!”

Lawyer Reveals Legal Loopholes That Make Money!

38 Fun, Easy Ways To Earn \$500 Next Weekend!

Hands That Look Lovelier In 24 Hours... Or Your Money Back!

The Amazing Diet Secret Of A Desperate Housewife

How To Form Your Own Corporation Without A Lawyer For Under \$75.00!

Released At Last — 137 Perfectly Legal Ways To Get A Check Out Of Uncle Sam!

Doctors Prove 2 Out Of 3 Women Can Have More Beautiful Skin In 14 Days!

Is The Life Of A Child Worth \$1 To You?

A \$5.00 Book For \$1.00

Great Stocks Under \$25!

How To Overcome The Body Chemical That Keeps You Fat!

Last Minute Vacation Deals Steals!

Here Are 133 Surprise Ways To Get Money From Washington D.C.!

A Million Dollar Library For \$25

Eat To Live 100 Years... Health, Efficiency And Length Of Life Depend On The Foods You Eat

How To Make A Hit With Influential People!

How Little Social Errors Ruined Their Biggest Chance

The Amazing "Magic Mud" Used By A Top TV Doctor Who Doesn't Believe In Plastic Surgery!

Thoughts Have Wings... You Can Influence Others With Your Thinking!

Here's Something Wonderful! You Can Have This \$10 Ladies Desk Or Lamp Absolutely Free

The Amazing Secret Of A Marketing Genius Who Is Afraid To Fly!

How To Collect Money From Social Security At Any Age!

A College Education... 50 Cents A Week

Science Discovers The Secret Of Caruso's Wonderful Voice
Give Me One Evening And I'll Give You A Push-Button Memory

What Will You Be Earning One Year From Today? A Practical Plan That Is Doubling Men's Salaries

How The Next 90 Days Can Change Your Life

Here Is The Real Truth About The Sex Question

Shave Strokes Off Your Golf Game In Three Hours Or Your Money Back... On The Spot!

The Amazing "Face-Lift-In-A-Jar" Used By Hollywood Stars Who Don't Want Plastic Surgery!

Give Me Five Days And I'll Give You A Magnetic Personality... Let Me Prove It Free

TV Quiz Game To Shell Out BIG Buck\$... How Regis Can Make You A Millionaire!

If You Can Lick A Stamp, You Can Lick Your Weight Problem!

How To Discover What You Are Really Good At

How To Burn-Off Body Fat... Even While You Sleep!

His Legend Is Carved Across A Continent Of Ice In This Amazing Book, "The Heart Of The Antarctic"

Some Straight Talk About Vitamins And Your Sex Life!

Free Kit Tells People How To Take Better Photographs

Does Uncle Sam Owe You Money You Don't Even Know About?

WARNING! Don't Even Think About Using Any Nutritional Supplements Until You Read This...

An Open Letter To Every Bodybuilder Who Secretly Believes That Most Nutritional Supplements Are Garbage!

Get Rid Of Money Worries For Good!

Bigger, Badder And Meaner Men Than You Are Being Sent To The Hospital And The Graveyard Every Day... Because They Aren't Prepared For Today's Extreme And Unexpected Violence!

You Are Not Prepared For The Extreme Violence Of The "New" Criminals Out There!

How Investors Can Save 70% On Commissions This Year

Thousands Now Play Who Never Thought They Could

When Doctors "Feel Rotten" This Is What They Do!

Which Of These Five Skin Troubles Would You Like To End?

Who Else Wants A Whiter Wash — With No Hard Work?

You Don't Have To Be Rich To Retire On A Guaranteed Income For Life

The News Spread Swiftly About The Health Value Discovered In Japan Tea... A Safeguard Against Several Common Ailments — A Precious Food Element — Has Been Found In This Familiar Tea

POW! Rene Russo Fights Off Real Life Kidnappers

The Royal Road To Riches

The Easiest Money You'll Ever Make... Believe It Or Not... It's True! "I Made \$35,000 In Just 1 Day At Home In Bed With The Flu"

Let Me Make You A New Face. I Can Do It. I Have Been Doing It For 20 Years.

AMAZING SALE! World-Famous Pocket Series Offered Until April 30 At Sensational Reduction! Size Of Books 3 1/2 X 5 Inches. Books Printed Uniformly, Bound In Heavy Card Stock. You Must Act Before Midnight April 30, 1923

The Ultimate Tax Shelter
By Ted Nicholas

"We're Looking For People To Write Children's Books"

According To A Recent Nationwide Survey: More Doctors Smoke Camels Than Any Other Cigarette

To A \$15,000 Man Who Would Like To Be Making \$30,000

The Most Comfortable Shoes You've Ever Worn Or Your Money Back

How We Retired In 15 Years With \$300 A Month

"Here's An Extra \$50, Grace — I'm Making Real Money Now!"

Five Familiar Skin Troubles — Which Do You Want To Overcome?

Here's A Quick Way To Break Up A Cold

The How-To Magazine For Choosing The Right Business To Go Into!

Of The Dozens Of Business Opportunities Covered Over The Last Year, Several Are Probably Just Right For You. Subscribe Now And Receive Two Free Issues Of Your Choice!

Free! Magazine Subscription

A Fortune In Fund Raising! Make Money... Helping Others Make Money!

\$500 Million In Tax Refunds!

Washington Is Playing Hob With Your Money. Here's What To Expect And What To Do About It!

Confessions Of A Disbarred Lawyer!

If You Can Read And Write Simple English, I'll Show You How You Can Make Real Money Selling Words!

2 Big Dangers Now Facing Every Upper-Income American... And One New Discovery That Can Protect You Against Both, Sample It... Free!

Remember When You Could Have Picked Up A Good Piece Of Real Estate For A Song — And Didn't?

How To Out-Smart (Rather Than Out-Spend) The Competition!

When The Government Freezes Your Bank Account — What Then?

Some Good News About The Coming Bad Times!

How You Can Legally Profit From "Insider" Information On The Stock Market!

Waiting For Your Tax Advisor To Help You Cut Your Taxes? Here's Why You May Be Making The Most Expensive Mistake Of Your Life!

The Five Most Costly Mistakes In Business... How Many Are You Making Right Now?

A Promise... An Unusual Guarantee... And A Different Kind Of Half-Price Offer With A Slight Twist For Executives Who Seriously Plan To Advance In The Publishing World!

Score Ten Points Or Better — And You Can Have A Trial Subscription To U.S. News For Now More Than It Costs Us To Print And Mail The Copies!

If Well-Meant Advice From Friends Has Your Game Going Nowhere And If You'd Really Like To Be An Improved More Knowledgeable Golfer This Year... Try Golf Magazine At Half The Regular Price!

What Has The Government Done For You Lately? Discover Reason, The Magazine That's On Your Side.

The First Major Business Monthly For The One Who Really Makes It Happen... You!

Calling All Organic Gardeners. To Try One Of The Greatest Organic Gardening Guides Ever Written... For 15 Days Free!

How To Develop A Silver Tongue, A Golden Touch And A Mind Like A Steel Trap!

How To Wake Up The Financial Genius Inside You

How You Can Beat High Taxes And Skyrocketing Inflation

What's Your Best Chance To Make Money In Real Estate? The Answer Below May Surprise You.

You Can Beat The IRS — Legally And Safely

Ten Reasons... Why You Have Just Run Out Of Reasons... For Now Owning Your Own Business

Fired Clerk Discovers New Money Secret... Makes Millions — Agrees To Help Others

The Crazy Thing Is Even If You're Lazy, It Works!

How To Quickly Lose 10, 25, 35 Lbs. Or More While Controlling Hunger Sensations Naturally With The Hunger Brake Bran Tablet

New! Your Survival Guide For The 80's

How To Make \$100,000 A Year — At A Recent Reunion I Told A Friend I Made \$100,000 A Year, Had No Boss And Did As I Pleased. He Wouldn't Let Me Alone Until He Had My Secret!

Success Forces — Can You Be Successful Despite Yourself? Here's How I Did It!

How You Can Be Part Of The Business Boom Of The 1980's

Now, For The First Time, You Can Learn The Business Secrets Of Maverick Millionaires... Men Who Started Small And Now Take In Millions!

Which Of These 18 Money-Making Businesses Is Right For You?

"...You Have Been Conditioned To Live In A Money World That No Longer Exists..."

"...Panic-Proof Your Life..."

Yours Free — A Gift From The Richest Man In The World — The Late J. Paul Getty

Ohio Man Discovers The Secret Of How To Escape The American Rat Race!

Now! Own Florida Land This Easy Way... \$20 Down And \$20 A Month!

Who Else Wants A Screen Star Figure?

"Imagine Me... Holding An Audience Spellbound For 30 Minutes!"

How The LaSalle Problem Method Doubles Your Salary — Why In Six Months' Time Alone As Many As 1,248 LaSalle Members Reported Definite Salary Increases Totaling \$1,399,507, An Average Increase Per Man Of 89 Percent!

The Amazing Money-Making Secret Of A Desperate Man Who Almost Lost His Carpet Cleaning Service!

You, A Millionaire Writer?

Buy No Desk Until You've Seen The Sensation Of The Business Show

Have You Tried This New "Pick-Up" Drink From Switzerland? Refreshes Your Mind And Body Almost Instantly... Gives You Energy That Outlasts The Day... Write For A 3-Day Test

Is There A Greater War Story Than This?

How To Beat Tension Without Pills

How To Collect From Social Security At Any Age!

How To Feel Fit At Any Age!

The Secret To Being Wealthy!

Madam — Please Accept A 7-Day Supply Of This Amazing New Way Of Removing Cleansing Cream. A Way That Will Double The Effectiveness Of Your "Make-Up"... That Will Correct Oily Nose And Skin Conditions Amazingly... That Will Make Your Skin Seem Shades Lighter Than Before

This Gives Back The Days Women Used To Lose

The New Way To Manicure Without Cutting The Cuticle. Cutting Ruins The Cuticle. Keep It Firm And Smooth Without Cutting!

Whiter Teeth... How Millions Get Them!

Order Christmas Gifts Now — Pay After January 20th!

How A Breakthrough Combination Of 3 Powerful Healing Herbs Can... Flush Prostate Disease Out Of Your Body — And Trigger Rapid Healing Of Even The Most Enlarged Prostate!

World Famous Street-Fighter Will Give You A FREE GUN... Just To Prove He Can Take It Away From You Bare-Handed As Easy As Candy From A Baby!

Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks And Slices... And Can Slash Up To 10 Strokes From Your Game Almost Overnight!

"All Your Fancy Fighting Skills Won't Earn You An Extra Second Against This Devastating New Natural Street-Fighting System!"

“Sure... I’ll Tell You, Bill, How I Got This Government Job!”

Instant Memory: The New Natural Self-Improvement Discovery!

Only 9 Men In 100 Need Ever Be Bald — Yet 4 Men In 7 Are Bald At 40... This Must Grow Hair Or Your Money Refunded

“I’ve Got To Get This Off My Chest Before I Explode!”

How You Can Profit From The Coming Stock Market Crash And Financial Bloodbath That Is Going To Be Caused By Cash-Rich Drug Dealers And Other Criminal Scum!

Your One Chance To Earn The Biggest Money Of Your Life!

One Hundred & One Men’s Health Secrets Every Man Should Know

I’d Like To Give This To My Fellow Men... While I Am Still Able To Help!

How To Start Your Own Mail Order Fortune In America NOW With FREE Information From The Orient!

The Amazing Blackjack Secret Of A Las Vegas Mystery Man!

Read This New Book At Our Risk... It Tells YOU How To Become Prosperous

The Secret To Becoming A Millionaire Is Simply Using The Right Words!

FLASH! Extra Money-Making Bonus Information If You Act At Once! Tested Money-Maker That Grows Fast... I Know Because I Own It!

Accept This Invitation — And Take In Up To \$1,000.00 A Day In Your Own Home Mail Order Business!

Free Plan Tells How To Start Your Own Business Filing Saws

This Catalogue Is Yours Free!

I Lost That Ugly Bulge In 2 Minutes With This Reducing Belt

It Cleans Your Breath While It Cleans Your Teeth

“I Gambled With 3 Cents And Won \$35,850 In 2 Years”

“I’ve Tried ‘Em All, But This Is The Polish I Use On My Own Car”... Frank Mills, Essex Garage

The Tire That Eats Bullets

What Do Doctors Do When They Have Headache Pain? A Survey Shows Many Doctors Take The Fast, Pain-Relieving Ingredients In Anacin. In Fact, 3 Out Of 4 Doctors Recommend This Same Type Relief To Their Patients.

How To Make Money Writing Short Paragraphs

How To Stop Worrying

How \$20 Spent May Save You \$2,000

“They Thought I Was Crazy To Ship Live Maine Lobsters As Far As 1,800 Miles From The Ocean!”

Car Insurance At Low Cost — If You’re A Careful Driver

Car Owners... Save One Gallon Of Gas Every Ten

Why Men Crack

I Was Tired Of Living On Peanuts — So I Started Reading (Publication Name)

16 Secret Ways To Beat The Overweight Habit

16 Secret Ways To Beat The High Cost Of Living

Will Your Scalp Stand The “Fingernail Test”?

How To Get Rid Of An Inferiority Complex

How To Get Your Cooking Bragged About

How To Have A Cool, Quiet Bedroom Even On Hot Nights

No Time For Yale — Took College Home By Reading The Harvard Classics

Thousands Have This Priceless Gift — But Never Discover It

The Secret Of Making People Like You

The Most Complete And Most Scholarly Dictionary In The English Language \$17.50...
Publisher’s List Price: \$90

NOTES:

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Chapter 2:

How To Write Killer Headlines That Are Impossible To Ignore! Part II

“The greatest risk of all is the risk of going unnoticed.”
— William Bernbach, Advertising executive

“Always bear these facts in mind. People are hurried. The average person worth cultivating has too much to read. They skip three-fourths of the reading matter which they pay to get. They are not going to read your business talk unless you make it worth their while and let the headline show it.” — Claude Hopkins, *Scientific Advertising* (Note: He wrote these words in 1923. The problem is multiplied a hundred or thousand-fold today.)

Hopefully, you’ve already started on the exercise I gave you at the end of the last chapter. If not, get started now, today! Even if you can only copy out five or ten headlines a day... do it. Getting started is the hardest thing to do, but also, *the most important thing* to do.

Now, once you get all the headlines written down on 3x5 cards... here’s how you use them. I call it...

The “No-Sweat, No-Brainer” Way To Write Killer Headlines That Are Impossible To Ignore!

Most of the time, top copywriters don’t make up the “killer” headlines they write. No, they steal them! I do it too.

Let me explain:

I’m not talking about word-for-word plagiarizing here. No, I’m talking about taking already “proven” headlines (headlines in direct response ads that are repeated time-and-time again) and using them as a basis for writing your headlines.

Here’s an example of how to do it: Let’s—once again—use John Caples’ famous headline...

**They Laughed When I Sat Down
At the Piano
But When I Started to Play!**

This headline has been ripped-off (ethically) maybe more than any other headline in history. Why? Because it works! I've used it myself, with astonishing results.

Anyway, I want to make this a little hard. So, let's say you're selling baseball bats. How could you "adapt" Mr. Caples' headline for an ad selling such a simple product.

How about this: **They Laughed When "Skinny Joe" Pulled Out His New Easton 949 Bat... But When He Hit The Ball A Mile!**

Then you'd go into the story. Tell why they laughed. Probably because "Skinny Joe" couldn't hit the ball past second base before to save his life. And they just *knew* no kind of bat would help. Then you'd go on to tell why this new bat makes anyone a big hitter. Etc. Then you'd tell people why they should try one too and how to get it risk-free. Etc. Etc.

Let's try another classic headline:

Do You Make These Mistakes in English?

As I said in chapter 1, this is the headline on one of the most successful (if not the most successful) space ads of all time. Max Sackheim wrote the headline and the ad... and... it ran for 40 years... nearly unchanged!

How could you adapt this to what you are selling? Let's do a service this time. Let's say you're a chiropractor. The key word in the ad is "these". How about:

Do You Make These Costly Mistakes When Choosing A Chiropractor?

Then you'd go on in the ad to list 5 or 10 mistakes and how to avoid them... and then... maybe offer a free report titled: **"79 Amazing Health Benefits Of Chiropractic Care!"** That would lead them to calling for a free examination. Etc. Etc.

Here are a few more examples for different products or services ...

Do You Make These Mistakes When You Have The Flu?

Or...

Do You Make These Mistakes When Choosing A Health Club?

Or...

Do You Make These Mistakes In Job Interviews?

Enough! I think you get the point.

This method of using “proven” headlines to base your headlines on... gives you about a 1,000% better chance of coming up with a winning headline than if you try to dream one up yourself.

And this is how the pros do it. Not always, but a lot of the time.

So, when it's time to start writing your sales letter or ad, just get out your headline cards and shuffle them like a deck of cards... then... start flipping through them one at a time.

Pretty soon your mind will start to catch fire and spark a few headline ideas... maybe even a full headline. When it does, write it down. Flip through all your cards and capture every idea you have. Then, go over what you've written down and start to form some good headlines... until... you get the one you're going to use.

I flip through my headline cards even when I already have a headline written for my ad. Sometimes I come up with an even better one.

Also, you'll want to start collecting all the good headlines you see and add them to your headline card file. One source of good headlines are the little blurbs on the front covers of magazines like: *Cosmo*, *Redbook*, *Woman's Day*, *Men's Health*, *Men's Fitness*, *Reader's Digest* and all of the tabloids like *The National Enquirer*.

The people that write those “blurbs” are paid big bucks... because... that's what sells the magazines. In fact, the “blurbs” are often so good... you are usually let down by the content of the articles they refer to.

Another good source of headlines is... direct mail. Get on the mailing lists of companies like Agora Publishing (<http://www.agora-inc.com>), Phillips International (<http://www.phillips.com>) and Boardroom (<http://www.boardroom.com>).

Buy one or two of their products. You'll then, subsequently, start receiving a literal avalanche of good to great promotions in your mailbox regularly. And not only will you get their best stuff... you'll get other companies' best promotions. Why? Because they rent their lists to most of the other major players in direct mail.

So, get started copying down the headlines at the end of Chapter 1... and... start going to the bookstore or supermarket to pick up the magazines and tabloids I referred to above. Plus, go to the web sites I gave you above and buy something from each that interests you. Or, even if you don't find something of interest... buy something anyway. It's part of any serious student's education. I can promise you, I'm on all those lists.

Onward...

One Of The Most Powerful Headline Techniques Known To Man For Getting People To Read And Respond To Your Advertising!

Do you know what a "grabber" is? If not, it's simply this: Something you attach to the top of your letter that "grabs" the reader's immediate attention. Preferably, something they can "grab" and hold in their hand while reading your letter. Intelligent use of a grabber can push your direct mail response rates to the outer limits of profitability.

And the very best grabber in the world is money. Yes, money... you know, cash, coin, fun tickets, fungolas, wampum, dough, bread, loot, moolah, et cetera, et cetera! With so many exciting and wonderful synonyms for money... you gotta know it's important and commands the attention of even the most skeptical of prospects.

Now, I must give credit where credit is due for this. As far as I know, Robert Collier came up with this idea. If he didn't invent it, he sure did use it more effectively than almost anyone else. In fact, in his collection of Million-Dollar Sales Letters, he gives three examples of successfully using money as a grabber.

(Also, as a side note: When you use a grabber, you do NOT need a headline on the letter. The grabber IS the headline.)

Here are his original letters, along with explanations of how well they did:

LETTER # 1

THE LOWLY PENNY WILL OFTEN DO THE TRICK

Here is a letter to which a new penny was pasted. In conjunction with the figures given, the penny aroused an amazing amount of attention.

The idea could readily be used by Insurance Companies, Savings Banks and the like. It was also used with unusual results by an association trying to build a membership for the purpose of cutting the cost of government.

IT IS A MARVELOUS THING --

The Power of Money to Make More Money!

Dear Investor,

Just this little insignificant penny, saved each week since the start of the Loan and Saving Association, would today amount to \$75.00--and of that \$75.00, \$50.00 WOULD BE INTEREST DIVIDENDS.

\$1.00 saved each week would today amount to \$7,500.00! THAT IS THE WAY MONEY GROWS!

No matter what his beliefs, every man will agree that the Scriptures contain some of the oldest and greatest truths known to mankind. There is one truth that the Wise Men of old felt to be so important, that they repeated it no less than six times in the very first chapter of the Bible, and referred to it throughout both Old and New Testaments.

This age-old truth is that EVERYTHING INCREASES AFTER ITS KIND! Plant a seed of corn, and you reap ears of corn. Plant thistles, and you grow a profusion of thistles. Plant money, and your money comes back to you after many days, increased a hundred-fold!

What harvest do YOU want to reap ten or fifteen years from now? Money to put your children through college, or start them in a business of their own? Security for yourself? Financial Independence?

You have only to set your goal in order to win it. The price of \$5,000.00 or of \$50,000.00 is only so many seeds of savings. \$5.00 saved each week at the Loan and Savings Association will in about 13 Years amount to \$5,000.00. \$25.00 each week will grow to \$25,000.00.

And mind you, here is the part that counts. Of that \$25,000.00 only \$16,250.00 represents money paid in by you. The rest—\$8,750.00—is GROWTH INCREASE!

Do you know any other way you can buy \$25,000 as surely, as safely—and pay so little for it? Do you know any way you can buy \$25,000 or any other sum, and pay for it in little, convenient installments each week that never depreciates in value, which are like seeds sown in good ground that keep growing and growing, year after year, always ready to give you more than you sow.

How much do you want to buy—\$1,000.00—\$5,000.00—\$25,000.00? How much do you want to give to your youngster when he goes to college, or gets married, or starts in business? Here is the one sure and easy way of having that money when you want it. \$1.00 a week now, means \$1,000.00 thirteen years from now. \$5.00 a week means \$5,000.00.

What will you start with—\$1.00—\$5.00—\$10.00? "To begin", says Ansonius, "Is to be half done."

Will you begin NOW—TODAY? Will you fill out the little form attached, pin your check, dollar bills or stamps to it covering your first remittance and mail it back in the enclosed envelope? Will you save the first \$1.00 on your \$1,000.00, or the first \$25.00 on your \$25,000.00 TODAY?

Sincerely,

LETTER # 2

THE "DOLLAR BILL" LETTER

Here is, one of the most successful letters I've ever heard of — the famous "Dollar Bill" letter. Pinned to its top was a crisp, new dollar bill—*a real dollar bill!* (This, back when a dollar was a lot of money. The equivalent today would be something like \$20.)

This letter pulled better than a 90% response. The writer of this letter said that from 175,000 mailed, he got back \$270,000, plus more than 90 per cent of the dollar bills he had mailed out.

But this was only the start. From the list of more than 150,000 people who gave that \$270,000, further subscriptions were secured to the amount of nearly \$14,000,000. Here is the letter, which was filled in with the name and address of the recipient:

Dear Mr. Jones:

Here's a dollar: Yes, it's a REAL dollar—nice and clean and new.

Keep it if you want to, after you've read this letter—but I don't believe you will, then.

Here's what it's all about:

I've made an investment—of a thousand dollar—in human nature, human kindness. I've mailed a thousand dollars—in a thousand letters to a thousand people picked at random. I have done this because I believe that every one is really kind, way down inside—that no one is REALLY heartless and that the only reason why folks do not help where help is needed is just because these needs are not IMPRESSED upon them hard enough.

And that's the mission of each of my thousand dollars—to impress the importance of a need. This thousand dollars is my subscription to the Blank Hospital—and I'm investing in the belief that every one will bring back several more—at least another—with it. So our subscription—which I'm starting in this way will be at least two thousand—maybe five—for there's going to be a lot of you who will send a five or a ten or more—when you mail my dollar back.

"Remember—both my dollar and your dollars go to help crippled children."

"Will EVERY ONE come back?"

"Will everyone bring something more?"

"Are people really kind—or REALLY heartless?"

"Have I made a good investment?"

"What is YOUR answer?"

Sincerely,

LETTER # 3

A 100,000 MARK NOTE

The same idea is the basis for the following letter. Pinned to the top of this letter was a 100,000 mark German note. Its purpose, like that of the dollar, was to get the reader's immediate attention and arouse his interest in the message of letter.

It worked so well that the *Wall Street Journal*, for whom the letter was written, reported that it was the most successful subscription-getter they had ever used. Here is the letter:

Will You Accept The Enclosed German Reichsbank Note for 100,000 Marks, With Our Compliments?

Dear Sir:

If the enclosed German Reichsbank Note for 100,000 Marks pays for one minute of your time, consider yourself engaged.

Yes, it's a real Reichsbank Note, put out by the German Government. Before the War, 100,000 marks were worth \$23,820.00 in our money.

But when this particular issue of notes was retired, it took 10,000,000 notes like this to get a mark worth 24 cents in gold!

That is what uncontrolled inflation did to German money. As fast as new issues were brought out, the old ones dropped in value, until a man's only chance to get ahead lay in putting his money in common stocks, or into goods or real estate—or something that would go up in price just as fast as the value of his money went down.

In a small way, something of the kind may occur here. Even with inflation under perfect control, the value of the inflated money is bound to drop, while common stocks and goods and real estate will go up in value.

The question is—what type of stocks will depreciate most? And what effect will inflation have upon various lines of industry?

That is where the Blank Street Journal can be of genuine help to

you.

Its facts are not merely timely, but they are derived from original sources, and their accuracy can be depended upon. But that isn't all. The facts it brings to you each day are interpreted from the standpoint of the investor and of the business man, enabling you to invest your money or to plan your business with understanding and foresight.

The Blank Street Journal is the source of information for countless statisticians, newspapers and market services. Yet the information for which you pay the high fees is just as readily available to you in the pages of the daily Blank Street Journal, as it is to them.

The enclosed card entitles you to the next SIXTY ISSUES of the Blank Street Journal for \$3. Not only that, but it brings you FREE EXAMINATION of the first five copies. If these five do not make clear to you the financial trend, if they do not show you every phase of business and financial activity, just tell us to cancel, and you will be out nothing.

Will you TRY it? Will you let us send you accurate news from the very heart of the financial center of the country NOW—when that news may be worth more to you than ever in your lifetime? Will you mail the enclosed card TODAY?

Sincerely,

All of these letters were enormously successful... each raking in over a million dollars... hence the name: Million-Dollar Sales Letters. By the way, these letters are now in the public domain... meaning the copyright is expired. But that doesn't matter... you're not going to copy them word-for-word. No, what you want to do, is emulate the concept... to use them as idea-sparkers for your own promotions.

The Reader's Digest Penny Mailing

Since we're talking about money grabbers... here's an interesting story that was passed on from the late, great Ed Mayer to Gary Halbert. And from Halbert to me. And now, from me to you.

Many years ago, *Reader's Digest* was selling for a price that ended in 98 cents. I don't know if it was \$1.98, \$2.98, or what. No matter. Anyway, somebody came up with the idea of sending a letter with 2 pennies taped to the top and the message, "We're so sure you'll want to subscribe, we are taking the liberty of sending your change in advance."

How did it do? The results were breathtaking! This campaign worked so well the *Digest* had

to get the Denver Mint to create a boxcar full of new pennies. The mailing eventually became so massive that the nixies (the returned, undeliverable letters, each containing 2 cents) were worth tens of thousands of dollars.

But there was a problem. The *Digest* discovered it cost more than 2 cents to open, remove and account for the pennies inside each returned letter.

And, since it's against the law to destroy money, they couldn't just throw the nixies away.

So what they did is this: They hired the local Boy Scout troop to open the letters and remove the pennies. And the scouts got one penny and the *Digest* got the other.

And that's how the Boy Scouts of Pleasantville, New York paid for their new brick clubhouse.

Amazing! But could you use this ingenious concept now, today, in one of your promotions? You betcha. Check this out:

Dear Bob,

Why have I attached two real, live U.S. copper pennies to the top of this letter? It's simple...

It's your change!

Let me explain:

It's your change—in advance—for the one dollar you'll send when you accept a risk-free, 30-day trial of my newsletter: *The Blank Letter*.

You see, my newsletter normally sells for \$295 per year. However, because a mutual friend passed your name on to me as someone who would appreciate the money-making info it contains... I'll send you next month's issue for just 98 cents. That's...

A Savings Of \$23.60

If you decide—after reading your risk-free, trial issue—you'd like to continue to receive my newsletter every month, there will be a handy card to fill out and drop in the mail. However, if you're not impressed, or you just don't like my style, you don't need to do anything. I won't send you any more issues and you won't be charged another cent. In fact, if you want, I'll even refund your initial 98 cents. Etc. Etc.

How easy is that? And I guarantee they're going to read the letter... if for no other reason than to just find out what the hell it's all about. Also, realize you can use this technique for any product or service. Not just something that's subscription-based.

For example: Let's say you are selling a book. You would say, "Why am I asking for 98 cents? That's easy. You see, I don't want my top secret information to get into the hands of anyone who doesn't appreciate it enough to send a small, "good faith" deposit. But don't worry. I'll send back your 98 cents if you are unsatisfied in any way. Etc. Etc."

Or something like that.

You could also ask for \$1.98 or \$2.98 just to cover shipping and handling... that you'll refund if they are unsatisfied. Look: I'm not going to give you all the possibilities here... I just don't want you to get stuck in thinking, "*I can't use this, because I don't sell a newsletter.*"

By the way, you should personalize your letter if at all possible. It gets—at least—an immediate 20% to 30% jump in response. And the best personalization—in most cases—is their first name (like Dear Bob)... then... Dear Mr., or Ms., or Mrs. Whatever.

Anyway, the *Digest* story is a neat story. And an instructional one. And a profitable one.

And speaking of Gary Halbert, let's flash forward several decades from the brilliance of Robert Collier and the *Reader's Digest* promotion, and discover some more profit-making genius.

Maybe more so than anyone in history, Halbert has really perfected the use of money as a grabber. Here's his famous "dollar bill" opening:

Dear Friend (or personalized name),

As you can see, I have attached a crisp, one-dollar bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something extremely important to tell you... and... I needed a way to make sure I caught your attention.
2. And since what I have to tell you concerns money... a lot of money pouring into your bank account very fast... I thought using a dollar bill as a little financial "eye-catcher" was especially appropriate.

Here's what it's all about:

That opening almost never fails... that is... if you've actually got something to say, and something somebody wants.

By the way, you are not limited to \$1 bills. You can use pennies, nickels, and dimes. You can use fives, tens, twenties, fifties... and even hundreds when appropriate. You can use foreign currency. In fact, I've used almost all of them with great success. (A really great source of

foreign currency can be found online at: <http://www.educationalcoin.com>)

Seriously, put your imagination to work a little. Think of all the ways you can use money in your sales letters. A few good questions to ask yourself are:

“How does money relate to my product or service.” (For example: “Does it save or make my prospects money?”)

“How can I tie my product or service in with foreign money?” (For example: Did I recently take a trip to Europe and discover a new use for my product or discover that no one used it? Or, something as obscure as, “I’m vacationing in Mexico and was thinking about how I could help you make more money this year. So, I thought this Mexican Peso would be especially appropriate as a little financial “eye-catcher”. Here’s what it’s all about:”)

“Is there an image or symbol on the money (foreign or domestic) that ties into my product/service?” (Maybe even just a color or size or shape.)

Here are some reasons—off the top of my head—for sending money: I’m circulating prosperity. I need money for “X” reason. I know that every dollar counts so by sending you a dollar, I feel like I’m helping you out in some small way. Money is in short supply. Money’s easy to come by around here. They say “money doesn’t grow on trees” but by attaching a dollar to this “paper” letter I’m proving everyone wrong. The government hates it when I send money through the mail. My wife would kill me if she knew I was sending out thousands of dollars in free money by mail. My account would strangle me. My business partner would shoot me. My friends laughed when I told them I was sending free money to people. My money likes to travel... however it always comes home, and with a few friends.

Just pick one. Make up some of your own. It’s not that hard. I could do this all day long and tie it into anything... so can you.

All it takes is a little practice and persistence. And, you don’t have to become great at it to get great results. Just using money grabbers (in almost any way) puts you way ahead of the pack.

Next Chapter:

More unusual and effective grabbers (other than money) that can really skyrocket your results! Plus, another one of the most powerful headline techniques known to man for getting people to read and respond to your advertising.

Here’s Your Exercise For This Chapter:

Copy out in your own handwriting each of Robert Collier’s Million-Dollar Sales Letters. Also, copy out the Halbert opening, too. Don’t argue. Just do it. It will help ingrain in your

neurology what it's like to write a winner. I'm going to come back to this later... with more Million-Dollar plus examples for you to copy. For now, copy these. And if you're really serious and ambitious... copy each one 3 times! Also, even if you type your sales letters, get a pen and a legal pad or notebook and "handwrite" these. It's important.

Just so you'll know: I write most of my sales letters and ads longhand. I can do it either way. However, I prefer the legal pad and ballpoint pen method. It depends on the time frame. If I'm in a hurry, I'll type. For instance, I'm typing this chapter right now. A lot of instructional writing gets done at my keyboard... but... I love to write sales materials longhand... usually in a coffee shop somewhere... like Starbucks.

Quick Summary Of Key Points In Chapter 2:

1. Finish—this month—copying out all the winning headline examples at the end of Chapter 1 on 3x5 index cards.
2. Using "proven" headlines to base your headlines on... gives you about a 1,000% better chance of coming up with a winning headline than if you try to dream one up yourself.
3. Flip through your headline cards even when you already have a headline written for your sales letter or ad. Sometimes you'll come up with an even better one.
4. Go to the bookstore or supermarket and check out the "blurbs" on pop culture-type magazines and tabloids. Write down the good ones and add them to your headline card file. Also, get on these mailing lists: Agora Publishing (<http://www.agora-inc.com>), Phillips International (<http://www.phillips.com>) and Boardroom (<http://www.boardroom.com>). By one or two products from each.
5. Using money "grabbers" as your headline will push your results to the outer limits of profitability. A good source of foreign currency can be found at: (<http://www.educationalcoin.com>).
6. Brainstorm your own reasons for sending money "grabbers" both foreign and domestic.
7. Copy out in your own handwriting the three Robert Collier Million-Dollar Sales Letter Examples... and... the Halbert "dollar bill" opening. If you're really ambitious, do each one three times.

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Chapter 3:

How To Write Killer Headlines That Are Impossible To Ignore! Part III

“Thousands of words have already been written about the ‘point of you’ — but let me remind you that given a fountain pen, 96 per cent of 500 college women wrote their own names; shown a map of the U.S.A., 447 men out of 500 looked first for the location of their home towns!” — Victor Schwab, *How To Write A Good Advertisement*

In a crowd, what’s the easiest (i.e., most effective) way to grab someone’s attention? It’s simple...

You Call Them By Their Name!

There is nothing sweeter to a person’s ears than the sound of their own name. Likewise, seeing their name in print creates a similar “attention grabbing” response.

Let me show you what I mean:

Here are some killer examples from John Carlton. Keep in mind that these examples are from the golf and martial arts instructional videos markets. Markets John and the ultra-savvy clients he writes for have dominated for years: (I’m using Bob Jones as the fictional prospect in these examples.)

A FREE VIDEO IS WAITING FOR YOU...

Very hot and urgent “Insider” information... but ONLY if you’re damn serious about your ability to maim and dominate ANY trained streetfighter or pro martial artist!

Absolutely CONFIDENTIAL For Bob Jones

It may be the only time you ever get this kind of preferential treatment from an internationally-respected fighter of this caliber!

“Why is Chris Clugston Putting Bob Jones Ahead of Established World-class Streetfighters?”

**Bob Jones And Family
Seriously Injured In Vicious Attack
By Gang Members!**

**Hey Bob
I Put \$20 Into
Your _____ Account!**

Check it out for FREE...

**“Hey, Guys! Watch This...
Bob Jones
Is Gonna Tee Off!”**

Good stuff! I pulled these examples (there are many more) out of Volumes One and Two of John's "swipe file" of collected sales letters. If you don't have these, you're crazy! Go to John's web site at www.marketingrebel.com for more info on how to get them.

I urge you to get his collected letters because John has had the opportunity to do more personalization-type stuff than any other copywriter I know of. And he's damn good at it.

Here are a few other examples of winning personalized headlines:

Actually, I'm not going to give you more examples. I'm going to tell you something much more valuable. And it's this:

You Can Personalize Almost Any Headline!

For example: Let's take the Halbert's classic headline:

**How To Collect Money From
Social Security At Any Age!**

And change it to:

**How Bob Jones Can Collect Money
From Social Security At Any Age!**

Or change:

“I Gambled A Postage Stamp And Won \$35,840 In 2 Years!”

To:

“Bob Jones Gambles A Postage Stamp And Wins \$35,840 In 2 Years!”

All right. Simple enough. But please note: The above examples are for illustration only. You'd need to rework them more than that to use them for one of your own promotions.

Anyway, you should be getting the idea by now. However, let's say you can't personalize your sales message with their name. Maybe it's a web site sales letter. Or a magazine or newspaper space ad. Or it's just too cost and/or time-prohibitive for whatever reason.

What should you do then? Here are some suggestions:

Personalize by occupation:

Attention Dentists!

**Here's How To Double Your
Income In 90 Days Or Less While
Cutting Your Work Week In Half!**

Or...

**New Automatic Marketing System
Is Quadrupling Chiropractors' Incomes
In Record Time!**

Another type of personalization is to call them out by hobby, or what they like to do:

**GOLFERS! Try The New Long-Drive Champion Driver
For Free And See For Yourself If It Doesn't Add
50 Yards To All Your Tee Shots!**

**RUNNERS! New Shock-Ease Gel Insert Developed
By NASA Virtually Eliminates Stress Fractures,
Reduces Fatigue... And... Improves Race Times By
An Average Of 7%!**

**Bass Fishermen Will Say I'm Crazy...
Until They Try My Method!**

Easy enough. Here's yet another type of personalization. Do it by city or state (or both):

**WANTED: 500 Salt Lake City Residents
Who Want To Become Millionaires In
The Next 18 Months!**

Arizona Residents Only!

**Legal Tax Loophole Can Save You
Up To 88% On Your Taxes This Year!**

And yet another way to personalize... by age:

**If You Are Over 50 Then You
Qualify For These FREE MONEY
Programs From The U.S. Government!**

**Men Over 40: Did You Know There's A
New Discovery That Can Cut Heart Attack
Risk By Over 95%!**

Oh, hey! Did you catch that? I slipped in another way to personalize: By gender... i.e., ladies, women, gentlemen, men, girls, boys, etc. Some classic headlines using gender are:

Girls, Want Quick Curls?

**Men & Women Shed Up To 20 Pounds
In A Week — 50 Pounds In A Month!**

**How A Man Of 40 Can Retire
In 15 Years!**

Why Men Crack

Also, I did something above we haven't talked about yet. I combined two types of personalization. Gender and age. Could've done age, gender, and city or state. Or name, city and/or state. Or, whatever.

The idea here is to get the attention of your target prospect. The more specific your headline is to him (or her) the better your chance. Calling your prospect by their name is best. It's debatable on the order of the rest of the personalization techniques and could vary quite a bit depending on what it is you are trying to sell.

As I said last chapter: Money is the very best “grabber” in the world. However, there are times when you may want to use something else for various reasons. And, truth be told, almost anything can be used as a grabber.

Here’s a short list with examples of how to use them selling different kinds of products or services:

Package of aspirin:

Why have I attached a package of aspirin to the top of this letter?

It’s simple. Like you, I’m a _____. And I know what a pain in the neck it is to deal with _____ all day long... every single day.

That’s where the aspirin come in. You see, every day about 2 p.m., because of _____. I would get a tension headache so bad, I’d have to pop a couple of aspirin just to make it through the rest of the day.

However that’s all changed now.

And if you’ll give me just a few minutes of your time, I’ll reveal how I solved this problem... and... how you can too.

Keys:

Dear Joe,

Here are the keys to the new BMW X5 you took out for a test-drive the other day.

The reason I’m sending you the keys is because I’m about to make you an offer no sane person would refuse.

Here’s what it’s all about:

Sand:

This package of sand was collected from the pristine white-sand shores of Hawk’s Cay in the Florida Keys.

And I want to send you there on an all-expense paid free vacation if you’ll give me just a few minutes of your time.

Here’s what this is all about:

Baseball Card:

Did you know that simple baseball cards are among the highest appreciating investments in the world?

It's true!

In fact, they outperform the stock market—on average—by more than 15% per year.

Pencil (Or Pen):

What if I told you there was a new business you could start using nothing more than the pencil I've attached to this letter? And what if I told you that you could make up to \$250,000 a year or more from home with this simple business?

Would you be interested?

Teabag:

The tea in the bag attached to this letter is among the most expensive in the world.

However, I can get you a full year's supply of this exquisite tea for free, if you want.

Here's how:

Sugar:

Dear Bob,

The reason I've attached a bag of sugar to the top of this page is to alert you to one of the greatest investment opportunities of 2004.

Almost no one knows this but, in the next six months, the price of sugar is forecasted to double. And if you act fast, gains of 25%, 35%, even 50%—if you time it right—on your money are possible.

Here's how I know this "sugar secret" and how you can use it to cash in big this year:

Herbs:

I've attached this bag of Saw Palmetto to the top of this letter for an extremely important reason. If you are a man over 40, this near "magical" herb can help you prevent:

- Sexual dysfunction
- Benefit
- Benefit
- And possibly even prostate cancer!

Here's how:

I could go on and on. The main point is to use something to "grab" their attention. Then, weave it into a story about your product or service... and... how it benefits them to give you money for it. Then make it risk-free. Then ask them for their money. And give them a reason to give you their money right now.

Next Chapter:

Part IV of How To Write Killer Headlines That Are Impossible To Ignore!

Quick Summary Of Key Points In Chapter 3:

1. Personalizing your headline with a person's name is a very effective way to grab their attention.
2. Go to John Carlton's web site and get his "swipe file" of collected letters for great examples of personalization. **www.marketingrebel.com**
3. You can personalize almost any headline. Including classic, proven headlines.
4. Other types of personalization are: 1. Occupation. 2. Hobby. 3. City, state or both. 4. Age. 5. Gender.
5. You can use combinations of the above types of personalization in the same headline.
6. Use your imagination to come up with other objects (other than money) to use as "grabbers".

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Chapter 4:

How To Write Killer Headlines That Are Impossible To Ignore! Part IV

“If the headline of an advertisement is poor, the best copywriter in the world can’t write copy that will sell the goods. He hasn’t a chance. Because if the headline is poor, the copy will not be read. And copy that is not read does not sell goods. On the other hand, if the headline is a good one, it is a relatively simple matter to write the copy.”

— John Caples, *Tested Advertising Methods*

If it seems like I’m spending a lot of time on headlines, well, I am.

And for good reason.

Look: If you want to succeed as a copywriter, you must become a master at writing compelling headlines... or... as Mr. Caples makes clear in the quote above...

**You Might As Well
Forget The Rest!**

Nobody is gonna read your brilliant body copy... unless... you grab their attention with your headline. So, I decided at the outset of writing this course, I would do several chapters on headlines. I want to make sure you get it.

However, this will be the last one. And in it, I’m going to give you a random assortment of tips, techniques and ideas I’ve gleaned over the years. Also, I’m going to give you a list of resources to further your education on headlines. (Remember: School’s never out for a real pro!)

Ready? Then let’s get going with...

A Great “Acid Test” For Every Headline You Write!

I don’t know if Dan Kennedy invented this, but I’ve only heard it from him. So he gets the credit for it.

One way—and a very good way—to judge the pulling power of every headline you write is to ask yourself this question:

“If I took my headline and ran it

**as a classified ad, and added a
way to respond at the end of it...
would people respond?"**

Excellent question. Let's try this exercise with a couple of headlines I've picked at random... and... add a response device:

1. New Diet Burns Off More Fat Than If
You Ran 98 Miles a Week! To get a special
free report with all the details call my 24-hour
free recorded message at 1-800-555-5555.
2. Aunt Mary, who never married...
To get a special free report with all the details
call my 24-hour free recorded message
at 1-800-555-5555.

Well, what do you think?

Number 1 would work. But Number 2 wouldn't cut it. Number 2 is obviously a blatantly bad example just to make a point. But you'd be surprised at how many seemingly "good" headlines will fail this test.

Anyway, in most all cases, this stand alone "acid test" is a very good way to judge the effectiveness of the headlines you write.

Onward:

**"You can tame a wild idea.
But a tame idea will always
be tame." — John Caples**

Let me elaborate on this sage piece of advice from Mr. Caples. What he's saying here is don't hold back when you write headlines or, for that matter, any copy.

It's okay to get a little (or a lot) crazy. Remember: Just because you write it down, doesn't mean that it **MUST** be printed or published that way.

So open up a little (or again, a lot). Turn off your "Internal Editor"... you know, that little correcting voice inside your head. The one that constantly chides you with, "That's stupid." Or, "That won't work." Or, "What would my English teacher think?" There's a time and place for "him", but never in your brainstorming/first draft phase.

Listen: You may come up with some crazy, unusable stuff... but often... that crazy stuff can

be “tamed” into a breakthrough idea/headline. However, seldom, can you turn a boring, vanilla idea into a killer winner.

Here’s a suggestion: Grab a copy of *The National Enquirer* (or the *Star*), and write some headlines for your product or service based on their story headlines and cover blurbs. Hey! You never know what thought or idea might surface. In any case, it will be a good exercise in loosening up.

It’s my firm belief that writer’s block and other such nonsense comes from being too uptight... too serious about yourself, your life and your work. So throw away your dictionary, kill your internal editor, and do the exercise with *The Enquirer*!

Also, along those lines, go rent and watch the late Dudley Moore’s movie...

Crazy People

In it, he plays an advertising executive who goes nuts and starts telling the truth in his ads. And his ads start selling products in record numbers. Great movie. If you get nothing else from it, you’ll at least get some serious laughs.

The Omniscient God

I learned this from Ted Nicholas. Here’s what he suggests you should ask yourself before you sit down to write headlines:

“If I had unlimited, god-like powers and could grant my prospective customer the biggest benefit I can possible imagine he or she would ideally want from my product, what would that be?”

Ask yourself this question. And when you get the answer, make that the thrust of your headline. Make it the BIG Idea or BIG Promise.

Here’s another suggestion: Let your subconscious find the answer. You can do this by taking 5 to 15 minutes before bedtime to repeat Ted’s question to yourself. Just get relaxed and keep repeating it... aloud if you can. Then, forget about it and fall off to sleep. Your powerful subconscious will then get busily to work on your “problem” and will bring an answer back.

Keep a notepad and pen handy by your bedside... ‘cause often, you’ll bolt awake with an amazing idea. When you do, you need to be ready to capture it immediately... *immediately!* Don’t try and run to your computer and type it up...

**Write It Down
Where You Are!**

Another way to do this is, simply repeat, “What’s the BIG Idea?” Now, if this doesn’t work

the first time you try it, don't get discouraged. It's likely your subconscious needs a little training or practice. Keep at it until your subconscious starts to obey. And it will, I promise.

By the way, Napoleon Hill used his subconscious to get the title for his book: *Think and Grow Rich*. Also, Mark Victor Hansen and Jack Canfield came up with their book title, *Chicken Soup For The Soul* by meditating and saying 500 times daily, the phrase, "Mega Best-Selling Title". (If you don't know the success of these titles/books, look 'em up. You'll see the power inherit in using your subconscious to find breakthrough ideas/titles/headlines.)

Also, once you become practiced at this technique, you'll be able to do it nearly on command, at any time. I now, often, come up with headline ideas, even full promotion ideas almost instantly. I can repeat Ted's question or "What's the BIG Idea?" to myself for a few minutes, go take a drive or coffee break... and... within a few minutes (sometimes an hour or two), have the answer. Then I'll sit down and write a full ad stem to stern.

You can do this too. It just takes some practice.

If all this seems a bit far out to you, just know that almost every writer in the world (of anything) uses this process... knowingly or unknowingly.

I've heard Sylvester Stallone talk about using it on the hit TV show, "Inside the Actors Studio." Dan Kennedy uses it. Author Robert Louis Stevenson (*Treasure Island* and *Strange Case of Dr. Jekyll and Mr. Hyde*) used it. Mark Twain (*The Adventures of Huckleberry Finn*) said he never worked a day in his life. That all his humor and all his great writings were due to the fact that he tapped the inexhaustible reservoir of his subconscious mind.

In fact, every successful novelist I've studied works every day when they are writing so they don't "go cold"... meaning... they are constantly asking themselves questions/thinking about their book. Thus allowing their subconscious to work behind the scenes.

And on and on. Use the power of your subconscious to help you write winners... it's far too hard to do it all with your limited conscious mind. An excellent book to read on this subject is, *The Power of Your Subconscious Mind* by Dr. Joseph Murphy. Another excellent book is *A Technique for Producing Ideas* by the late, great copywriter James Webb Young.

Write The Bullets First

We haven't discussed bullet points yet... but we will (in depth) later. For now, a quick explanation: If you don't know, bullets are basically the benefits of your product or service presented to your reader in a bulleted or numbered list form. For example, here is a list of generic bullets for a "get rich" product:

- How to get filthy rich in 90 days or less guaranteed!
- 7 secrets to getting and staying out of debt permanently!

- What you must do once you have the money to keep it!
- The amazing money-multiplying miracle of tithing!
- And so on.

Anyway, I learned this technique from John Carlton. He told me he used to almost always write the bullet points for his ad or sales letter first. Then go back and write the headline. Why? Because writing the bullets first *forces* you to really dig deep into what your product or service will do for your prospective customer. And often, you'll discover the BIG Idea or Promise this way. Then you'll easily be able to craft your headline around this Central Selling Idea.

Oftentimes, you'll write a bullet that becomes the headline.

But maybe the most valuable aspect of this technique is that it also helps you to loosen up and get started. And that's because writing bullets is far easier than writing headlines. There's simply less pressure.

Speaking Of John Carlton...

In Chapter 3 I suggested you should get his "swipe file" of collected letters. In actuality, you should own all of his products (see www.marketingrebel.com). He has a very unique take on writing effective headlines (and copy). I've taken notes from him over the years and here are some of my favorite thoughts of his on headlines:

- "Grab your reader's attention, and immediately bring your point home with benefits he can use."
- "Make your headline hooks/benefits 'almost unbelievable' to set your business/ad apart from everyone else's."
- "Think in three's... three benefits that really surround the reader, and feature them in the headline." Like in this example from John:

The Astonishing Sex Secrets Of The Most Satisfied... Most Knowledgeable... And Most *Respected* Lovers In The World!

- "Make your headline (and copy) the one thing they read that day that gets their blood pumping and adrenaline flowing. You want to metaphorically reach out and pinch 'em on the ass with your headline."
- "Wake 'em up immediately and hit 'em in their passionate

‘sweet spot’.”

I try and keep these thoughts in the forefront of my mind when crafting headlines. John says, “Most people don’t get to do interesting things, or go to interesting places, or meet interesting people.” How true! So your job—starting with your headline—is to be exciting/interesting to them.

Also, most people are jaded and overwhelmed with too much information. You’ve really got to work hard at creating a headline that will get them excited enough to read your copy, and then buy.

The “Magic Pill” Solution

Know this: People don’t want to learn, work for, or earn ANYTHING! They just want the result, payoff or reward... quickly, easily and painlessly. They want instant results with zero work... the “magic pill”. Preferably, they want it done for them.

There are very few exceptions to this.

And the closer your headline gets to promising a “magic pill” solution—WITHOUT LYING—the better you’ll do... in almost every case.

That brings up another point: Remove the “work” words from your headlines. Words like: “learn”, “teach”, “earn”. Replace with better words like “discover”, “show” and “reward”.

In other words, it’s not, “You’ll learn...”. It’s, “You’ll discover...”.

Not, “I’ll teach you...”. But, “I’ll show you...”.

Not, “You’ll earn...”. But, “You’ll be rewarded with...”.

Write A Lot Of Headlines

You should write as many headlines (within reason) as possible. I often will write 10 to 25 different headlines or variations of a headline for my ads/sales letters. A good thing to do—if you have the luxury of time—is to write a bunch of headlines, then put them away overnight and review them the next day. Here’s why: Ideas/headlines you thought were super when you wrote them, often will not seem so super when you look at them with “fresh eyes”. Also, the converse is true: Often, the next day, some ideas/headlines you mindlessly jotted down will shine through as real gems... or... lead to a thought that will be real gem.

Headline Strategies I Haven’t Covered

I’ve given you a great primer on how to write killer headlines that *really* sell. And if you never read anything else... and you study, practice and apply what you’ve read in these first four

chapters, you'll be far ahead of most copywriters.

However, there are some books I suggest you read to further your education on headlines. Here they are:

Tested Advertising Methods (4th Edition or earlier)
Making Ads Pay (Out-of-Print)
How To Make Your Advertising Make Money (Out-of-Print)

All by John Caples. You can search for these books at:

http://www.trussel.com/f_books.htm

How To Write A Good Advertisement by Victor O. Schwab
The First Hundred Million by E. Haldeman-Julius

Both of these are available at www.twipress.com. (The First Hundred Million is not about writing headlines specifically... but... Haldeman-Julius sold books in space ads just by their title. Which is the same as a headline. And he learned a lot (and reveals a lot) about the power of words in titles/headlines... and... how small changes can make a big difference. You'll also learn a lot about effective appeals.)

Next Chapter:

Lead-in (or superscript) headlines, subheadlines... and... the all-important opening sentence or first paragraph.

Quick Summary Of Key Points In Chapter 4:

1. Use the stand alone "acid test" question to judge the effectiveness of your headline(s):
"If I took my headline and ran it as a classified ad, and added a way to respond at the end of it... would people respond?"
2. "You can tame a wild idea. But a tame idea will always be tame." Loosen up when writing headlines. Throw away your dictionary, and kill your "Internal Editor".
3. Grab *The Enquirer* or the *Star* and write some headlines for your product or service based on their story headlines and cover blurbs.
4. Rent and watch Dudley Moore's movie *Crazy People* for a great lesson in loosening up.
5. Use Ted Nicholas' Omniscient God question to find your BIG Idea or BIG Promise to base your headline(s) on. Also use the "What's the BIG Idea question?"

Quick Summary Of Key Points In Chapter 4 Cont'd:

6. Use your subconscious to create breakthrough ideas/headlines. Get and read *The Power of Your Subconscious Mind* (Dr. Joseph Murphy), and *A Technique for Producing Ideas* (James Webb Young).
7. Discover your headline theme by writing the bullet points (benefits) for your ad or sales letter first. Check out (and buy) all of John Carlton's products at www.marketingrebel.com.
8. Always get as close—without lying—to promising a “magic pill” solution with your headline. Remember, no one wants to learn, work or earn anything.
9. Remove “work” words from your headline(s). Words like: “learn”, “teach”, and “earn”. Replace with words like: “discover”, “show”, and “reward”.
10. Write as many headlines (within reason) as possible. Put them away overnight and review the next day if you have time.
11. Continue your headline education by reading these books:

Tested Advertising Methods by John Caples

Making Ads Pay by John Caples

How To Make Your Advertising Make Money by John Caples

How To Write A Good Advertisement by Victor O. Schwab

The First Hundred Million by E. Haldeman-Julius

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Chapter 5:

Secrets Of Writing Effective Superscript And Subscript Headlines... And... The All-Important Opening Paragraph!

“A good headline,” said Howard Newton, of J.M. Mathes, Inc., “gets your foot in the door of the reader’s mind. An unfortunate lead paragraph can cause you to lose a couple of toes.” — From Vic Schwab’s, *How To Write A Good Advertisement*

As important as the main headline of an ad or sales letter is, the headlines that come before and after it are equally important. I’m talking about the superscript (or lead-in) headline, and the Subscript (or follow-on) headline. If all this sounds foreign or confusing to you, don’t worry. It’s not that complicated. Superscript just means written or printed above, and subscript means written or printed below.

Here’s an example—to illustrate what I’m talking about—from a multi-million dollar promotion I wrote a few years back:

(Superscript)

“The few minutes you take to listen to the enclosed free tape will be the most important of your life —from a financial point-of-view —because it reveals...”

(Headline)

**“How To Make ALL The Money
You Want Making Simple, High-
Profit Trades Every Single Day The
Market Is Open... Guaranteed!**

(Subscript)

“Now, at last, you can beat the market every single day it is open — in good times or bad — right from the comfort of your own home. And most days, using the amazing ‘Early Morning Secret’, you can make several hundred or several thousand dollars the first 45 minutes the market is open... with almost ZERO RISK... and then... go play a round or two of golf, go fishing, spend time with family or friends... or... whatever you feel like doing!”

(Another Subscript)

(NOTE: This trading system even works on the worst trading days imaginable... such as... September 17, 2001, when the market reopened after the horrible terrorist attacks on New York City and Washington D.C. That day, the Dow Jones Industrial Index had its worst point drop in its 105-year history... 684.81 points to be exact. But, you still could’ve made plenty of highly-profitable trades that day... if... you knew what to look for. Hard to believe? Maybe so. But it’s true! Please take a few minutes to read this letter, and let me explain why...)

See, pretty simple, huh?

Anyway, you'll hear these headlines called different things. Most copywriting courses do not even discuss them at all. Guess it's up to me. So here it goes...

First the superscript headline: A superscript (or lead-in) headline is usually a short "teaser-like" sentence or incomplete sentence that gets the reader into the main headline. Usually they are curiosity-laden and sometimes include a benefit or benefits. I put the superscript in bold italics for extra emphasis... and... I often use an ellipsis, the little "..." at the end of the superscript to carry the eye and force the prospect into reading the headline. And, because we read from left to right, the superscript belongs in the upper left hand corner of the page.

Another tip: If you have a free offer of some sort, the superscript is a very good place to mention it. If you want maximum response, don't hide that your offer is free. Tell 'em up front, in the superscript. And for that matter, you might want to tell 'em, or tell 'em again in the subscript headline.

Here are some other winning superscript examples:

(I've Got to Get This Off My Chest Before I Explode!) Jay Abraham

They're dirt cheap and work like crazy... (Gary Halbert)

Former star of Dynasty reveals... (Gary Halbert)

Now At Last, You Can Get It Too! (Gary Halbert)

It's "cheating"... but... it works! (Gary Halbert)

If you love golf... you're gonna freak out over these "dirty little secrets"! (John Carlton)

***Fuse the secret of Tiger Wood's "perfect power"
into your body... for
FREE! (John Carlton)***

***WARNING! Don't Even Think About Using Any Nutritional Supplements
Until You Read This... (John Carlton)***

It's the amazing secret any serious bodybuilder would KILL to possess! (John Carlton)

And it's yours FREE if you want! (John Carlton)

Next, are subscript (or follow-on) headlines. Subscript headlines are just below the main headline. I use a subscript—or even multiple subscripts—to really pile on the benefits... create even more curiosity/reward for reading, and often to start a little mini-story to pique interest. Many times I'll throw in some urgency, too. For example:

“Read this entire message right away because your chance
to _____ absolutely expires in the next 11 days...”

My example on the first page contains all the elements of a good subscript, except urgency.

Here are some other winning subscript examples:

**Sherwin Cody’s remarkable invention has enabled more than
100,000 people to correct their mistakes in English. Only 15
minutes a day required to improve your speech and writing.**
(Max Sackheim)

**Now, at last, you can lose up to 10 pounds in 2 days... then... up to 1 pound a day
until you lose all the weight you want! There’s no strict dieting! You won’t have to give
up your favorite foods or starve! In fact, you can eat all you want every other day!
There’s no dangerous medication to take! You DON’T have to do any exercise! And
best of all... you can learn to do this ABSOLUTELY FREE! But, only while supplies last!
(One of mine for a newspaper ad featuring Melanie Griffith.)**

***Use These Proven Techniques Immediately
To Profit Like Crazy... Even During The Recession!***
(Gary Halbert)

**Best part: It will take you just ONE SOLID PRACTICE SWING
to add another 50-70 super-accurate yards to your drives...
doing absolutely nothing to your basic swing. Too good to be
true? Check it out for yourself — without risking a penny...
(John Carlton)**

**This astonishing “accidental” discovery will soon change the way *everybody*
trains to get superhuman size and strength as fast as humanly possible.
But right now, it’s still the best-kept secret in bodybuilding.**

However... you can see it FREE, if you choose, right now!
(John Carlton)

**A “better than risk free” invitation to join the
premier baseball card collecting society in America —
and receive a \$118 free bonus just for
agreeing to preview our selections of rookies,
and superstar player cards.**

By the way, I’ve seen Jay Abraham use (successfully) three, full, 8.5” x 11” pages in a sales
letter for the superscript, regular headline and multiple subscript headlines. So as far as rules
go... throw ‘em out the window.

Basically, my own personal preference is a super, regular, and then one to three subscript headlines. Providing I've got enough space. In sales letters, that's no problem. Space ads usually restrict you a bit.

Salutations

I could give you many examples of different salutations to use. But my personal preference is—unless I'm personalizing—always, "Dear Friend,". I do this because you can never go wrong with that. Using things like, "Dear Frustrated Business Owner,"... or some such thing can backfire on you. It's an assumption that may or may not be true. And you run the risk of losing them if it's not. "Dear Friend," is benign. Almost no one will bristle at being called "Friend". Further, it's my personal opinion that, openings like, "Dear Frustrated Business Owner," gives the same effect as addressing your direct mail with, "Dear Occupant,". It comes across as being non-personal... fake, if you will. So, unless you are going to personalize, I'd stick with "Dear Friend,".

Also, at least in a sales letter, I have a "From:" line. Like this:

From:
Scott L. Haines
Clearwater Beach, FL
Tuesday, 2:18 p.m.
June 15, 2004

Dear Friend,

Now, let's move to the place where a lot of rookie copywriters screw up big time...

The All-Important Opening Paragraph

The purpose of the opening is to hold the reader's attention and force them to read on. How do you do that? There are many ways. Here are three good guidelines for effective openings.

1. Make it short and easy to read. And when I say short, I mean, don't make your first paragraph 4 or 5 lines long. Anywhere from a few words to three lines works well. Here's an example, and my favorite opening to use... especially on new products or with new clients... it's the classic "if/then" opening:

If you are interested in _____, then this will be the most exciting message you'll ever read!

Here's why:

That's a template, and you just fill in the empty space with whatever benefit or benefits you want like this:

If you are interested in losing all your excess weight quickly, easily and without struggle, then this will be the most exciting message you'll ever read!

Here's why:

2. Another way to start is just continue the thought in the headline. Let's say your headline is:

"Overweight?"

Then the opening could start like this:

"If you are overweight, here's a quick and easy solution to cure your weight problem..."

Or, if this is your headline...

"How To Get Rich And Stay That Way!"

Then this could be your opening:

"It's easy to get rich and stay rich in America today..."

Here's how:"

3. And still yet another effective way to start is with a big promise or promises. Like this:

"This message contains the diet secret Hollywood Stars use to lose weight fast without dieting, exercising or dangerous medication!"

Or...

"This could be your one chance to strike it rich in the stock market."

Or...

"If after you read this message, you still don't think you can make big money in _____, I'll send you a crisp, new, 20-dollar-bill right out of my own pocket... guaranteed!"

Speaking of openings, Gary Halbert's favorite opening of all time was written by one of his early mentors, Thomas Hall. Here it is:

“If you would like to lose up to 63 pounds, then here is how I did it in Japan and why I think you can do it in America.”

A few years ago, when I was living in Los Angeles, I brainstormed a bunch of openings at my favorite Starbucks on the corner of Olympia and Fairfax in the Miracle Mile district. I remember the evening as clear as if it were yesterday. First, I had a couple of Venti coffees and got supercharged with way too much caffeine. Then, I started writing down different openings I could use. I did this because I was working the local freelance scene and too many of my portfolio examples started with the “if/then” opening. Not a good thing when you are trying to show how talented you are.

Anyway, I saved those openings knowing that they would be useful at some point... if not right away. Here are most of them with one caveat. These aren’t “proven” winners. I’m using them here as examples... as idea sparkers you can play around with. Here it goes:

1. You may never read a message so important again!
2. I thought I was going to go crazy looking for a solution to_____.
3. Crazy! Or at least I thought he was.
4. Don’t read this if you already know how to_____.
5. I tried 16 different things to cure my_____. On the 17th try, I found the solution!
6. Please read this entire letter (it will only take a few minutes) if you’d like the solution to your money worries!
7. If you’ll take a moment to read this letter, I promise it’ll change your life! Let me explain...
8. You shouldn’t read this letter if you already know how to cure_____! If not, read on...
9. You might save a child’s life by taking a few minutes to hear what I have to say. Let me explain...
10. I know your time is important, but what I have to say is also vitally important... and if you’ll take a moment to read this letter, I promise it’ll change your life... or... I’ll pay you \$20!
11. You don’t know me, but if you’ll give me a few minutes of your time... I’ll change your life!
12. I was overweight too until I discovered these quick and effective diet secrets of the stars!

13. I was shocked and you will be too after you read this letter!
14. It was the scariest moment of my life and this letter explains it all. But more importantly, it explains how to keep the same terrible thing from happening to you!
15. I shot for the moon, but only came up with a hand full of dirt... then... I discovered a secret wealth technique that made me rich for life! You can use it too... let me explain...

That should give you some ammo to work with. But just in case, here are some “proven” examples, as well:

1. I am writing to inform you about a 21-year, time-tested way to use your personal computer to make money right from your home; or, create multi-million dollar businesses from scratch without bank loans, venture capitalists, or selling stock. (Ben Suarez)
2. I used to work hard. The 18-hour days. The 7-day weeks. (Joe Karbo from his “The Lazy Man’s Way To Riches” ad.)
3. The ladies have been talking about you. And what they want you to know will *change your life overnight!* (John Carlton)
4. If the enclosed German Reichsbank Note for 100,000 Marks pays for one minute of your time, consider yourself engaged. (Robert Collier)
5. Here’s a dollar: Yes, it’s a REAL dollar — nice clean and new.

Keep it if you want to, after you’ve read this letter — but I don’t believe you will, then.

Here’s what it’s all about: (Robert Collier)

6. At your request, I shall be glad to send you one of the most talked-of little books ever written. It will cost you exactly one cent — the price of the stamp that will bring the enclosed card back to me. (Robert Collier)
7. Arthur had just played “The Rosary.” The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down. (John Caples)
8. I love my wife. And I understand why she wants me to keep my mouth shut. She just wants to protect me from the IRS. (Ted Nicholas)
9. If you are interested in making huge and automatic profits in the stock market every day—in *any* market conditions—then this is going to be the most exciting message you’ll ever read! (One of mine with the “if/then” opening.)

10. If you are interested in making money—serious money—with the same secret list of fast-moving stocks used by Wall Street Insiders and Elite Professional Traders... and... enjoying the kind of wealth, success and personal freedom most people will only ever dream about... then this is going to be the most exciting message you'll ever read! (Another one of mine with the "if/then" opening.)

A few more thoughts on powerful openings:

A lot of books/courses on copywriting advise you to use a question as an opening statement to get your reader involved. Is this good advice? Sometimes. But more often than not... no!

When you ask a question in the opening sentence (or headline, for that matter), you run a high risk of getting a "so what" or a "no" response. Now I'm not saying you should never start your sales message with a question. I sometimes use them. And they do work. For example, one of the most successful headlines and ads of all time is Max Sackheim's:

Do You Make These Mistakes In English?

This ad ran for more than 40 years. So questions do work. All I'm saying is be careful here. Asking a question is tricky. If you are going to ask a question, make sure it's open-ended... a question that cannot be answered with a simple "yes" or "no". Such as:

"Are these career pitfalls holding you back?"

Or...

"How is big government spending cutting into your 401(k) retirement fund?"

Or...

"Why will your retirement savings be cut by up to 67% when Congress passes the new anti-smoking bill?"

Another trick is to look for your opening farther down the page... or... on page two or page three. You see, many copywriters (especially rookies) "warm-up" to the important stuff. And often, they don't get to what is really important until later. So check your copy for this. You might find that your 3rd, 4th or 5th paragraph is much more powerful, with what you really need to say or start with.

I read a quote somewhere (I wish I could remember where) that said something like this:

"When in doubt, come through the door with both guns blazing"

And what that means is... open strong. If you are not sure what to start with... start with a shocker... a big, bold statement, loaded with benefits that are meaningful to the reader.

I thought I had read that quote in Lawrence Block's book, *TELLING LIES FOR FUN & PROFIT*. I couldn't find it there, though. Doesn't matter. Because I did find some other extremely useful advice in Chapter 24, "Opening Remarks." Such as:

"GETTING THE STORY MOVING. The worst thing about the openings of most stories by new writers is that they take more time getting started than an old Studebaker on a cold morning."

"In a sense, of course, most effective openings do several things at once. They get the action going, set the tone, and establish the problem..."

"...your opening has to be good—or the rest of the story won't have a chance because nobody'll stick around to read it."

"Well, openings are always important. Writers of non-fiction are well aware of the importance of getting things off to a good start. In a straight news story, the lead is literally everything, embodying in a sentence or two the who-what-where-when-why-how of it all. In a magazine article the lead is no less vital..."

"But over the years I've rarely been *told* anything about writing techniques that has done me much good. The outstanding exception is this one precept, which I'm going to say again to lessen your chance of forgetting it.

Don't begin at the beginning."

Great advice. I can't praise this book highly enough. It's fantastic! Pick up a copy and read it. You'll keep it around from now on as a reference. And at a risk of going off on a tangent... don't make the mistake of ignoring the advice of other top writers (especially someone as interesting and talented as Block) just because they don't write advertising copy. Sure, you should be wary and selective of what you read. But Block's book is fabulous, with tons of useful advice that will make you a far better, far more productive, richer and more satisfied (copy)writer.

Also, if you have some extra time, read his book: *Such Men Are Dangerous*. Halbert gave me a signed copy to read years ago... and it was well worthwhile.

Here's Your Exercise For This Chapter:

Pick up a *Reader's Digest* and copy down the 1st sentence of every article... look for successful formulas that repeat again and again

In *Tested Advertising Methods*, John Caples said that he did this... and here's what he found:

- Interrupting Ideas... a startling statement or novel twist
- Shocker
- News
- Quotation

- Story

Over half of *RD* articles begin with a story

He also said there are 5 things you should notice about *RD* openings: They are:

1. fact-packed
2. telegraphic
3. specific
4. have few adjectives
5. curiosity arousing

I just picked up the June 2004 issue of Reader's Digest and did this exercise to see if it was still valid. Here is the first line of several articles:

Interrupting Ideas or Shocker:

"Yes, losing a job is stressful, but it turns out that retaining your position in the wake of company layoffs is no picnic either."

News:

"Obesity is well on its way to surpassing smoking as the No. 1 preventable killer in this country."

Quotation:

I didn't find a first sentence (in this issue) that started with a quote... but I did find this headline, "We've Been Hit!" The subhead (subscript) was, "Lightning had killed one climber. Rescuers had just a few hours to save the other 12."

Story:

"One night in 1984, when I had just begun working at NBC News, I called my dad, Tim Russert, Sr.—he's known as Big Russ."

"I could visualize my party: an informal reunion of ten college girlfriends and their husbands, some delectable food, a beautiful venue—and me, having a ball."

"The euphoria washed over David Shepard the instant he walked out of prison, and didn't let up for hours, not until he finally collapsed from exhaustion, safe back in his mother's house."

It seems that Mr. Caples' observations are as true today as the day they were written. Do this exercise. Might I also add, you should be studying the headlines and subscript headlines. Buy the newsstand version, and also subscribe. The cover blurbs on the newsstand version are more powerful. They have to be to sell copies off the rack, on impulse. Note the differences.

One final thought: Do this exercise with *The National Enquirer*, too. Their openings are even better. Here are a couple of examples:

“Forget bargain-basement white — in mega-rich Hollywood, it’s ‘Here comes the bride, all dressed in gold and diamonds!’”

“Erin Wylie is the world’s most heartless girlfriend — jealous of her boyfriend’s affections for his dog, she helped drown the poor pooch in her bathtub, police charge.”

See what I mean?

Next Chapter:

How to write ultra-compelling body copy that gets read and responded to!

Quick Summary Of Key Points In Chapter 5:

1. A superscript headline is just above the main headline. It is usually a short “teaser-like” sentence or incomplete sentence that is curiosity and/or benefit-laden. The superscript goes in the upper left hand corner and is often set in bold italics for extra emphasis. Also, an ellipsis is often used at the end of the superscript to pull the reader into the headline. If you have a free offer of some sort, the superscript is a good place to mention it.
2. Subscript headlines are just below the main headline. Subscripts—or even multiple subscripts—are used to really pile on the benefits, create more curiosity/reward for reading, and often start a little mini-story to pique interest. It’s a good place to mention, or mention again that your offer is free... and... a good place to throw in a mention of urgency in your offer. Such as: deadline date, limited-time, limited-number, etc.
3. “Dear Friend,” is my preferred salutation, unless I’m personalizing.
4. Three guidelines for effective openings: 1. Make it short and easy to read. 2. Continue the thought started in the headline. 3. Big promise or promises.
5. Try not to use questions in your openings... or at least do so sparingly. And if you use a question... make sure it’s one that can’t be answered with a simple “yes” or “no”.
6. Pick up and read a copy of Lawrence Block’s book, *TELLING LIES FOR FUN & PROFIT*.
7. As an exercise, pick up a copy of *Reader’s Digest* and a copy of *The National Enquirer*... and... write down the first paragraph of all the articles. Look for successful formulas that repeat again and again. Both subscribe and buy the newsstand version of *RD*... note the differences each month in the cover titles.

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Chapter 6:

How To Write Ultra-Compelling Body Copy That Gets Read And Responded To!

"You can't be perfect and effective at the same time."
— Scott L. Haines

Seems kind of egotistical to include my own quote in something *I'm* writing. But, I don't scare. I'm not doing it for my ego or satisfaction... it's for your benefit. You see, the key to writing compelling body copy (or any copy, for that matter)... is loosening up a little. If you are trying too hard, all you'll do is "lock up".

In fact, here's a big writing secret... one that will not only help you get better... but also... get more done at the same time:

Allow Yourself To Suck!

It's okay. You're not doing brain surgery... the patient won't die if every word you put on the page isn't perfect. Remember, just because you write it (or type it) doesn't mean it has to be printed or published that way.

I'm not the only person who feels this way. In fact, here's what Stephen King says about first drafts and getting started:

"Never look at a reference book while doing a first draft. You want to write a story? Fine. Put away your World Almanac, and your thesaurus. Better yet, throw your thesaurus into the wastebasket. The only things creepier than a thesaurus are those little paperbacks college students too lazy to read the assigned novels buy around exam time. Any word you have to hunt for in a thesaurus is the wrong word. There are no exceptions to this rule. You think you might have misspelled a word? O.K., so here is your choice: Either look it up in the dictionary, thereby making sure you have it right—and breaking your train of thought and the writer's trance in the bargain—or just spell it phonetically and correct it later. Why not? Did you think it was going to go somewhere? And if you need to know the largest city in Brazil and you find you don't have it in your head, why not write in Miami or Cleveland? You can check it... but *later*. When you sit down to write, *write*. Don't do anything else except go to the bathroom, and only do that if it absolutely cannot be put off."

Good advice. With one caveat. What he says about the thesaurus is somewhat true. Except in the case of a copywriter where you are looking for a simpler word to replace a ten-dollar word... or... looking for a better action verb or power word.

Anyway, that's step one. Don't try too hard, allow yourself to be less than perfect. At least in your first draft. Another tip: Your first draft should be written fast and furious. That is, when

you get your inspiration to write... you should write, write, write, as fast as you can. Don't slow down to "think" about anything. All the best writing (of any kind) is the fastest writing.

Here's why: When you are consciously thinking about what you are writing, you are trying extra hard to be smart, persuasive, clever, etc. And all that does is block you and slow you down. You should strive to make your writing an almost unconscious behavior. Like walking or talking to a good friend about something familiar. That's when your writing is at its best.

But, how do you get to that automatic pilot style of writing? It's easy. It's not even a secret. The way you become a good or great copywriter (or any kind of writer, for that matter) is by WRITING! When someone asks me what it takes, I tell them flat out, "If you want to be a good writer, write. You'll be a better writer after writing 10,000 words than you were at 1,000. Better at 100,000 than 10,000. And better at 1,000,000 than you were at 100,000." And on... and on... and on.

Some secret, huh? However, there is a way you can *cheat* your way to becoming a better copywriter. And I'll talk more about it in the next chapter. For now, I just want you to understand that the fastest writing is the best writing.

In my copywriting mini-course, "The Amazing Copywriting Secrets Of An Adman Who Has To Live By His Results", I give fast-writing examples from the music, film and advertising world. Since that time, I have collected many more examples. It's amazing how many super-hits are written in a flash. Do you remember Bobby McFerrin's song, "Don't Worry, Be Happy"? It was written in a few minutes on the spot in the studio. He was recording an album and didn't have enough songs for it. So he simply and quickly wrote another. Now, whether you like the song or not, you can't deny its popularity. In fact, it won both the Record of the Year and the coveted Song of the Year awards. And, it hit the #1 spot on pop charts in nearly every country in the world.

Amazing. I discover a lot these fast-writing facts watching VH1's "Behind The Music", or Bravo's "Inside the Actors Studio", or A&E's "Biography". And I'm simply amazed at the sheer number of mega-hits—that stem from the written word—that are done seemingly without effort and extremely quickly.

Anyway, so, first draft... write it fast and furiously... throw away your dictionary, thesaurus and strangle your Internal Editor.

Now On To The Nuts And Bolts...

Compelling body copy comes in two forms: Reason-why and story copy. At least that's what you hear when you read classic advertising books. However, all the best copy... especially the best copy written today... is almost always a combination of the two elements. You hardly ever see a pure story ad without reason-why or vice versa. It really takes both to get the job done. Or, at least to get it done most effectively. And the best way I know how to show you how it's done is by example. On the next page is the complete text of a successful full-page newspaper ad written Gary Halbert that ran in the June 29, 1978 edition of the *Los Angeles Times*:

The Amazing Diet Secret Of A Desperate Housewife!

My name is Nancy Pryor. I am 35 years old. I am a housewife and mother of three children. I would like to tell you something personal about myself. One day last September I just broke down and started to cry.

I couldn't help it. I had reached my breaking point. I felt like I was going to have a nervous breakdown.

It happened one Monday morning right after I got on the bathroom scales to weight myself. I had been on a strict diet for nearly two months. I had gone off the diet over the weekend to give myself a little break and just to live like a normal human being for a couple of days. Now the scales said I weighed 188 pounds. I just couldn't believe it! That meant that in one lousy weekend I had more than gained back every single pound I had lost in the last 3 weeks.

Maybe this doesn't sound like a big deal to you, but to me it felt like a tragedy.

I had been trying to lose weight for the last 5 1/2 years. I had tried liquid protein. I had tried fasting. I had tried hypnosis. I had tried exercise. I had tried sauna belts. For a while I even used dangerous diet drugs. As far as diets go I tried almost every one I heard about. The Atkins diet. The Stillman diet. The grapefruit diet. The Women's Ski Team diet. Etc. Etc. Etc. You name it—I tried it.

The results were always the same. I would struggle and struggle to lose a few pounds and then the very first time I would give myself a small break the weight would come right back on.

It had happened many times before, but somehow this time it seemed like the last straw. I didn't know where to turn or what else to try. I was about to give up.

Don't get me wrong. I don't want this to sound like a sob story. I'm not telling you all this because I want you to feel sorry for me. There is no need for that anyway. My story has a very happy ending.

My story has a happy ending because the very next day I made a discovery that has changed my entire life. I found an amazing way to lose weight that I never dreamed existed.

I am not going to tell you where I found this secret. However, I will tell you this much: I did not get this information from a doctor. I did not get this information from a diet book. I did not find this information in a newspaper. I did not get this information from any of the so-called "diet experts."

To tell the truth, I stumbled across this information totally by accident when I was looking for something else.

But all that doesn't matter. What does matter is that at last I have found the answer.

Let me tell you why I think my diet secret is so fantastic.

MELTS FAT FAST

First of all, this diet works fast. It literally burns off fat by the hour. If you go on this diet in the morning you will be losing weight before lunch. You will lose weight faster on this diet than if you ran 7 miles every day. You will be able to measure the difference in your waistline in 24 to 36 hours. I think this is the fastest safe diet in the world. If you can find a diet that works faster I will buy it from you and gladly pay you good money for it.

NO HUNGER

I'll tell you a secret. You will never lose weight and keep it off on any diet that leaves you hungry. Hunger is an irresistible force. Sooner or later, willpower always gives in to hunger.

This diet brings hunger to a dead full stop. You will never be hungry. As a matter of fact, one of the unique features of this diet makes it metabolically impossible for you to experience hunger. To me, it's like heaven.

76% MORE ENERGY

This diet converts body fat to body fuel. Starting on the 5th day of this diet your energy will begin to increase dramatically. It will increase every day until the 9th day when it begins to level off. After that your energy level will stay about the same. This new energy level will probably be about 76% higher than your level is now.

SIMPLE AND EASY

This diet is very simple. It is easy to follow even if you eat in restaurants all the time. You do not count calories. You do not measure portions. The only thing you keep track of is how much you lose.

HEALTHY AND SAFE

This is not just a weight loss diet. It is a health diet also. It is safe. It is probably much safer than the way you eat right now.

Don't ever take a chance with your health. It's not worth it. Besides it is not necessary. You can lose weight fast with my diet plus get healthier every day you stay on it.

NO EXERCISE

You do not have to exercise to lose weight with this diet. However, since after the first few days you will have a lot more energy you will probably become more active. But you will lose weight very rapidly whether you become active or not.

AUTOMATIC WEIGHT LOSS

Right after you go on this diet you start to lose weight automatically. You don't have to think about it all the time. Since you are never hungry you would probably forget you were on a diet if you weren't losing weight so fast.

As you can tell by now, I have come up with something pretty good. I think my diet is the best way to lose weight I have ever heard about. You will lose weight very fast and you will never be hungry. You will not have to count calories or measure portions. You can eat out as often as you like. Your health will improve and your energy will increase. Except for when you weigh yourself you will probably forget you are on a diet.

In short, this diet is fast, safe and simple.

There are four reasons this diet works so well. These four reasons make this diet different from any other. Here are those reasons.

Reason #1 This diet makes liberal use of a natural food substance that eliminates hunger. This food substance is widely used in Europe but almost unheard of in the United States. It looks and tastes exactly like table sugar. You use it the same way. You can mix it in your coffee or sprinkle it on cereals or use it in recipes as a substitute for table sugar. This substance is perfectly safe. Remember—it is a food not a drug. It is much better for you than ordinary table sugar (sucrose) because it does not provoke an insulin response. When eaten regularly throughout the day this substance very

dramatically reduces hunger. It also has a soothing effect on jangled nerves.

Reason #2 This diet has a different plan of attack. This diet forces you to form a very new habit. This new habit is pleasurable and fun. This habit makes it possible to stay on any diet for life without ever feeling deprived. This new habit makes everything easy. It is so simple you will wonder why you never thought of it yourself.

Reason #3 This diet contains 5 delicious foods that may very well be new to you. I am going to ask you to eat at least one of these 5 foods every day. All of them are what I call "natural food tranquilizers." At exactly the same time these foods are releasing new energy into your system they also work to release all tension from your nerves and muscles and give you an emotional lift. Believe me it is very hard to diet if you are upset and in a bad mood all the time!

Reason #4 This diet contains yet another unique food substance that releases the natural fat burning power of your system. This substance increases the amount of calories your body burns each day thereby allowing you to eat more without weight gain.

A SPARKLING NEW BODY

This diet has been a Godsend to me. I have a sparkling new body. I have lost 75 pounds. I now weigh 113 and I wear a size 6 dress. (I used to wear an 18). I have more energy now than I had when I was a teenager. I am in better health than I ever remember. My friends say I look 15 years younger. I enjoy a peace of mind I have never before experienced. I feel good all the time. Best of all, my husband has fallen in love with me all over again.

Will this amazing little diet work for you? I am sure it will. All I ask is that you be open-minded enough to give me a chance to prove it even though I am an everyday housewife and not a diet doctor or anything like that.

I have written a book that tells you about my secret diet. It is easy-to-read. It tells you exactly what to do step-by-step. You can read my book in one evening. Then the very next day you can start losing weight so fast you just won't believe it.

NO RISK

Here's how you can read my book and try my diet without any financial risk at all. Go ahead and order my book by mail. Keep it 30 days and read it and check it out. Then if you are unhappy with it, send it back and I will return your payment to you quietly and without question.

If you are extra skeptical I suggest you postdate your check or money order by 30 days. I promise and guarantee I will not deposit it for at least that amount of time. Then if you decide to return my book I will send back your uncashed check or money order with no questions asked.

To order, write your name and address and the words "DIET SECRET" on a piece of paper and send it with \$10.00 to me Nancy Pryor, Dept. 168, 161 Maplewood Ave., P.O. Box 177, Maplewood, New Jersey 07040. I will send your book promptly by return mail. If you have any questions you can call me. My number is (201) 744-3777. Checks and money orders should be made payable to me—Nancy Pryor. (It is not a good idea to mail cash).

Notice what he did: Started with a story/curiosity/benefit headline that led right into story body copy. Then, before the first column of copy ended, he segued into pure “reason-why” copy. Even to the point of—in column two—saying, “Reason #1”, “Reason #2”, etc.

This is as pure and good of an example as I can show you.

As I look over all the successful copy I’ve ever written, (and successful copy of others) it almost always follows this formula. Now sometimes, there’s more or less story... or... more or less reason-why. Or even story, segue into reason-why... back to story... back to reason-why. But whatever. It’s always some version of this formula.

That said, here are various tips, techniques and strategies (in no particular order) to help you write compelling body copy:

Tell The Whole Story

Tell the whole story. That’s first and foremost. Space permitting, you should say all you can. Just don’t be boring. The general rule is: Copy can never be too long, just too boring. But don’t write long just to write long. I see this a lot. Often, when someone sends me a massive 24-page letter to critique, I end up cutting it by one-third or more. Why? Because usually, they will have a lot of ramblings and tangents in there that do nothing to further the sell. Salesmen do this too. They get the customer worked up to buy... ready to sign on the dotted line... then... instead of shutting up... out of lack of experience or nervousness, they keep talking and kill the deal. You can do this in-print just as easily.

Don’t Assume Anything

Another tip along the same lines as the one above: Don’t assume anything. You should tell your full story every time... even to your own customers. Don’t leave out ANY details. You can’t shortcut your way to the sale. Even people who know you and know how wonderful your product is need to be reminded of that. Every time. It’s not that they are dumb or have short memories... but they are busy and bombarded with tons of advertising and a million other distractions every day. So once you’ve commanded their attention, you better damn well tell them all you can... every time. People desperately want to believe you... but... you gotta give ‘em enough reasons why. And part of giving them enough reasons is including every single fact, detail and benefit possible... every time.

Admit One Or More Insignificant Flaws

Admitting insignificant flaws or damaging admissions, especially upfront, can help disarm the prospect and make the rest of your message more believable. However, don’t make the mistake of admitting a fault that crushes their confidence. A good damaging admission might be something personal like... for example, if you were selling a “how to get rich” product. You might state that you were once broke, too, and you’re not all that bright... but... you discovered this principle, and now you’re rich. A bad damaging admission for a “get rich” product would

be... telling them that the product doesn't work for everyone. Or this product only works if you've got 40 hours extra time a week to use it. Or something like that. In other words, I prefer to make the "damaging admission" about me personally rather than the product. Or, if it's about the product, it must be extremely insignificant in terms of affecting the performance of the product.

Fulfill On Headline Promises

You must fulfill in the body copy on the promise(s) you made in the headline. If you use a really strong "hook" in your headline, you've got to fulfill on that in the body copy. No sense in grabbing their attention, then letting them down. They won't buy. Example: If you say, "How To Make A Quick Fortune In The Stock Market", your subsequent story better tell them—and prove to them—that yes, indeed, here's how they can make a quick fortune in the stock market.

Specifics Sell

Be specific! In *Scientific Advertising* Claude Hopkins said, correctly, "Platitudes and generalities roll off the human understanding like water from a duck." Use precise, verifiable statements, facts and figures. For example: Instead of saying, my product has over 30 uses... say... there are 37 totally unique ways to put my product to use in your home. Then demonstrate a few. Or instead of saying, "Over 1000 customers have proved our product works." Say, "In the last 6 months, 10,589 satisfied customers have proved—for themselves—our product works."

What Vic Schwab Says

Body copy's main purpose is to hold interest and convince. In *How to Write a Good Advertisement*, Vic Schwab said, "The LONGER your copy can hold the interest of the greatest number of readers, the likelier you are to induce MORE of them to act." In fact, on pgs. 110-113 he listed 22 ways to hold interest longer. You should read or re-read those pages.

Advice From Current A-level Copywriters

Write to one person from one person. Never write to an audience. A-level copywriter Parris Lampropoulos says he pictures a person who he knows is a typical prospect for whatever he's writing about... then... he writes to them. He writes what he would say to convince them. Great technique.

John Carlton says you should write like you're talking to a friend about something in a bar. He calls it, "I to thou" or "Just you and me talking."

In other words, write like you talk. You can even dictate your copy if that helps. Or, if you sell face-to-face (or over the phone), record yourself selling—successfully—at fever pitch. Then transcribe that. Cut out all the "ums" and "errs" and chit-chat. Then turn that into a sales letter or ad with a headline.

Here's some great advice from "The Master of Horror", Stephen King. In his book *On Writing*, he said: "The object of fiction isn't grammatical correctness but to make the reader welcome and then tell a story... to make him/her forget, whenever possible, that he/she is reading a story at all. The single-sentence paragraph more closely resembles talk than writing, and that's good. Writing is seduction. Good talk is part of seduction." Just as true for copywriting.

Make it Easy To Read

You want to make your messages simple... so more people will be able to respond. One statistic I've read said a clear 90% of the people in America read at a seventh grade level (age 12) or lower. Keep that stat in mind. If they can't understand your message, you've lost before you ever got started. Think *The National Enquirer* and *Reader's Digest*. Those stories are simple and easy to understand. Get intimate with these publications, and in no time, you'll have a Ph.D. in how you must communicate to the masses.

Another thing: Use short and simple words, sentences and paragraphs in your copy. Are there any hard and fast rules? Not really. I'll give you some guidelines, though.

As far as words, sentences and paragraphs go... don't use a ten-dollar word when a simple one will work just as well. Keep your sentences relatively short... say, 11-17 words, or less. And if you have longer ones, break them up with ellipses "..." or dashes "--".

As a general rule, paragraphs should not exceed 6 lines. However, I usually stay around 2 to 4. And it's a good idea to mix it up... have some one sentence paragraphs... even one or two word paragraphs...

Like this.

And still yet another thing you should do is break up your copy with subheads. I usually try and get at least two subheads on every page of copy. Now, there are two schools of thought on how your subheads should be written. Some say you should have them tell a complete story for people who only skim your copy. I find that advice a little dubious. It assumes they follow that exact path from subhead to subhead. I highly doubt it. And even if they did, I don't think it has all that much convincing power.

I prefer (and think) subheads should follow the same rules as effective headlines. And the way I believe skimmers deal with the subheads is, when they see a subhead that grabs their interest, it most likely will pull them into the copy. And then, maybe, they'll get interested enough to go back and really check out what's going on.

Another thing with subheads, that I almost always do in my sales materials... is... continue the thought. For example, like this: "And not only that, when you sign up within 11 days...

**"I'll Send You \$1,798 In
Bonus Gifts Absolutely Free!"**

Then I'll reinforce that at the beginning of the next paragraph. Like this: "It's true! And these bonuses are yours to keep, even if you return 'X' and get all your money back. It's my way of earning your trust and saying thanks. So sign up today, now... before it's too late. After all, if you're not satisfied—for any reason—the worst you could do is come out \$1,798 ahead just for giving 'X' a try."

This is how I like to do it and, I believe, a far better, far more readable way to do it. It simply keeps them reading. A lot of copy you read will stop a thought... then... introduce a new thought with a subhead... then... start talking about that. Creates a real jerky read and a bit of a disconnect in the reader's mind. And although I use this technique in teaching materials... I don't use it in copy. And, truth be told, I'd be better off using it in teaching materials, too. It's just too damn hard (and time-consuming) to try and write everything exactly perfectly. I save it for my copy projects.

Advice From Napoleon...

Offer hope. As Napoleon Bonaparte said, "A leader is a dealer in hope." As a copywriter, you *are* a leader. You are leading your prospect to take an action that will better his or her life. When a promotion catches someone's attention, they start reading it with the "hope" that it will contain a message that will measurably improve their life. I was watching a special on Lance Armstrong and one guy they were interviewing said, and I'm paraphrasing here, "People don't want Lance's autograph, they want to touch him. He's like a 'hope machine' to them."

I translate that, in my mind, to mean: Lance gives people the hope that the world doesn't have to suck. They see in him great possibility. So, they want to get close to him, so maybe some of it (whatever it is he's got) will rub off on them. Good copy does this too... it gives hope.

Thoreau said, "Most men lead lives of quiet desperation." John Carlton says, "Most people don't get to do interesting things. Or go to interesting places. Or meet interesting people." Your job is to convince them that what you have to offer will improve their life. Give them enough hope combined with enough proof and take away all the reasons why they shouldn't buy... and... if you have a strong enough central selling idea, they'll buy in droves.

Funny Rarely Sells

Don't joke. Humor is tough... ultra-tough. If you don't believe me, just tune in to "The Tonight Show" some night and watch Jay Leno's monologue. His jokes bomb (a lot) on his own show. And he's (arguably) one of the best stand-up comics in the business. What chance do you or I have trying to be witty or funny... especially when trying to sell something? Humor will almost always backfire on you. Best to leave that to the professionals who use humor to entertain.

**How To Pack Your Copy Full To Overflowing With Benefits...
And Also... How To Quickly Become An Expert In Any Market!**

In your body copy, you want to have every benefit possible packed in there. That comes from research. You should know the market you are writing to intimately. How do you do that? Easy...

Here's a quick and effective, shortcut solution:

1. Go to the library. If there are consumer and or trade magazines devoted to the subject/market... grab a year's worth (or two) of back issues. Leaf through them. See which topics seem to be written about over and over. More importantly, find the ads that repeat over and over. Photocopy them. Then take them home and highlight and write down all the benefits you find. Also, grab the best-selling books on the subject. (Amazon.com will give you a list of what's hot.) You can buy these books or simply spend an afternoon (or two) at a bookstore leafing through them. Here's what you want to do. Read the title, table of contents, introduction, first and last chapter and the index of each book. Take notes. This will give you the gist of what information this market is looking for. What you want to look for is information/benefits that can be presented as secrets in your promo. You also want to get hip to the lingo and slang of the market. Every market has "insider" talk. If you can talk the talk with them and build rapport that way, you'll make far more sales.

2. Get a copy of the SRDS Direct Marketing List Source **www.srds.com**. Find your market. Then go over all the lists... see what is selling to them and for how much. Get a feel for the size of your market... and... what products/appeals are selling them.

3. Go to **www.insidedirectmail.com**. Spend a little time learning how to use their service. There you can get copies of what is mailing to the market currently. Most importantly, you can get the "control" pieces... and... you'll know how long the pieces have been the control. This is ultra-important. Get the controls and read and study them. Find the common themes. Highlight and right down every benefit. Etc. Etc. This will help you create a little "war chest" of what appeals your market is looking for. You'll discover the hot buttons. Very handy when you go to write your promotion.

That's the shortcut route to learning a market. But, you should also become a consumer in your market. Buy everything. Get on mailing lists. Stay current. For example: It's pretty easy for me to write, "here's how to build your business, or increase your response, or make more money" stuff. Why? Because I AM the prospect. I buy everything. I go to the seminars. I spend and have spent tens of thousands of dollars on this stuff. So essentially, I'm just writing to myself.

The Objection/Resolution List

Another important thing you can do is create an objection list. Or a "why won't they respond" list. This is essential. Here are the three main reasons someone won't buy from you:

1. They don't want what you are selling. (If this is the case, find out what they do want, i.e., what they are *already* buying, and sell it to them.)

2. They don't believe you or in you. (You overcome this hurdle with proof. An overwhelming amount of proof... in the form of testimonials, statistics, expert endorsement, signed affidavits, etc., etc. And a strong guarantee.)

3. Too expensive. (Show your product/service in comparison to other things. But don't compare to apples to apples. Instead, for example, if you are selling a home study course on public speaking... compare your price to the much higher investment of time and money it would take to gain the same knowledge at a university. Also, make it a bargain. Offer payments. Let 'em buy with a postdated check.)

And actually, there's also a fourth reason people won't respond, and it is: They don't believe *they* can do it. This you must overcome by showing how easy it is. Tell stories about average people having extraordinary success. Reassure them that you're going to show 'em step-by-step... that you're going to hold their hand.

Now there are also a myriad of other reasons/objections people will have specific to your product and your market. Your job is to find out what these are. One way is to just brainstorm every reason you can think of. As an example, if you are selling an expensive bed, some of the objections might be, "Will it last?" "Is it soft enough/hard enough?" "Will my back feel better?" "Is there a trial period?" "What if I don't like it?" "Do I have to pick it up?" And on and on.

Another—better—way is to get on the phone and try and sell some people. Do some lead-generation advertising and have them call in to order. Do this for awhile. Record the conversations. You'll be asked every question in the book. And soon you'll discover all the common objections (and a few not so common) for your product or service. Then, you resolve all those objections in every piece of advertising you write.

Sell With Stories

People love stories. Especially stories that are in alignment with their interests. It's how we, as humans, relate to each other. Just take the *Chicken Soup for the Soul* series of books. Those books are nothing more than a collection of stories about specific topics. And they've sold over 85 Million copies to date. Now, you certainly have to give credit to Mark Victor Hansen for his astute marketing of the books. But, even with all the savvy stuff he has done... if the product didn't have a great appeal, they wouldn't have sold 80,000 copies... let alone 85 million plus.

A great story technique for an ad is to let a customer tell his/her success story. You can do this two ways. 1. You can have the ad can come from them... or... 2. You can write the ad and tell their story for them. This is a very effective technique 'cause it allows them to brag for you. It's simply more credible than tooting your own horn.

Another great story technique is the underdog story. Again, the ad can come from them or you, telling their *story*. One of the finest examples of "loser made good" stories I've ever seen—and that has been copied to death—is Joe Karbo's, *The Lazy Man's Way To Riches* ad. I don't have permission to reprint it... but... you can get a copy of it at: www.thelazymansway.com.

Sell With Emotion... Not Logic

Remember this always: Your story must be emotional rather than rational or logical. Even the most highly analytical people in the world do things for emotional reasons. A scientist does very precise, measured work. However, he does that for the benefit he will receive if he develops/discovers something. And those benefits are: Praise, Recognition or Fame, Money, Pride, etc. All of which are emotional rewards. So, even though you might think you should talk to a scientist in hardcore logic and facts... you're wrong. They respond, just like we all do... to emotion. It's basic human nature and psychology. Which hasn't changed in 5,000 years... and... will most likely never change.

Another technique for story copy is to have a sensational, "almost unbelievable" but plausible story. You want to be the *one thing* they read that day that gets 'em excited. John Carlton has mastered this type of ad. If you've taken my advice in previous chapters... and bought John's stuff... you'll know what I mean. He says you should offer titillation. Use words and human-interest stories that have a visceral impact. Words that have an emotional "back-kick". That you want to have an urgent discussion in the passionate "sweet spot" of their life."

He also says: Reading is a passive behavior... so you must create vivid imagery that gets your point across.

Position Against A Common Enemy

Another great story telling device is to position your story against a common enemy. Selling a tax-reduction service... start your story with how the IRS is the big bad guy... and then... reveal that you or your product is the savior. Writing about a home-based business... whip up on the "boss" or on "corporations" in your story. Selling copywriting advice... whip up on English teachers and grammarians.

Use Clichés

This is a big no-no in the "proper" writing world. But we don't live in that world. And neither does our prospect. We live in the everyday world. And in the everyday world, people communicate with clichés. Why? Because they are easy to understand. For example: When I say, "sick as a dog". Or, "so hot you could fry an egg on the sidewalk". You get the meaning. It's clear. So sneak in some common phrases to connect with your prospect(s).

Include humanizing trivial details. A fantastic example of this is Jeff Paul's ad, "How To Make \$4,000 A Day Sitting At Your Kitchen Table In Your Underwear". (This is also another famous "underdog story" ad.) He reveals things like he's a bowler, not a golfer. A Budweiser man, not a wine drinker. These things resonate with the market he's selling to... and... promote realism in the copy.

Confessional stories work well. Ted Nicholas wrote a successful ad with the title:

**Only Way Left For
Little Guy to Get Rich...**
Here is the uncensored message my wife
asked me not to write

Then the body copy starts out with: "I love my wife. And I understand why she wants me to keep my mouth shut. She just wants to protect me from the IRS."

It's the old, "I've gotta confess and tell you this" style. Jay Abraham wrote the classic.

**I've Got To Get This Off
My Chest Before I Explode!**

These work because of the curiosity and urgency. And in Ted's case, benefit also.

Don't Ramble

Don't tell stories just to tell stories. Your story must be relevant. One good story formula is to tell a story that presents the problem. Tell how bad the problem was for you or someone else. Then tell how you found a solution. Then wrap up with how much better off you are now... and how they will be too.... That is, once they order your product.

Use action verbs in your copy... eliminate excessive adjectives. Gary Halbert often tells beginning writers to eliminate all the adjectives from their copy. Pretty good advice. Many rookies make the mistake of trying to sell by yelling. They overuse adjectives like, AMAZING! INCREDIBLE! Etc. That doesn't work. Sure, you can use those words. I do. But you have to use them sparingly. A much better way to inject excitement into your copy is with action verbs... what John Carlton calls Power Words. Words like: strike, humiliate, devastate, punch, force, supercharge, dominate, etc. John's course has a more complete list.

Also, if you picked up a copy of Lawrence Block's, *TELLING LIES FOR FUN & PROFIT*, he has a chapter in there you should read titled: "Verbs For Vim And Vigor".

Read Fiction

How do you become a better story teller? Read fiction. I really like the Travis McGee novels written by John D. MacDonald. Read Lawrence Block's, *Such Men Are Dangerous*. Read *The Godfather* by Mario Puzo.

**The "So what?" Or
"Who cares?" Test**

One way to test the effectiveness of your stories is to ask after each line or at least each paragraph... "Who cares?" Or... "So what?" Use this test. If the answer is no one, and you're not quickly leading up to something, or saying something relevant... rewrite or start over. This test will help keep you from going off on wild tangents.

Write Then Edit

Write your first draft... then... go back and tighten it up. Eliminate the excess. Tighten the story. Replace or eliminate ten-dollar words. Remove the work words, like: earn, teach and learn.

The very best way to do this is to read your copy aloud. And, if you have the time, set your first draft aside for 1 to 3 days, then read it aloud. Also, you can have someone read it aloud to you. Have a copy in your hand, and mark the places where they stumble. Then go back and rewrite those parts.

One Last Important Point:

Nobody is just dying to read your copy or give you money. Always remember that. You must do everything possible to command their interest... then... convince them they should give you money. No half-assed effort is gonna cut it. That means, if you need to write 4, 5, 10 or more drafts to get it right... do it. John Carlton tells the story of writing a promotion for Gary Halbert... and... every time he came to the office with a new draft, Halbert refused to accept it. John almost gave up... but... on his 17th version, he got it right. And that promotion mailed for years to the tune of millions of dollars in profit.

Fortunately, it's not that hard all the time. But you'd better be prepared to work. Especially at first. It does get easier. But it takes time.

A Quick Word About Formatting

In sales letters (whether online or off) I use 12 pt. Times New Roman font for all body copy. (The same font I'm using here.) It's a serif font, and in readership tests serif fonts have proved easiest to read. Some people swear by courier (typewriter) font for letters. I use Times and it doesn't seem to hurt much. I use Times in space ads too. The font size varies. It's often quite small... 6 to 10-point.

I covered this earlier, but I'll say it again... you want to write short, easy-to-read words, sentences and paragraphs. Break up your copy with at least two subheads per page. Same with each column of copy in a space ad. Make liberal use of things like ellipses "..." and dashes "—" to break up long sentences. Use bolding, italics and underlining. However, DON'T overdo it. I don't have a general rule for how much is enough or how much is too much. I do it kind of instinctively. The more you study winning sales letters, the more you'll get a feel for it.

Also, don't end a page or column of copy on a period. In sales letters, use footers like, "go to next page" to promote reading. Even consider ending the page on a cliffhanger. You know, something like:

Not only will I reveal how to double your income in two days... I'll also reveal how to...

(go to page 2)

Ending the page on a cliffhanger is an especially good idea. In fact, I'm going to start doing this on the first page every time. If I can. I've found it almost impossible to do on every page... but certainly... it's possible to do it on the first page.

Additional tip: Yellow highlighting of key words and phrases works well too. In paper and ink sales letters, this can raise printing costs quite a bit... however... online, it doesn't matter. So use it when you can.

Next Chapter:

How to *cheat* your way to becoming a better copywriter, faster... and... the secret keep-reading power of "Bucket Brigade" words!

Here's Your Exercise For This Chapter:

Copy out in your own handwriting Halbert's ad on page 3... "The Amazing Diet Secret Of A Desperate Housewife."

Quick Summary Of Key Points In Chapter 6:

1. Allow yourself to suck. Write your first draft fast and furious. The fastest writing is the best writing.
2. Two kinds of body copy: Reason-why and story.
3. Tell the whole story. Don't assume anything. Admit one or more insignificant flaws. Fulfill on headline promises. Specifics sell. Write to one person... never an audience. Make your body copy easy to read with short, clear, words, sentences and paragraphs. Use subheads (at least two per page) to break up copy. Offer hope in your copy. Funny rarely sells.
4. Three ways to become an expert quickly in any market: 1. Go to library or bookstore for books and magazines on the subject. 2. Search the SRDS Direct Marketing List Source to see what is selling to the market... www.srds.com. Get control mailing pieces for the market at www.insidedirectmail.com. Also, you should become a consumer in the market. Buy everything you can.
5. There are three main reasons people won't buy: 1. They don't want what you are selling. 2. They don't believe you or in you. 3. Too expensive. And a fourth additional reason is, they don't believe they can do it. Must solve these in the copy.
6. Create an objection list of every other reason why they won't buy and resolve them in all your copy. Better yet, do some lead-gen advertising and try and close them over the phone. Find the common objections.
7. Sell with stories. Get a copy of Joe Karbo's famous ad at: www.thelazymansway.com.

Quick Summary Of Key Points In Chapter 6 Cont'd:

Sell with emotion... not logic. Position against a common enemy. Use clichés. Don't ramble. Read fiction to become a better storyteller. Use the "So what?" "Who Cares?" test. Write first, then edit.

8. Format tips: Use 12-point Times New Roman for sales letters and web site copy. Use Times New Roman in space ads too... usually 6 to 10-point. Break up copy with at least two subheads per page or column of copy. Use ellipses and dashes to break up long sentences. Use but don't overuse bolding, italics and underlining. Don't end a page or column of copy on a period. Try for a cliffhanger ending. Always use footers in your sales letters.
9. Copy out Halbert's ad on Page 3 in your own handwriting.

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Chapter 7:

The Secret Keep-Reading Power Of “Bucket Brigade” Words... And... How To *Cheat* Your Way To Becoming A Better Copywriter, Faster!

Once you’ve got your reader into your body copy, how do you keep them interested and reading all the way to the end... then get them to buy? It’s easy. You use...

The “Bucket Brigade”

What’s the “Bucket Brigade”? It’s a list of words and phrases that keep people moving. Words and phrases like: “And that’s not all”... “And what’s more”... “Anyway”... “Best part”... “Not only that”... Etc.

This term, “Bucket Brigade” was used to describe how, back before there were modern fire departments, people would fight fires by forming a line from the fire to a water source. Then, they would fill buckets with water and pass them from person to person to the fire and back. Keeping a constant momentum... never letting up until—hopefully—the fire was extinguished.

Old time copywriters adopted this term to describe the “keep reading” words and phrases they used in advertisements. Mostly they are used at the beginning and/or end of paragraphs or as subheads in the body copy. They can also be used as short paragraphs. And they work. Done right, they make your copy read like a greased slide. They make it nearly impossible to stop reading until the end.

Television programs have mastered this. Especially news programs. They almost always go to commercial with some kind of tease... which is the equivalent of a bucket brigade word or phrase. Such as: “After the break, six common killers hidden in every household in America.” Or something similar. They use these “teases” because they work. And they work because they take advantage of people’s natural curiosity. A near irresistible force in human nature.

John Carlton says to use the old journalism trick of “who, what, where, when, why and how”. For example: “Who else uses this secret?” “What does this mean for you?” “Why would I share such a valuable tactic with a stranger?” “Where did I find this information?” “How would you like to see it for yourself?” And so on.

The idea here is—once you’ve “hooked” them—to never let them get away. Keep teasing

and prodding them with provocative “keep reading” statements.

Here are six of the more common “bucked brigade” words:

1. And
2. However
3. But
4. Here or here’s
5. How
6. What

Using these six “root” words you can come up with a nearly endless list of “bucket brigade” phrases. Here’s a short list I’ve put together:

And
And what’s more
And that’s not all
And don’t forget
And that’s why
However
However, don’t take my word for it
However, that’s not all
However, there’s more
However, wait until you see
But
But first
But here’s the thing
But why
But wait, there’s more
But that’s not all
Here
Here’s the deal
Here’s the story
Here’s how
Here’s why
Here’s what this is all about
Here’s what I mean
Here’s what to do now
How
How’s that possible?
How can that be?
How do I know?
What
What’s more
What’s this got to do with you?
What’s more important

Here are some more random examples:

Then again
You see
You know
Anyway
That's not all
Further
Let me explain
For example
For instance
Best part
Best of all
The truth is
Listen
Listen up
Look
Of course
Let's face it
Even better
In fact
More important
Most importantly
Make no mistake
The fact is
Remember
Furthermore
Plus
After all
Again

That's just a few of the many examples of bucket brigade words and phrases. However instead of me giving you every example under the sun... a much better way for you to learn these words and phrases...to really ingrain these into your vocabulary is do what I did... learn them by studying and copying out winning sales letters and ads in your own handwriting. And that leads me into what I'm going to cover next. (By the way, if you are paying attention, you'll notice I'm using bucket brigade phrases all throughout this chapter.) Specifically...

How To *Cheat* Your Way To Becoming A Better Copywriter, Faster!

Would you like to *cheat* your way to becoming a better copywriter, faster? If so, here's how you do it: Copy out proven sales letters in your own handwriting. And do it by hand, with a pen and paper... not at your keyboard. In fact, it's the only way I know of to *really* learn how to write effective copy.

Example: When I first heard this advice, I was struggling. So I started doing it. I figured I literally had nothing to lose... I was about as broke as can be, jobless, and had lots of time on my hands. If it weren't for my brother, I would've been homeless. So I did it. A lot. And within a year, I was working with Gary Halbert... and... writing very effective copy.

I've written elsewhere about how I got the chance to work with Halbert, so I'm not going to repeat it here. But let me just say, if I had not taken the time to copy out sales letters in my handwriting, it would have never happened. My "good luck" was a direct result of my willingness to work hard. That's almost always the case. The old quote is... "Luck is when preparation meets opportunity." And most times, that's true. That is, the amount of "luck" you have in life is in direct proportion to the amount of effort you put forth. Thomas Edison said, "Genius is 1% inspiration and 99% perspiration!" How true.

Anyway, once I started copying out winning sales letters by hand, I made a quantum leap in my abilities. You see, there's a pace to good copywriting. There's tempo, flow and a certain vocabulary. And the very best (and maybe *only*) way to pick it up... to really ingrain it in your neurology and physiology... is by writing like that.

I'll give you a simple analogy: World-class Olympic swimmers have a harness-type thing that pulls them through the pool. And what they do is, they hook themselves up to this thing and set the speed at a world-record pace. Then they swim and try to keep up. The thinking is, they will feel what it is like to swim that fast, then they will be able to eventually emulate it on their own.

Just like you can't learn to ride a bike by watching or studying the process. You can't learn copywriting by merely observing. Got to DO it to learn it. And copying out sales letters in your own handwriting is a true shortcut learning experience.

Now, you should be careful whose stuff you copy out. I chose Halbert and Carlton... and... I've copied out all the old classics. In fact, I believe the first ad I ever copied was David Ogilvy's Rolls-Royce ad. The one with the headline, At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock".

But what if you don't have any ads to copy out? I can help you there. You know from previous chapters that John Carlton has a few volumes of his best letters and ads. And I've urged you to get them. Plus, in previous chapters I've reprinted several great examples already... including... Halbert's diet ad in the last chapter. However, you'll need more if you're serious at all. So, I've made a deal to get you a 25% discount on two more great collections of ads and sales letters.

Both collections are from Gary Halbert. One is his **"Masterpiece Collection" Of 57 Sales Letters... Already Written And Tested... That Have Pulled In Millions And Millions Of Dollars!** This is Gary's own private collection of sales letters where he gets his ideas and inspiration from. Most of the letters can't be found anywhere, at any price. In fact, he's had writers and marketers offer him vast sums of cash (up to \$37,000) just to get a peek at his collection of letters. And, he flat out refused them!

He even has went so far as to say, *"...if any one thing has been the "Key" for my many, multi-million dollar winners... it's this file!"*

The other is his **"Motherload Collection Of Marketing Masterpieces"**. This was recently put together by his long-time assistant Theresa. And it is fantastic. Many ads that I—after working with Halbert for many years—had never seen before. Ads he wrote for Tova Borgnine. A famous diet ad featuring Geoff Scott of "Dynasty" fame that made Halbert \$1.3 Million in one year alone... and that was just his 5% commission. And much more. This collection will give you a priceless education. Not just on how to write copy... but... offers and concepts as well. You can copy them out in your own handwriting to get the "feel" for what it's like to write multi-million dollar winners. And you can adapt the offers, concepts and copy to sell your own stuff. Again, literally priceless.

Recently, a whole lot of these collections were sold to Gary's newsletter readers for \$297. The "Masterpiece Collection" when you can get it, goes for \$297 as well. However, I've struck a deal with Gary, and if you order both of these at the same time... you can have them at a 25% discount... just...

\$445.50

There's a shipping and handling charge of \$25 for each order. (NOTE: Shipping and handling on International orders is \$50) Even so, it's still a sizeable discount off the normal prices. You can get these priceless collections by going to my new resource page at:

<http://www.killercopysecrets.com/copyresources.html>

Snap these collections up while you can. They will serve you and all your business ventures for a lifetime. You'll refer to these collections over and over. I do.

Next Chapter:

How to write killer bullets that sell.

Here's Your Exercise For This Chapter:

Reread this chapter and see how many "Bucket Brigade" words and phrases you can find (besides the examples I gave) and write them down. I think you'll be surprised at just how many there are.

Quick Summary Of Key Points In Chapter 7:

1. Use “Bucket Brigade” words and phrases to put and keep your reader on a greased slide throughout your entire sales pitch. Notice how television programs use “teases” just before going to commercials to keep you watching.
2. You can also keep people reading using the old journalism trick of “who, what, where, when, why and how”. For example: “Who else uses this secret?” What does this mean for you?” “Why would I share such a valuable tactic with a stranger?” “Where did I find this information?” “How would you like to see it for yourself?” And so on.
3. Using these six “root” words: **and, however, but, here (or here’s), how and what**, you can create a nearly endless list of “bucket brigade” phrases.
4. The best way to really ingrain these words and phrases into your vocabulary is to study and copy out winning sales letters by hand.
5. Copying winning sales letters out by hand (not by typing or any other method) is also a way you can cheat your way to becoming a better copywriter, faster. In fact, it’s probably the best way to *really* learn copywriting.
6. You can pick up two fantastic collections of winning ads and sales letter from Gary Halbert—at a 25% discount—by visiting my new resource page at:

<http://www.killercopysecrets.com/copyresources.html>

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Chapter 8:

How To Write Killer Bullets That Sell!

“You should put every bullet you can in your sales message because you never know what is going to make them buy.”

— Gary Halbert

Most world-class ads and sales letters contain a big list (or lists) of ultra-compelling bullets. (In fact, I don't think I've ever written a promotion without bullets.) And in terms of the selling power of your copy, powerful bullets come right after a killer headline and offer. That is, once you have the best headline you can write and the most compelling offer you can present to the prospect... the bullets are where you can make the most improvement in sales.

If you're not sure what bullets are, let me explain:

I'll start with the basics. A bullet is a block of copy that offers a compelling benefit or benefits to the reader. They are called bullets because they are usually preceded by a little round dot that looks like a bullet hole. You lead into the bullets with a phrase something like this:

Here's a quick glimpse of what you will discover:

- How a bullet looks in a letter or an ad.

A round dot is the most common symbol used. However, you can use checkmarks, arrows, a little hand that points, numbers, letters and other marks. Personally, I like to keep it simple... I use round dots, numbers, and occasionally, checkmarks.

Bullets do several important things that enhance the selling power of your message:

1. They break up long blocks of copy, provide some eye-relief and make your sales message easier to read.
2. They allow you to include every single benefit of your product or service in an easy to digest form.
3. They can grab the eye of the skimmer and pull them into the copy.
4. They—to me—are the heart of the sales message... the part where you can really light a white-hot fire of deep desire and curiosity in your prospect that literally forces them to order.

See what I'm talking about? That was a bulleted list. Makes things easier to take in, doesn't

it?

Now, I'd like to make an important distinction you must understand. Bullets, at their best, do NOT show the features of what you are selling. They show the benefits of the features of your product or service. That is, the benefits the prospect will get when they buy. The best way to explain this is by example. First, I'll do a "feature only" bullet... then... a benefit-driven bullet.

Feature bullet:

- This car gets 60 miles per gallon.

Benefit-driven bullet:

- Since this car gets 60 miles per gallon, you'll save thousands every year on fuel costs... not to mention you'll be helping the environment by cutting down on air pollution.

What I've done here is taken a feature—60 miles per gallon—and turned it into a benefit to the prospect. I've spelled-out exactly what it means to them... or what benefit or benefits they are going to get. And that's what you want to do in every single bullet you write. It's not enough just to give them a list of features, you **MUST** tell them what's in it for them.

A very good way to do this is to make a list of every feature your product or service has. Then, think about what that means to the prospect. In other words, turn the feature into a benefit.

And this leads me to another very important point: You should include *every* possible bullet you can in *every* sales message you write. There's no such thing as too many. They can only be too weak to include. In one promotion I wrote for seminar tapes, I had so many bullets that I put them on 6 separate sheets and included them as an insert. I headlined the insert:

**"117 Other Amazing Secrets Revealed At
Gary Halbert's How To Make Huge And
Automatic Profits Copywriting Seminar!"**

This was a *very* successful promotion. In fact, as you may have noticed by the quote at the top of the first page... I learned this "include every bullet" technique from Gary Halbert. Actually, I heard him say it on tape before I knew him personally. The thing is, unlike a salesman who can get instant feedback when he says something... when you are selling remotely, you can't know—with certainty—what flips their switch. So you must include every benefit—in bullet form—that you can. Often people will buy because of one single bullet point. I have. You probably have too. And you can't know with certainty which bullet point that will be.

And speaking of Halbert. His famous story about bullets goes something like this: He was contracted to work for *Entrepreneur* magazine in the 1970's (or 80's)... and he wrote an ad for one of the special reports they were selling. And for some reason, he put a bullet in the ad—buried deep in the copy—that said:

- Fake cocaine: A legal substitute that fools almost everyone!

Had nothing to do with the product. Was out of place entirely. But, it caused a sensation and sales of the product soared. People called for months trying to find out about the “fake cocaine”.

Now, I’m not necessarily advising you to do this. You don’t need to talk about something illicit to get response. No, the lesson here, and the reason this bullet worked so well is simple human nature...

It’s Curiosity At Work!

Curiosity may be the most powerful selling force in the universe.

And that leads me into what I want to talk about next... and... what I believe is—just as it is with headlines—the most powerful way to write your bullets...

Curiosity/Reward

I (and others) have said elsewhere that self-interest is the #1 copy appeal in the world. However, in private conversations with Halbert, he’s told me that it is curiosity. And I’m inclined to believe him. But you don’t have to choose between one or the other. The most powerful message you can have is a combination of curiosity and self-interest... or... curiosity/reward.

Let me again show you by example. I’ll do a pure curiosity bullet, followed by a pure self-interest bullet, followed by a combination of the two:

Pure Curiosity bullet:

- What a “grabber” is!

Self-interest bullet:

- How to boost the response to your sales letters by up to 1,750%!

Curiosity/Reward bullet:

- How “grabbers” can boost response to your sales letters by up to 1,750%!

See the difference? See how the combination carries more “sales punch” than either alone?

Also, notice that all the bullets are “blind”... meaning... you don’t know the secret(s) behind the bullet. Which, I suppose, means the examples above are all curiosity bullets to some degree... but I hope you see the difference.

Moving on: Yet another way to write bullets... a way you will see a lot in magalogs... especially health-related ones... is to not only use regular curiosity and self-interest bullets (or a combination of the two)... but also... to give some information away. Like this:

Info or Giveaway bullet:

- Instant “grocery store” relief for arthritis pain: Simply crush and mix two medium-sized Jalapeno peppers with 2 tablespoons of real butter. Apply liberally to the sore area and watch the pain vanish in seconds!

This does four things: 1. In a magalog where you are trying to somewhat fool the reader into thinking it is a publication... giving some info away helps. 2. It helps lower their defenses... that is... they aren’t just reading pure “sales talk”. 3. It helps you seem more credible. 4. If the giveaway info is good enough, it increases their desire for what you are keeping a secret.

I rarely use bullets like these. Maybe I should start? (By the way, I made the information in that bullet up... that’s not a remedy of any sort that I know of. It would probably burn the hell out of your skin. So, if you have arthritis... DON’T TRY IT!)

Another thing I do is mix shorter bullets with longer ones. Many of the bullets I write are a good-sized paragraph. So, I like to mix in some one-liners or at least short, one sentence bullets, too. That helps keep the pace up and keeps them reading. Too many long bullets and you’ll defeat the purpose of having bullets.

Yet another tip to provide eye-relief and make reading easier is to bold every other bullet like this:

- **This is a bold bullet.**
- This is an unbolded bullet.
- **This is a bold bullet.**
- This is an unbolded bullet.

And so on throughout your list of bullets. This isn’t mandatory, just a very good way to do it. You can bold within each bullet if you want. I just like doing it this way. Underlining and italicizing of key phrases is something I still do, in addition to the bold/unbold thing.

Onward: So far I’ve given you a good basic primer on bullet writing. Now I want to move into a little more advanced stuff. And this advice is not my advice at all. I’m writing it, but I learned it from a friend and colleague... and... the copywriter who—I believe—is the best bullet writer in the business: John Carlton.

If you’ve read John’s course, you know some of what I’m going to tell you. But what you don’t know is I didn’t learn this from his course. I learned it the hard way. You see, for years, I

secretly collected his ads and letters long before he came out from behind-the-scenes to leave his legacy. I studied—intently—every line, word, concept, headline, offer, close, etc. And over time, what started to really stick out—to me—were the bullets he wrote. They weren't just good...

They Were GREAT!

Far better than any bullets I'd ever read. So good, in fact, I started to collect a list of them and copy them out in my own handwriting. (You are going to get that list at the end of this chapter.)

However, it took me quite some time and long hours of study to really understand what he was doing. I actually didn't get 100% clear on it until he explained it to me in person. But anyway, his secret for writing effective bullets is...

The 1-2 Punch!

This bullet-writing technique is so good, so effective and powerful, I would NOT even be sharing it if John hadn't already written about it in his course.

It goes like this:

You give a benefit, then you pile on another benefit (or two) on top of it... in parenthesis if you want. It's like a boxer throwing a stiff left jab to set their opponent up for a vicious overhand right... the "knockout" blow. It might help to use that imagery when you are writing your bullets. Just think bam!... BAM! Or, bam!... BAM!... BAM! (The extra "BAM!" would be a straight left to finish them off.)

Here's an example from one of John's self-defense ads:

- The only 2 target points you ever need to learn to take out *any* opponent, under *any* circumstances! (Forget about learning any fancy fighting targets — in just a couple of seconds, Mike will give you the keys to winning every fight, every time, no b.s. about it.)

Another thing I learned from John is to start your promotion by writing the bullets first. This does a couple of important things. 1. It helps you get started. It's far easier to write bullets than it is to think up concepts, headlines and offers. 2. Often, in the writing of the bullets, the BIG idea will jump out at you. I admit, I don't always do this. However, on my most recent promotion—a financial piece—I gave it a whirl and it really seemed to help.

4 Ways To Punch-Up The Selling Power Of Your Bullets:

Here are the four ways to punch up the selling power of your bullets:

1. Power Words and Action Verbs. The most common words used to start bullets are: How, How to, The, What, Why, Where, A, and numbers. However, you should also use action

verbs and power words to start your bullets... such as... must see, cutting-edge, hot, devastating, dominate, amazing, astonishing, exploit, shock, crush, and so on.

2. Mini-stories. Have bullets that lead into little stories. You have a bullet, then you go into a regular paragraph, then straight back into the bullets. For example:
 - A simple secret taught to me by my 9th grade gym teacher—that I'll show you how to implement in five minutes or less—that I still use today to save me hundreds of thousands of dollars in taxes each year!

I remember it like it was yesterday. Mr. Johnson was always sitting in his chair in the gym while we played dodgeball or basketball... and... if he wasn't asleep, he was doing paperwork. One day, my curiosity got the better of me, and I asked him why he was always looking at a stack of papers. (With his income, I would have never guessed they were financial documents.) And he said, "Young man, let me show you something that will serve you the rest of your life. It will be more important to you than anything you learn the rest of your school days." And with that, he pulled out a simple form and showed me a legal tax loophole that, to this day, I've never met anyone else who even knows of its existence. (By the way, I later learned Mr. Johnson retired a multi-millionaire on a teacher's salary.) And he was right about it being so important to me... because...

**I've Saved Over \$2.3 Million
In Taxes In The Last Five Years
Alone... Over \$10 Million In My
Lifetime!**

- And then back into the bullets.
3. Specifics. Like, "See page 15". Or, "Revealed on page 15 inside". This works especially well with paper and ink info products. Because you can write bullets like this:
 - 6 secret ways to buy near flawless diamonds at less-than-wholesale prices and instantly flip them for a quick, double-digit profit! See page 15.
 4. The 1-2 punch... which I've already covered.

These four techniques are something John talked about at his \$5,000 per person advanced Copywriting Sweatshop in 2003. I was there helping him pull the thing off. If you are interested in seeing that seminar in its entirety, you can find out more information (including how to get the DVD's or Videos) on my "Members Only" resource page at:

<http://www.killercopysecrets.com/copyresources.html>

This seminar caused a sensation among advertising insiders... and is well worth getting.

One last tidbit from John: He has written ultra-successful 8-page sales letters with almost nothing but bullets. Again, proof that you can't have too many bullets.

In fact, if you need to write a letter or ad in a hurry... or... you just aren't sure how to pitch something... here's a very good way to do it:

- Headline
- Salutation
- Short Opening
- Bullets
- Testimonials
- Guarantee
- How To Order
- Signature
- P.S.

This is basically the same formula I wrote about in my guide: *The Amazing Copywriting Secrets Of An Adman Who Has To Live By His Results!* In the guide, I called it "The World's Most Perfect Ad For A Book Or An E-book!" I called it that, because often, it will out pull any other type of ad you write... and... I believe almost anyone can do it... even if their copy skills are less than great. And actually, even though it's especially suited for info products... you can use this format to sell just about anything.

If you want to read this section in my guide—where I go into greater detail, including a full blown example of an ad I wrote in about 30 minutes—just go to:

<http://www.killercopysecrets.com/copyresources.html>

Next Chapter:

How to get and use testimonials and other forms of proof to supercharge the selling power of your copy!

Here's Your Exercise For This Chapter:

At the end of this chapter are the bullets I secretly collected from John's ads and sales letters over the years. If you want to master the skill of writing killer bullets, copy out each bullet in your own handwriting. More than once if necessary.

Quick Summary Of Key Points In Chapter 8:

1. Gary Halbert's Advice: "You should put every bullet you can in your sales message because you never know what is going to make them buy."

Quick Summary Of Key Points In Chapter 8 Cont'd:

2. In terms of the selling power of your copy, powerful bullets come right after a killer headline and offer.
3. A bullet is a block of copy that offers a compelling benefit or benefits to the reader.
4. Bullets are little symbols, such as: Little round dots, checkmarks, arrows, a little hand that points, numbers, letters and other marks. Personally, I like to keep it simple... I use round dots, numbers, and occasionally, checkmarks.
5. Bullets do several important things that enhance the selling power of your message: (1) They break up long blocks of copy, provide some eye-relief and make your sales message easier to read. (2) They allow you to include every single benefit of your product or service in an easy to digest form. (3) They can grab the eye of the skimmer and pull them into the copy. (4) They—to me—are the heart of the sales message... the part where you can really light a white-hot fire of deep desire and curiosity in your prospect that literally forces them to order.
6. Bullets, at their best, do NOT show the features of what you are selling. They show the benefits of the features of your product or service.
7. Again, you should include *every* possible bullet you can in *every* sales message you write. There's no such thing as too many. They can only be too weak to include.
8. Curiosity may be most powerful selling force in the universe. And the most powerful way to write your bullets is... curiosity/reward or, in other terms, curiosity/self-interest.
9. Most bullets are "blind"... meaning... you don't know the secret(s) behind the bullet. But you can also mix in bullets that give some revealing information away.
10. For eye-relief and improved readership, mix shorter one sentence and one-liner bullets in with longer ones. It also helps to bold every other bullet.
11. John Carlton's advice: Use the 1-2 punch in bullets. That is, give a benefit, then pile on another benefit (or two) on top of it. Start your promotion by writing the bullets first. It helps you get started... plus... it often helps you find the BIG idea. 4 ways to punch up the selling power of your bullets: (1) Power Words and Action Verbs. (2) Mini-stories. (3) Specifics. Like, "See page 15". (4) The 1-2 punch.
12. For more information on John's \$5,000 per person advanced Copywriting Sweatshop, go to my "Members Only" resource page at:
<http://www.killercopysecrets.com/copyresources.html>
13. For a great example on how to write an ad in a hurry, check out the section of my Adman guide titled, "The World's Most Perfect Ad For A Book Or An E-book!" You can find it at my resource page, as well... at the address above.
14. Copy out—in your own handwriting—John Carlton's bullets at the end of the chapter.

John Carlton Bullets:

Here is a long list of bullets I've collected over the years from Carlton's ads and sales letters. Most of these are from his self-defense promos... but... if you're not into Martial Arts, don't let that turn you off. The subject doesn't matter... pay attention to the technique. You can apply it to any subject.

- The single most important move you can make in any altercation — it's what your body wants to do, but what most people panic about and refuse to allow themselves to do! (Yet it will save your life!)
- How to use a simple "cat-like" move to instantly position yourself to deliver the easiest knock-out blow imaginable — a strike so natural your grandmother could pull it off against Mike Tyson!
- How to instantly "shut down" an attacker's testosterone levels, using your body's own built-in "brick". (Even a 90 lb. woman possesses this amazing rock-hard weapon!)
- Why hitting anyone with your fist is silly (even trained boxers bust knuckles that way)... and how to use the 8 "natural weapons" of your body to deliver 5 times the power of a fist with half the risk of injuring yourself!
- When to use the most simple strike you'll ever learn... an unstoppable natural move so effective in ending fights that it's not allowed in full-contact karate tournaments! (Instant disqualification — it's also a move that 99% of the most brutal street fighters you'll ever encounter have never seen before... and don't know how to defend against!)
- How to use the "hip-swinging secret" soldiers use to drop opponents instantly — no speed or strength required, yet it's like driving a 160 lb. bar of lead into the bad guy's belly! (It's so effective, you don't even have to come close to hitting your "target" area... even the sloppiest attempt by you will bring him to his knees!)
- How to effortlessly "parlay" the same natural force that has ended more professional football players careers than any other... it's a human's weakest point during a fight (or before a fight begins), and once you know about it you've just increased your ability to defeat a larger man by 200%!
- How to use a super-effective, completely unexpected technique straight out of the "Three Stooges" to cause any attacker to automatically (1) back up, (2) raise his hands in defense, and (3) blink rapidly... all of which instantaneously reverses the tables and makes your attacker suddenly vulnerable to a fight-ending blow you can deliver in your own sweet time.
- Why all elite soldiers are given "permission" to use the one street fighter's Secret Weapon we are all taught from kindergarten not to use... and how you can use it to quickly remove

yourself from any situation where you have been surprised from behind!

- How to use the other "dirty" street-fighting tool not allowed in any civilized boxing or karate match... because of its immediate ability to disorientate and topple your opponent! (It also works when you do it incorrectly!)
- Having better intuition than the meanest "street rat" out there... so you can actually smell trouble before it happens (just like a "Geiger counter" picks up even a trace of atomic radiation)... Being able to release at will the Stone Age monster that lives deep inside every man's soul... and meet any attack with devastating "over the top" counter-violence that cannot be defended against... And knowing how to instantly crush your opponent's energy level and desire to fight... cancel out any hand-held weapons he has with a single move... and move with blinding "cat-like" swiftness to take him down, without letting him lay a single finger on you!
- How to "bee line" straight for the most vulnerable part of your opponent... so you really can end 90% of potential fights with a single move that cannot be defended against!
- Why the reality of mega-violent street fighting is completely different than anything you ever imagined or saw on television... and how to use your knowledge of what really happens in a fight to "cheat" in ways your opponent can never guess!
- How to quickly force any violent attacker (even someone twice your size) into complete and utter submission... and have him begging for mercy!
- Who the "Vicious Top 10%" of street fighters are, and how to train for the simple skills that will cancel out their most-developed skills!
- The 8 most brutal and devastating — yet utterly simple to master — "human appendage" tools any fighter could hope for! (And the secret way to "combo" yourself into a machine-like force that cannot be stopped.)
- The one basic secret of winning street fights that almost no street fighter knows about! (It doesn't matter how big, mean or skilled your opponent is... or how small you are — women and kids master this secret with equal ease!)
- How to easily pull off "instant takedown" arm wrenches! (Very advanced stuff!)
- The single most devastating "take the fight out of him" move you can use! (You'll pull the plug on his emotions so he actually becomes clinically depressed and unable to function normally!)
- How to spot the 90% of fighters who are trained to focus on a single "reference point"... and how to instantly collapse his narrow training right back in on him!

- How to defeat your opponent with a few economical moves... without getting touched yourself! (Only the most advanced fighters know how to move so they can strike and not get hit themselves... even the toughest hate to get "tapped".)
- Every "street" weapon that is ever available in a fight, and the only correct way to use them to end the brawl immediately!
- The astonishing secret called "Defanging The Snake" that will place you above all but the most-skilled 1% of street fighters out there! (Actually, less than that — not one street fighter in a thousand knows this secret... and that gives you a 1000-to-1 advantage when coming up against an armed assailant!)
- How to "blur-out" a weapon used against you so you can easily focus on the target you want... without getting "stung"!
- Why the stupid "standard" martial art advice about knife fighting will get you seriously injured (and lose the fight)... and the only true way to counter and win a knife attack!
- Why there can never be a "perfect weapon" in a street fight! (No matter what you are faced with, you can quickly take away the advantage of your armed attacker!)
- Why learning to block a weapon is a silly waste of your time and energy... even though most martial artists spend up to half their time practicing this nonsense! (There are incredibly better and more effective ways to conduct yourself against a blow... once you know the secrets!)
- Exactly where the best "fight ending" targets are on your opponent... and the simple secret all great fighters use to make sure they hit them!
- Why the natural way your body moves makes for the most effective close-in fighting. (Forget all that fancy mess you see in the karate movies!)
- How top fighters "blitz" the center of an opponent! (This is an astonishingly effective fighting technique.)
- Plus — how to fight unarmed against clubs... knives... and guns... how to disarm an attacker with simple moves... how to counter mass attacks of two or more assailants (using "angulation", a technique the SEALS love)... how to fight when you're backed up against a wall... and more. Much more.
- Instantly "freeze" the knife when it's thrust at you, taking complete control of it immediately! Your attacker will be powerless against you at this point!
- Inflict the greatest possible damage on the attacker in the shortest period of time -- even with his own knife, while he's still holding onto it!

- "De-fang the Snake" -- a simple technique that lets you control the fight with one decisive blow! (And it works every time!)
- Avoid getting cut when you cut your opponent. (Most people unskilled in knife fighting make a serious mistake at this point and get needlessly cut!)
- "Recover" with a "back-up" move if your attacker fakes you out. You'll make him pay for it with this handy trick!
- Train so that you can "feel" your enemy's moves -- even with your eyes closed, in total darkness!
- Confuse your attacker so that he makes a foolish and fatal mistake. All it takes is one, and he's history!
- The 5 most devastating strikes for any direct confrontation -- plus your best "first move" to end the fight right now!
- "Combo" traps that make it highly difficult for your enemy to defend himself! You just sit there and beat the snot out of him while he whimpers and cries for mercy!
- How to unleash animal-like swiftness inside you. This is a level of skill that goes beyond your normal speed and strength!
- The dumbest mistake most fighters make -- and how to instantly demolish anyone stupid enough to make it!
- How to force your opponent to cover his head so you can lay waste to the rest of his body! This will disarm even the most skilled boxer you will ever meet!
- You don't have time to practice? Here's how to "short cut" your mastery of even the more "difficult" techniques so you can use them immediately -- especially if you're unskilled in the martial arts!
- Why the simple (yet totally misunderstood) "Battle Punch" is one of the strongest techniques you'll ever use -- and how to do it right!
- How to keep your enemy on the defensive with simple, devastating moves that you can learn in one practice session!
- Dozens of ways to block and catch a punch... throw the guy to the ground... and break his arm in the process -- all in about 1.7 seconds!
- How to use your attacker's body against him -- even when you're grabbed from behind!

- Clever ways to prevent your opponent from "countering" your best moves -- while you counter all of his!
- The one point on his body you should go for immediately, and the part of your body you must never "give" him.
- Painful, high-torque positions you can easily put the guy in. Not even "Plastic Man" could get out of them!
- A deadly mistake almost everyone makes when attacked with a knife. (Please... ALWAYS remember this one, or else!)
- How to inflict a tremendous amount of pain on your very first strike: 3 key areas on your opponent's body that are easy to hit and will send him reeling! Then you finish him off before he ever gets a chance to land a single blow!
- What the LAPD found out after an extensive investigation into why their officers get killed in shoot-outs. If you remember nothing else when you're under fire, using this one tactic will mean the difference between surviving... or being buried three days later (alongside whomever you were trying to defend!). To our knowledge, this secret is revealed only on this video. You'll probably never hear it anywhere else!
- How to make sure you always have a round in the chamber when reloading with a fresh magazine. "Running dry" can get you killed, but this technique will save your life if you're ever in a drawn-out shooting confrontation!
- How to shoot when you're "jammed" against someone who's right on top of you — when you have no margin for error and no time for any mistakes!
- When and how to take the "slack" out of the trigger so you can shoot the instant you need to. We're talking hundredths of a second that can make the difference between your life and death!
- How to "present a smaller target" to your adversary while you're shooting — especially when reloading!
- How to reload your gun with a fresh magazine without taking your eyes off your target — not even for a second!
- The right way to draw your gun from your holster so your gun is right on target with the least amount of movement in the shortest possible time. Remember: He who fires and hits the other guy first, WINS!
- "Command Fire" — a special technique that overcomes the "surprise" of the gun firing when you didn't expect to shoot... and how this will help you hit your target faster and more accurately!

- KILL ZONES on the human body: At this Camp, we weren't training to shoot paper or metal, but another human being who is bent on causing you or your family severe harm! You have to kill or be killed — it's that simple! A well placed shot will do the job — no matter if you're using a 9mm or .45 cal. But you have to know where to aim, and then hit that spot!
- Your trigger finger: How to avoid pulling to the right or to the left! Slight movements here make a BIG difference, even at 7 meters out! Tommy gives you DELTA Team's "centering" secret that forces you to shoot straight! Plus, a special trigger-pull exercise and drill that will make you an "overnight marksman"!
- Why even most police officers stand wrong when facing their target. This little mistake can get you killed, even if you're wearing a bullet-proof vest!
- Your "internal guidance system" for the gun. Remember: whatever "data" you put into your grip will determine where the round will hit down-range!
- The most common grip mistake you always see people making. It's a style that went out in the 1950's because it causes the gun to rock back and forth, obliterating your accuracy!
- Special dry-firing exercises you can perform at home — saving money on ammunition while you become deadly accurate!
- The precise, intricate details of how to grip your gun properly: Which fingers grip the weapon, which ones don't, and how this little secret will keep the gun barrel from tilting forward, shooting the dirt! Plus, secrets to getting the proper "feel" in your hand. After that, just a small amount of practice will make you perfect!
- How to properly "lock out" your arms. If you don't do this right, the recoil will send your shots all over the place!
- How to gain the masters' skills of "instinctive" shooting — so that when your weapon is brought up to bear, it's immediately on target and can be fired accurately every time. No more "spray and pray"!
- The trick to finding your front sight real fast. It took one of our Navy SEAL instructors five years of training to discover this secret — but you'll learn it in just 5 seconds!
- A common mistake most shooters make that prevents them from controlling the recoil of their gun. Do it the way you'll learn on this tape, and all the shock is absorbed by your body while your gun stays accurately on target!
- Common, deadly mistakes that are made even by police officers! Plus, how not to expose yourself or your weapon when shooting at your enemy!
- How to keep a proper distance from your barricade — thereby avoiding jams and misfires

— and why most guys make the mistake of wanting to get too close to their barricade as a "brace" or "support". If you make this dumb (but common) mistake when shooting from behind your barricade, it's all over for you!

- The biggest disadvantage of shooting in the prone position: This "fact of life" can destroy your accuracy, and you can't overcome it unless you know the key techniques revealed on these tapes!
- The little-known technique for holding your gun and flashlight together so "the two become one". With this skill, your flashlight will automatically be aimed at the exact same spot as your gun, allowing you to accurately shoot your target the instant you see it!
- The surprising place where you must stand when you're in a hallway. It goes against what your "survival instincts" tell you, but all the studies show that this is where you're least likely to get hit by a round!
- The right direction to point your weapon when room clearing. (HINT: It's not what you see in the movies!)
- Where to strike your opponent to end the fight quickly, no matter how big he is or how surprised you are by the attack! (With these "blitz" fighting tactics, you'll be victorious and done before a bead of sweat appears on your brow!)
- Why it doesn't make a damned bit of difference in real life if you can break a stack of boards or a block of ice with your bare hands! (Sorry, karate "masters"!)
- A simple method that enables you to smash your opponent with your first blow — and why most people forget to train for this!
- The right way to throw a hook. Not one guy in ten thousand knows the key to the incredible power you get from doing it properly!
- The key to choking someone out. It's more than just a matter of squeezing the throat! You have to know how to use this key element when ground-fighting or you won't ever "finish the job", no matter how strong you are!
- How to turn a bad situation into your advantage: You get charged, you fall to the ground, and you're flat on your back. But if you know what Frank teaches you on these tapes, you will come out on top and put the other guy in the hospital!
- "Meeting the Force" — a critical skill that lets you inflict pain on your opponent from the very first beat — hitting him in vital areas even while you're defending yourself from his attacks!
- Why the typical martial arts school in your neighborhood teaches you the "baby" way to block a stick — but you'd better hope and pray that you're attacked by an actual baby

instead of a vicious street thug or drug dealer, because you'll get killed if you don't know the real way to defend against a deadly weapon-attack!

- Why the U.S. Marines are often called "Leathernecks" —and how to use the lesson behind this name to your advantage in a weapons confrontation!
- Improvised weapons you can use to defend against a meaner weapon in your opponent's hands. Even a ball-point pen will do the trick if you know how to use it!
- The important difference between fighting with a knife and a stick — and how to be on the lookout for a clever "trick" that savvy knife-fighters will use to cut you up like an onion!
- "Standard" martial arts "blocks" against a knife that most "storefront" karate school students are taught, but they definitely don't work! Here are 6 key moves that do!
- What to do when your opponent grabs your knife hand! You may think he's got you at a disadvantage, but Frank shows you several simple but potent options that let you throw the guy around like a rag doll!
- How to use the new "pencil" locator tool (called a "kubaton") as a brutally effective "straight from your pocket" self-defense weapon. It looks harmless, but it gives you the leverage to take down a guy twice your size in no time flat! Yet you can take it through airports or any metal detectors without the slightest problem!
- How to get inside the mindset of the two main kinds of stalkers... and learn to intuitively spot them before they have a chance to move to the later stages (always bad) of their plan! (All criminals "stalk" before striking — some take a few minutes to see how much of a victim you'll be, and others take days or weeks. They cannot act once they are "found out"... but they seldom are, because most people are just too oblivious to even know they're being stalked!)
- What criminals look for when they're "taking notes" about you! (And how knowing this mindset puts you back in control!)
- Eight ways to catch a stalker... without him knowing you're doing it!
- The one thing you can do with your eyes to make a scumbag back off and think real hard before continuing with his plan of attacking you! (It works like magic to ward off trouble 90% of the time!)
- The single most important decision you must make before any crime happens... that will increase your chances of survival 100%! (Not making this decision is the principle reason many otherwise competent, strong and fight-skilled men become scared victims!)

- Why you should never stop at a roadside emergency anymore... and the one thing you must do to both help people who need it, and avoid criminals doing a "stake out"!
- How to approach "weird" scenes around your car in a lot to avoid trouble! (Crucial information for a woman!)
- How to defend yourself from attack without using fancy fighting techniques or skills or strength! (Perfect for kids, and when you're attacked by someone more skilled and larger than you!)
- How to use the most popular "pocket" self-defense weapons — which almost everyone does completely wrong! (Often, that pepper spray in your pocket gets used against you by your assailant, unless you know the simple way to use it correctly, every time!)
- How to turn the criminals "code of action" against him — something none of his victims ever do, yet which is the only definite way to survive every time!
- The chilling "work styles" of the most vicious criminals (including serial killers)... and how to never do what he expects his victims to do as he "sets you up"... and give yourself time to escape! (Most serial killers are never caught, and their victims go into a "panic routine" these heartless killers know well... and enjoy.)
- What kind of "body language" a criminal looks for in a victim! (And how to avoid doing it!)
- How to get money from an ATM without putting your life at risk! (These robberies are becoming the easy money "habit" of many criminals... and increasingly, they are forcing their victims to ride around town with them, taking money out of different ATMs with their card... and making sure you aren't in shape to identify them later!)
- How to "fortify" every entry of your home against intruders — doors, locks, windows, everything! (Including the frames around your doors, which burglars know are almost always weaker than the door itself!)
- How to set up an impenetrable "wall of safety" around your home... for spare change! (In fact, sometimes the most expensive alarm systems are the worst way to deter crime!)
- How to fool any criminal while you're gone! (Most people leave glaring "tips" that they're away on vacation or for extended times... a flag to any intruder that he can take his time cleaning you out!)
- How to quickly set up guaranteed escape routes for your loved ones during any emergency — including the "fighting escape" taught to foreign embassy families! (Plus the essential "rally point" detail even some experts forget about when preparing their own families for fast escapes!)

- How to "test" private security guards! (Many are low-paid, easily-bribed ex-cons themselves, ready to help other criminals take advantage of your trust in their false security!)
- The single best defensive move ever created — it's all you need to know to eliminate 99% of the force of any attacker's punch or charge! (And so simple you will master it immediately, even without practice!)
- The secret of instantly regaining your balance at any point in a fight — a natural move that works like magic to keep you from going down, yet is unknown to most streetfighters!
- How to tap the source of devastating power in your body — without it, your strongest strike will lack force ... with it your most casual punch will carry the power of a jackhammer.
- How to get out of a surprise choke-hold without getting hurt! (A move few fighters learn, and almost no attacker will expect... very simple to do, very devastating to the attacker!)
- How to keep from being taken to the ground when attacked by multiple opponents! (It's the worst place you can be in a gang attack... but with Ray's training, you'll know exactly what to do to stay upright... and turn the attack around in a blink.)
- You'll easily pick-up two breathtakingly simple ways to take down a larger and more pissed-off opponent... and make sure he stays down! (Not a lethal move, but a great way to end any fight right now).
- How to turn a bad situation in a crowded place — like a bar — into a "non-situation" by putting the bad guy on the floor! (The reason most karate stuff doesn't work in the REAL WORLD is that so much fighting happens in places where you have NO room to make your fancy moves and spinning kicks!)
- Learn how sheriffs train to subdue prisoners in tiny cells -- the hardest type of fighting there is! (Sheriffs must spend two years manning jails... and the most common injury for them occurs in tight quarters.)
- How to quickly arm yourself (permanently) with an "invisible baseball bat" — a simple move so devastating, using nothing but your natural body movements, that it will drop Godzilla in a heartbeat!
- The "lazy man's" trick to winning any fight on the ground — if you are surprised by an attacker, or somehow wind up on the floor, these secrets will end it immediately. (This is the secret to "simplified but guaranteed" ground fighting that even one of the famous South Americans got interested in when he stopped by Mike's training studio!)

- The 3 simple secrets — the ONLY secrets you need — of taking out bigger, meaner and more skilled opponents... in the ring, in the street, on the battlefield. (Finally, real-world fighting reduced to its pure, most simple basic form of effectiveness!) Size is irrelevant. Teenage girls can incapacitate enraged bikers on meth. Speed or agility don't count. You can be totally out of shape, or wounded, or taken by surprise... and still win easily.
- You don't need to train like a fighter. The simplicity of these 3 fighting secrets is stunning — once you learn it, it's yours to use. If you don't have the time waste in a dojo training, this will change your life. And... your "will" to fight will never hamper you. You may never use this, or you may have to use it tonight... yet that "warrior's heart" will be inside you, with all the necessary confidence and inner strength required to engage quickly, and win decisively.
- A special session with Vladimir, where he goes further than he ever has revealing the secrets he perfected as a master trainer of Russian Spec Ops... and... A breath-taking "combination" session with both Oleg and Vladimir... a video testament to the awesome power and slick viciousness of their skills and secrets!
- Special training tips used by the Russian Special Forces — super "high speed" learning techniques that are unknown by the US military! (And which can "force-feed" your muscle memory in the shortest time possible!)
- How to use mega-advanced grappling moves against multiple attackers! (Something the Brazilians never figured out... because they never had to compete in real-world life-or-death combat!)
- The secrets skills that make Oleg's fighting style look like "Brazilian Ju-Jitsu On Steroids"! (He goes forward where the Brazilians left off — combining cunning offensive strikes with fight-ending submissions and the most brutal grappling skills you've ever seen.)
- Why the Russians "trashed" all their Oriental martial arts training... after they realized they needed skills that would work against larger, heavier, and more savvy opponents than the Asians faced centuries ago! (And why training in robes and ghees is a huge mistake... since Western clothes do not respond to grabs that work with Oriental clothes!)
- Plus... a hot little "bag of tricks" that will enable you to completely dominate bigger, meaner and more skilled opponents with ease! The most amazing thing about these Russian skills... is how simple they are, once you know the secrets. The best fighting skills on the planet, it turns out, are not complex at all. Still, the difference is knowledge — by being among the first to even learn these secrets, you will be light-years ahead of everyone else... and your ability to defend your home and loved ones will be without question when it comes to face-to-face combat.

- While most amateurs are constantly pulling across their swing (and robbing themselves of both accuracy and power) most Pros know that the secret to pin-point accuracy is to "extend" correctly and use a slight "push" through the tricep muscles of your right arm. Simple, if you know the secret!
- Why simply allowing your wrists to stay "cocked" a fraction of a second longer than you're doing now will finally give you the elusive "lag" that Pros use to gain such awesome velocity! (This "late hit" instantly frees up the "floodgates" of power).
- How to stay completely focused during your round, exactly like the pros! The secret is knowing how to relax, and WHEN to relax... so you aren't burned out by the sixth green, and still having FUN by the eighteenth!
- How to "force feed" unshakable confidence into your game! How to get out of trouble easily, with purposeful shots that ERASE mistakes and keep your score astonishingly low even when weather, playing conditions and physical problems threaten to destroy your game!
- How to swing with a third less effort and increase the power in your drive by 25%. (I know one guy personally who paid Milt over \$2,000.00 to learn this secret alone.)

NOTES:

NOTES:

Chapter 9:

How To Get And Use Testimonials And Other Forms Of Proof To Supercharge The Selling Power Of Your Copy!

“What others say about you and your product, service, or business is at least 1,000 times more convincing than what you say.”

— Dan Kennedy

A testimonial is simply someone else singing the praises of you, your product, service or business for you... either in writing—the most common way—or on audio or videotape.

The quote I started this chapter with came from Chapter 8 in Dan Kennedy's new *No B.S. Sales Success* book. In that chapter he also says you should not just have some proof... but... a preponderance of proof. That is, you should have an overwhelming quantity and quality of evidence that you and what you are selling is indeed great. You should get that book and read that chapter immediately. That single chapter, alone, is worth 500 times+ (I'm not exaggerating) the cost of the book. (You can get it at: www.nobsbooks.com)

Anyway, I've heard him say that phrase above or something close to that at least a hundred times. He repeats it often in his *No B.S. Marketing Letter*, where he shows critiques of sales materials sent to him for review. And it's astonishing (to him and me) how often these letters and ads *don't* have any testimonials.

It's crazy to spend all that time and effort crafting the very best sales message possible, then leave out something so simple (and so important) as testimonials.

Always remember this...

Not Using Testimonials In Your Sales Messages Is A BIG Mistake!

A big mistake that is easy to make, yet easy *not* to make (to paraphrase Jim Rohn). Now, having said all that, here are the basics of testimonials.

One of the hard and fast rules of a great testimonial is to make it precise, definite... not vague or general. Let me show you by example:

Precise, Definite Testimonial:

“Scott is truly one of the best copywriters in the world... and... one of only three people whose opinion I trust. Over the last six years or so, he has written numerous pieces of advertising for me, all of which were enormously successful. What's maybe most impressive is his uncanny ability to sell high-ticket items with ease. Last year, he wrote a letter that made \$36 for every \$1 spent mailing at a price point of \$970. A letter he just wrote for me has made (so far) \$23 for every \$1 spent at a price point of \$1,222... and... we're still getting orders! Scott has my highest recommendation.”

— Gary C. Halbert, “The World's Greatest Copywriter!”

That's an actual testimonial from my web site singing the praises of my copywriting ability. See how precise it is... down to the return on investment—in dollar amounts—my copy pulled in? Now, let's look at a...

General, Vague Testimonial:

“I really admire Scott's copywriting. He's great!”
Joe Blow, Acme Corp.

Quite a difference, isn't there?

Anyway, what I'm trying to impress upon you is that you want specifics. Specific testimonials in regards to real-world improvements. They could cover speed, ease-of-use, profits made, and anything else that's a real benefit to your customer. And that brings me to another point...

You Should Have Testimonials For Every Single Benefit Your Product Or Service Offers!

If your product is easier, faster, cheaper, lasts longer or whatever than your competitor's... you should have a customer testimonial for that benefit. You should let your customers tell it. You want to let them brag for you. When *you* do it, it comes across as puffery or tooting your own horn. However, when *they* do it, it carries much more weight. And when a lot of them do it, it *really* carries much more weight.

Also, you should let them tell it in their own voice. Don't correct grammar or punctuation. Don't make your testimonials too slick or polished. I mean, unless they are horribly bad, you don't want to clean them up any. They'll ring more true that way.

Another way to make your testimonials more potent is having the customer's full name, address, occupation, phone number, picture... and... even a blue-ink signature. You may not get permission for all this, but at the very least, you should get their full name, city and state. Don't settle for initials. (I'll cover some ways to—ethically—pry the other stuff out of them in a minute.)

For example, which of these testimonials are better?

"I'm now making over \$10,000 a month thanks to Scott."
T.C., Illinois

Or...

"I'm now making over \$10,000 a month thanks to Scott."
Tom Carter, Retired Account
123 Any Street, Chicago, Illinois, 55555
Phone: (555) 555-5555

Obviously the specifics in the second testimonial make it much more believable than the first.

Moving on:

Now the question of where to put the testimonials in your sales messages. I prefer to put them after I've spelled out the benefits. A lot of times after the bullets. I'll do the bullets, then segue into the testimonials with something like... "This product is truly amazing, don't you agree? However, don't take my word for it. Here's a small sample of unsolicited testimonials taken from our files. Listen to what they have to say:"

Then I insert 8 to 12 testimonials. If I have a lot of testimonials, I'll often put them on a different colored sheet of paper (Goldenrod or Canary Yellow or Lime Green) and insert them separately in the package. Always with some sort of headline up top, like:

**What Others Say About Robert Allen
And His Amazing "No Money Down"
Real Estate Buying Techniques!**

Something like that or better. Just follow the rules of writing killer headlines.

One neat trick—and actually a great shortcut for business owners who can't write—is if you have a whole lot of testimonials... say 100 or more letters from people saying you're the best, send them out (if it makes sense to). Here's what you do: Copy the letters, write a short cover letter and some kind of order form... throw it all in a 3-ring binder and mail it to your leads.

That may be a little hard to do if you're selling a \$19.95 widget or information product. But, if your product or service runs in the hundreds or thousands of dollars... you may be able to do it. You'll have to run your numbers to know.

However, you could probably do this, even with low per unit prices: Have a small booklet (5 x 8) printed up. 25-100 pages and load it with testimonials. Put one letter/testimonial on each page. Use a smaller typeface... 8-pt. or 10-pt. This booklet would be cheaper to produce and cheaper to mail.

The booklet idea is a good idea even if you can write and have good sales letters. Now onto:

Legal Requirements Of Testimonials:

First and foremost, they have to be real. Do NOT make them up. That's definitely illegal. You must also keep a printed record on file of all your testimonials. And you need to have written permission from the customer to use them. A simple release form will work. Remember to ask for permission to use their testimonial in any and all current and future promotions.

Second, some professions and industries strictly limit or forbid the use of testimonials. For example: If you are writing copy for a dentist or doctor or accountant... or... if you are in one of these professions writing advertising for yourself... you need to check with your lawyer and/or trade or professional organization before you start using testimonials. Also, a quick search of the Web and/or a basic book on mail order can help fill you in on all the details.

Other Types And Ways To Use Testimonials:

Testimonials from authorities or celebrities. Here's something important: Your "authority" or "celebrity" doesn't necessarily have to be super-famous. For example, if you are in a tight niche market, you can quote someone well-known in your industry. Actually, no matter what industry you are in, you can use this technique... as long as who you are quoting is known and carries some weight in the mind of your prospect. Another possibility... if you market locally, maybe quote someone influential or famous within your community. I just received a full-page newspaper ad (actually two full pages, front and back) from Bill Glazer (Glazer-Kennedy Inner Circle) where he used—very persuasively—a well-known, local news anchor to tout a "Mania Sale" at his Gage Menswear Stores in Baltimore. (As a side note: I can tell you, if I lived anywhere near Baltimore, I would've been at that sale. In fact, after reading that ad, and because I really need/want to improve how I dress, I'm seriously considering flying up to Baltimore a couple of times a year to get my clothes. The ad really was that good. It spoke directly to me as someone who'd like to dress better, but has no clue where to begin... or whom to trust.)

One of Halbert's favorite techniques is to use B-level celebrities. He wrote a whole newsletter about it you should read at:

http://www.thegaryhalbertletter.com/newsletters/zlkk_movie_and_tv_stars.htm

John Carlton in his Golf and Self-defense ads uses very minor guys and turns them into celebrities in those markets.

Yet another good technique:

Start Your Sales Message With A Testimonial!

Either your headline, subhead or opening paragraph can be a testimonial. Here's how I did it awhile back in a very successful promotion for a major infomercial guru:

**At last! You can make ultra-profitable trades too...
we'll show you how for free!**

**Utah Man Makes Over \$10,000 In
Two Weeks Trading Stocks The
Automatic, Easy Way!**

“I worked as a broker for two of the leading investment firms on Wall Street for over four years. What they taught me doesn’t even begin to compare with what I learned with _____ in less than 3 weeks. In a two-week period, I was able to make over \$10,000.”

— John Doe, Provo, Utah

The testimonial there is in the subhead. But it doesn’t matter. It could’ve been the headline or opening paragraph just as easily.

Still yet another great way to benefit from testimonials is... have your whole sales message be a ringing endorsement from a customer. My friend and occasional client, Joe Polish had a really good one he used to run in the Carpet Cleaning trade mags. The headline was something like:

**EXPOSED:
The Real Truth About Joe Polish And
His Marketing Methods For Carpet Cleaners!**

I can’t find the ad... but the headline was similar to that. The deal was, Joe was despised and criticized by a lot of people in the industry because of his rapid success. (Success he very much deserved, by the way.) So he had an ad written for him by a customer (who is really a very good copywriter) that started out with that shocker... then went on to really give a ringing endorsement of Joe and his methods. I believe it was one of the most successful ads he ever ran. It eventually ran out of steam... because of the limited market. But nonetheless, it’s a very good example.

You could also just have a rave review message from a customer. Start with their testimonial. One like:

“Scott, your copywriting course took me from living in my Nissan Pathfinder, to making over \$10,000 a month with words on paper!”

— Scott Palangi

Then have the message come from them telling their rags to riches story. You can, of course, write the message yourself with their permission. Sometimes though, the way they tell it might be better than the way you would. If that’s the case, just clean up what they write a little (maybe add a little to it) and run it. (Incidentally, that’s a real testimonial I received the other day.)

Here’s a very illustrative story—concerning testimonials and always doing a complete selling job—that you should remember:

Once, when I was working on a sales letter to sell the video and audiotapes of one of Gary Halbert’s Copywriting Seminars, I was talking to him about it... and something interesting came

up. I told him I had written an "About Gary Halbert" insert for the package... but... he probably didn't need it for his list... just for outside lists that may not know who he is. And...

I Was Wrong!

Gary, in his infinite wisdom, reminded me that you should **ALWAYS** do a full selling job... even if... it's to your own list. Even your own mother. He said he learned that lesson the hard way selling encyclopedias door-to-door.

He learned, that even if people said they had the money put aside and were just waiting for him to show up... they often still would not buy... if... he shortcutted (in any way) his sales presentation. **ALWAYS** remember that. **ALWAYS** do a full selling job. It's easy to get sloppy and **ASSUME** things. Don't do it! Don't do it! Don't do it!

He also said that people *easily* forget just how wonderful you are. So, don't ever leave out your testimonials/proof. I don't care if it's your best customers. They can't be bothered to remember that everyone else in the world thinks you're great... you must remind them... every time!

And that's certainly understandable in today's world where you've got to remember 15 PIN numbers, 39 passwords, your bank account #, social security #, pay 35 bills a month, read, watch and hear 1,000's of inane advertisements every day, etc., etc. How in the world can you expect people to care about or remember you... unless... you tell them **WHY** they should?

That means... use proof. A preponderance of proof... **EVERY TIME**!

How To Get Testimonials When You Don't Have Any:

This brings up an important thought: Does it matter whether you solicit testimonials or not? Not really. It doesn't make that much difference when you say, "Here Are Unsolicited Comments...", versus, "Here Are Comments...".

It would be nice to always say "unsolicited". But it won't make or break you. And you're not always going to have that luxury. Often you are going to have to ask for testimonials. The good news is...

Getting Them Is Easy!

It really is. For example: You could hold a testimonial contest with prizes. Valuable prizes... or at least prizes with a high-perceived value. Just send a letter to your customers asking for the best testimonial for whatever... and... tell them what the winners—1st, 2nd and 3rd place—will get. But also make sure *everyone* gets some kind of valuable prize. You should probably mention that in your letter, too. Or you could simply offer a free product or bribe for a testimonial. Whichever of these techniques you use... you will get floods of testimonials... I promise.

But what if your product is new. Send it free to your customer list in exchange for their

comments. Or, run an ad giving it away free on the condition that they must use it and send you their feedback within 10 days or something.

Other things you can do: When someone orders, send 'em your product along with a prepaid FedEx return label and box. Include a testimonial form and disposable camera. Tell them to complete everything, take a few pictures of their smiling mug... and send it back. And then you'll send them X product worth \$X. Or, a mystery gift worth \$X.

What about getting permission to use their phone numbers in their testimonials? I learned this from Halbert. Buy 'em a voice mailbox. (Actually, his advice—because this was years ago—was buy them a phone line and an answering machine. That's a whole lot more expensive than a voice mailbox.) These days voice mailboxes are so cheap you ought to really consider doing it. Then have them record an outgoing message in their voice that says they can't answer the phone personally anymore but *your* whatever is really great. Have it come off just like their testimonial.

Other Forms Of Powerful Proof:

Have 'em call and record a testimonial. You can then record these on a tape or CD and add them to your packages... or... simply set up an eavesdrop line the prospect can call.

Here's a list of other forms of proof you should actively seek out and use: Stats, number of customers, time in business, financial and professional references, government or industry reports, sworn affidavits, number of cities, states, countries served, experience, awards, credentials... and... anything else you can think of.

Joe Polish, whom I mentioned earlier, does something really neat. He has his successful customers hold up a printed sign with their testimonial on it. A sign large enough, and the testimonial concise enough, so that you can read it. Then he takes a picture and includes it in his promotions.

Another hot form of proof is social proof. Now, quite obviously, testimonials are a form of social proof. But, there are deeper aspects of social proof worth investigating. And you can do that by reading Robert Cialdini's fantastic book, *Influence: Science and Practice*. You should definitely get, read and reread his book. Also, get a copy of the previous edition titled: *Influence: The Psychology of Persuasion*.

One last thing and I'm going to wrap this chapter up: Years ago Joe Polish and Dan Kennedy did some tag-team consulting with Bill Phillips. If you don't know Bill, he's most famous for writing the health and fitness book, *Body-for-LIFE* (a book you should definitely read, by the way). He was also CEO of *Muscle Media* (a bodybuilding magazine), and EAS (a nutritional supplement company). Awhile back he sold those two companies for A FEW HUNDRED MILLION DOLLARS!

By the way, not many people know this... but... Bill got his start from reading *The Gary Halbert Letter*. This prompted him to start his own newsletter on bodybuilding... which later became the magazine, *Muscle Media*.

In any case, in Bill's quest to promote fitness, around 1996 or '97 he started a fitness contest for the average person. He gave away huge prizes. Just to give you an idea of "how huge", the first year, the winner got his bright red, Lamborghini Diablo. Anyway, after the first or second year of successfully running the contest, he brought in Joe and Dan to consult. And one of the first things Dan noticed was that Bill had all these before and after photos. Incredible before and after photos. And not thousands, but tens of thousands of them. (Before and after photos were a requirement to compete in the contest.)

But the thing is, Bill was hardly using any of them. Dan then told him to use them everywhere, every chance he had... and... a lot of them. Even to the point that the book *Body-for-LIFE* had (I don't know if it still does) this toilet paper-type ribbon around it of nothing but before and after photos.

There are a lot of reasons why Bill's BFL contest was so successful... but... I've heard time and time again, that those amazing before and after photos were what got people motivated to participate. Not just the amazing prizes... but... the fact that they saw other average people who had made incredible transformations... and... because of the overwhelming "amount of proof"—in the form of before and after photos—they *BELIEVED* they could do it too! And I've heard it straight from the contestants' mouths... either on video, audio or in person.

By the way, Joe also made many, many valuable contributions to Bill's success... including an innovative pictorial concept for an ad titled "The Evolution Of Man." In fact, Bill bought Joe a brand new \$80,000 Jaguar XK8 convertible to show his appreciation for all his help.

So, my point of all this is, if you can find a way to use comparison before and after photos in your advertising, do so. But don't do it blindly. Test. Scientifically. The example above is a unique case. Sometimes pictures in place of words will reduce response.

Next Chapter:

How to craft irresistible offers and compelling guarantees!

Here's Your Exercise For This Chapter:

Start today collecting and searching out every form of proof you can use in your promotions. Add new forms of proof to your controls (or old ads or sales letters) and check response.

Quick Summary Of Key Points In Chapter 9:

1. Dan Kennedy's Advice: "What others say about you and your product, service, or business is at least 1,000 times more convincing than what you say." "Let them say it for you." Always use, "a preponderance of proof."
2. Buy Dan Kennedy's book, *No B.S. Sales Success* and immediately read Chapter 8. Go

Quick Summary Of Key Points In Chapter 9 Cont'd:

to: **www.nobsbooks.com**

3. Not using testimonials in your sales messages is a BIG mistake!
4. One of the hard and fast rules of a great testimonial is to make it precise, definite... not vague or general.
5. You should have testimonials for every single benefit your product or service offers!
6. In your sales messages, put your testimonials after you've spelled out the benefits. After the bullets is a very good place. Use 8 to 12 minimum. If you have more, put them on a separate sheet (or sheets) of different colored paper and insert them in your package.
7. Consider putting all your testimonials—if you have an abundance of them—in a 3-ring binder and sending it with a short cover letter and an order form. Or, have a small (5 x 8) booklet printed up and insert that in your package.
8. Legal requirements of testimonials: They must be real, and you must have a written record of them on file. Some professions and industries strictly limit the use of testimonials. Check with your lawyer and/or industry or professional organization and look for more information on the Web and/or in a basic book on mail order.
9. Use testimonials from authorities or celebrities. Read Gary Halbert's newsletter on using B-level movie and TV stars at:
http://www.thegaryhalbertletter.com/newsletters/zlkk_movie_and_tv_stars.htm
10. Start your sales message with a testimonial... either in the headline, subhead or opening paragraph. Have your whole sales message be a testimonial from a customer.
11. Always do a full selling job. Use a "preponderance of proof" EVERY TIME!
12. Get testimonials by having a testimonial contest or by offering a free bribe in exchange for a testimonial. Send a prepaid FedEx return label and box with their order... include a disposable camera and testimonial form. Then tell them when they return it they will get X product worth \$X... or a "mystery gift" worth \$X. If you have to, buy your prospects a voice mailbox so you can include a phone number with their testimonial.
13. Other forms of proof you should actively seek out and use: Stats, number of customers, time in business, financial and professional references, government or industry reports, sworn affidavits, number of cities, states, countries served, experience, awards, credentials... and... anything else you can think of.
14. Get both editions of Robert Cialdini's "Influence" book at **www.amazon.com** or **www.insideinfluence.com**
15. Test using before and after photos in your advertising if it makes sense to. Read Bill

Quick Summary Of Key Points In Chapter 9 Cont'd:

Phillips' book, *Body-for-LIFE* (www.billphillips.net or www.amazon.com). It reveals a very good way to get healthy and in shape... which... will make you a better writer. Not to mention also improve *EVERY* other aspect of your life in ways you can't even begin to imagine. You should also read his book *Eating-for-LIFE*... and... just about anything else he comes out with.

NOTES:

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Chapter 10:

How To Craft Irresistible Offers And Compelling Guarantees!

“Strong copy will not overcome a weak offer... but... in many cases, a strong offer will succeed in spite of weak copy written by marketing morons! Also, *what* you have to say is enormously more important than *how* you say it.”

— Gary Halbert

The quote above is one you should memorize. Why? Because it's one of the most important factors for getting maximum response to all your ads and sale letters.

If your deal or offer isn't of interest to your prospect, it doesn't matter how good the copy is that describes it. For example: If you won several million dollars in the Powerball Lottery, there's no way I could tell you that news that would make it boring. I wouldn't need long copy. I wouldn't have to use powerful, persuasive words. The format I gave it to you in wouldn't matter, as long as you read or heard it. And so on.

On the other hand, if what I had to tell you was that you had just won a week's supply of garbage bags... it wouldn't matter how good the copy was... it still wouldn't get you excited. (At least I hope not.) I could use every advanced copywriting trick and technique in the book. I could follow up with you once a week for a year. Use outbound telemarketing. Celebrity endorsements. Dollar-bill letters. And so on. None of that would help.

Obviously, these are outrageous examples... but... I want to make the point clearly. One of your top priorities as a marketer and copywriter... if you want to maximize response, is to...

Sweeten The Offer!

How do you do that? I'll give you several ways in just a minute. But first, I want to preface this discussion with two important pieces of advice...

1. Put Some Serious Thought Into Your Offer!

Here's why: The obvious reason, is that the better your offer... the better your response. The less obvious reason is, your offer can play a major role in the wording of your headline. Many times the offer and/or guarantee will be part of your headline... like in these classic winning headlines:

FREE BOOK—Tells You 12 Secrets Of Better Lawn Care

**NOW! Own Florida Land This Easy Way...
\$10 Down And \$10 Dollars A Month**

**Which Of These \$2.50-To-\$5.00 Best Sellers Do You
Want—For Only \$1 Each?**

**A Promise... An Unusual Guarantee... And A Different Kind Of Half-Price Offer With A
Slight Twist For Executives Who Seriously Plan To Advance In The Publishing World!**

**The 97-Pound Weakling... Who Became “The World’s Most Perfectly Developed Man.”
“I’ll Prove To You In 7 Days That You, Too, Can Be This New Man!” — Charles Atlas**

Double Your Money Back If This Isn’t The Best Onion Soup You Ever Tasted

See what I’m talking about? These are great examples of offer and/or guarantee as part of the headline. So spend some time thinking about your offer... just as you would your headline.

2. Make The Best Offer You Can Right Out Of The Gate!

For example: If you are selling (or thinking of selling) a book, run an ad and try to give it away free. Or, offer it free for 30 days. Why? Because if you can’t give it away, you sure as hell aren’t going to be able to sell it. And you want to know this as fast as possible. You want to fail fast.

The temptation for most marketers is to offer their new product or service with the least amount of guarantee (like 30 days) or for the highest price they think they can get away with.

This is a mistake! Because what happens is, you spend a lot of time and money, then if your results are unsatisfactory, you are left with a bunch of...

“What If’s”

What if we lower the price? What if we increase the guarantee? What if we add some bonuses? What if we?... and on and on. You then have to spend a lot more time and money, many times to find out that the thing is a dud anyway. If you’d just made your strongest offer first... you would have saved a lot of time and money and already be onto your next promotion or two looking for your next big hit. So spend the time crafting the best proposition possible... then... run with that, first thing.

The deal is, you are just buying results and data at first anyway. You are not trying to make maximum profit. You are checking for a pulse. Make your best offer, and you’ll know—as fast as possible—which ideas are worth pursuing, and which ones you should drop like a rock... immediately. If you have a winner, you can always work backwards (usually at a profit) to find the offer that gets you the right mix of response and profit. Instead of wasting time and money, working up to an offer that might (or might not) produce a profit.

Anyway, back to ways to sweeten the offer. Here are some of the most reliable...

Sweeten The Offer With Premiums... You Know, Free Bonuses

But make sure the bonuses have a high-perceived value and are easy (and cost-effective) to fulfill on. A good rule of thumb is... if you can't sell something, don't try and give it away. Your bonuses must be "wanted" items. Here's an example from the past:

Remember the old Ginsu knives infomercials? Remember how they'd pile on the free bonuses to get you to order? If not, it went something like this:

"But wait, that's not all! If you order in the next 30 minutes... I'll not only send you the entire 36-piece set of Ginsu knives, I'll include a second set absolutely free. And, you still get the free fisherman's friend fillet knife, the free indestructible cutting board... and... etc., etc., etc."

Anyway, the reason they did that is... it works! That is, it increased sales... sometimes massively. And all you've got to do to see this technique used at its perfection, is tune in to late night television. Just stay up late and watch a few "cheesy" infomercials.

They've really got it down to a science. They have to. It costs so much money to make and test an infomercial (\$100,000 or more easily) there's no room for error. If you see one of these 30-minute spots run over and over... pay attention... you're watching a winner!

Now, how do you apply it to your promotion... or a client's promotion? I'll cover a few different examples.

If you are selling information, you can add more information. Free reports. Free book. Free tapes. Free videos. Free teleseminars. Etc.

If you are selling a service. Say, dry cleaning, you could offer extra free cleaning. One shirt free for every two or something. More examples from different businesses:

Chiropractor... free exercise ball to strengthen their back with first paid appointment.

Dentist... free teeth cleaning with first paid appointment.

Computer sales... free deluxe office chair when someone buys a computer.

Industrial sales... free service contract for one year after purchase of a widget.

Whatever you are selling, you can use free bonuses to increase sales. Again, just make sure the bonuses have a high perceived value... and... are easy (and cost-effective) to fulfill on (see caveat below).

Use your imagination and see how many ways you can apply this in your promotions. It's easy.

Caveat: Be wary of tail. What's "tail"? This: Say if you are selling a book, and you offer a 30 minute free consultation to people if they buy the book... that consultation is tail. You have now sold your time (or someone else's). Time that's going to have to be fulfilled on later down the road. Better: Offer another similar or complimentary free report with purchase of the book. That can easily be fulfilled... and then... you are free and clear. And the prospect still gets increased value... thus... more sales for you (or your client).

A lot of times, premiums drive the sale. You see this a lot in the newsletter and magazine industry. For example: Here's the order form for a premium-driven offer for a health newsletter:

Special Savings Certificate

Feel Better, Look Better, Live Longer!

☐ Yes! I want to give myself a younger, healthier, body and live life to the fullest! I accept your risk-free invitation to try _____.

I understand that if I'm not satisfied with _____ for any reason whatsoever, I may cancel my subscription within 90 days and get a 100% refund of every penny I paid. Anytime after that, I can still cancel and receive a refund on all unmailed issues. Either way, I get to keep all the free gifts, plus any issues I've received.

☐ GREATEST VALUE. I lock in savings of 60% — and get 15 free gifts. Please enter my 2-year subscription for 24 issues of _____ at the special introductory rate of \$192 \$77. And rush me all 15 valuable reports:

1. Make Yourself Heart Attack Proof
2. New Breakthroughs for Preventing and Surviving Cancer
3. How to Protect Yourself From Viruses, Bacteria, and Bioterrorism
4. 30 Days to a Slimmer, Trimmer You
5. New Breakthroughs in the Treatment of Osteoporosis
6. Never Get Alzheimer's
7. How to Make Your Supplements and Remedies Work up to 5 Times Better
8. New Cures for Osteoarthritis, Rheumatoid Arthritis, and Gout
9. Nature's Cholesterol "Drug"
10. Powerful New Cures for Failing Vision
11. Say Good-Bye to Back Pain and Other Chronic Pain!
12. End All Prostate Problems, Including Cancer
13. How To Grow Younger and Healthier Cell-By-Cell
14. A Permanent Cure for Chronic Fatigue and Mystery Pains
15. Say Good-bye to Heartburn, Gas and Abdominal Pain

☐ STILL A GREAT VALUE. I still save on the cover price... and get 7 free gifts. Please enter my one-year subscription for 12 issues of _____ at the special introductory rate of \$96 \$39. And rush me these seven valuable reports:

1. Make Yourself Heart Attack Proof
2. New Breakthroughs for Preventing and Surviving Cancer
3. How to Protect Yourself From Viruses, Bacteria, and Bioterrorism
4. 30 Days to a Slimmer, Trimmer You
5. New Breakthroughs in the Treatment of Osteoporosis
6. Never Get Alzheimer's
7. How to Make Your Supplements and Remedies Work up to 5 Times Better

☐ FAST RESPONSE GIFTS. I'm ordering within 11 days. Please send me the following 2 bonus gifts:

- 17 Healing Secrets Your Alternative Doctor Doesn't Know About
- 9 Alternative Health Scams... plus 2 "crazy" cures that really work

Method of payment: Name, Address, Etc.

See what they've done here? They are offering highly-appealing free reports to get people to sign up for their newsletter. Reports they can keep even if they decide to cancel their newsletter subscription. Plus they offer additional "fast response" reports to get people off their duffs. Although they do it kind of weakly. A better way would be to have a deadline date stamped or printed in red instead of the vague "within 11 days".

Another famous ad campaign—at least it's well-known—is the *Sports Illustrated* TV spots. These are totally premium driven. They found out a long time ago that it was near impossible to get people to subscribe to their magazine without some kind of "thing" as bait. They use clothing, football phones, collector's items and other high-perceived value products to get people to subscribe.

The company that produces—in my opinion—some of the best coffee in the world, Gevalia, uses a free coffee maker (and other coffee-related premiums) to induce people to try their coffee. (If you like coffee, go to: www.gevalia.com)

Sweeten The Offer By Making It Easy To Buy

Here are a few very good ways to do this: 1. Offer easy installments. Let them pay in 2 or 3 equally divided payments every 30 days. Or, in the case of high-priced programs, products or services... maybe in 6 to 12 monthly installments. By the way, don't say "payments"... it carries a negative connotation. Say "installments" instead.

2. Offer to let them pay by postdated check. This usually triple sales. It also usually doubles refunds. But that doesn't matter... you still come out way ahead in terms of profit.

The best example I know of comes from Joe Karbo. It's from an ad he wrote with the headline: **The Lazy Man's Way To Riches**. By the way, this ad was so successful it sold 2,786,500 self-published books of the same name before Joe died in 1980.

Also, Gary Halbert (they were friends) told me that Joe's ad worked so well, he could run it something like three times a week in the *Los Angeles Times*, every week, and still make a healthy profit. That is truly amazing.

Anyway, here's how he worded his postdated check offer:

What if I'm so sure that you *will* make money my Lazy Man's Way that I'll make you a most unusual guarantee?

And here it is: I won't even cash your check or money order for 31 days *after* I've sent you my material.

That'll give you plenty of time to get it, look it over, try it out.

If you don't agree that it's worth *at least a hundred times* what you invested, send it back. Your *uncashed* check or money order will be put in return mail."

Then he goes on to say this in the order coupon:

Joe, you may be full of beans, but what have I got to lose? Send me the Lazy Man's Way to Riches. *But don't deposit my check or money order for 31 days after it's in the mail.*

If I return your material — for *any* reason — within that time, return my *uncashed* check or money order to me. On that basis, here's my ten dollars.

By the way, you can also use this technique with credit cards. Just say you won't charge their card for 31 days or whatever.

3. A slight twist on the postdated check offer is to let them try it out for 30 days... but... they have to pay shipping and handling. This works best when you accept payment by credit card.

You simply offer to send your product on a trial basis for 30 days if they'll pay shipping and handling. Then, if they don't return your product during the trial period... you charge them the remainder of the balance.

Additional Tips To Consider For Crafting The Best Offer Possible

Sell dollars for dimes. I believe this piece of advice comes from Ted Nicholas. And it's pretty self-explanatory. If what you are selling costs a dime, and you can show in a powerful, dramatic way, how your prospect can save or make a dollar (preferably, instantly), then it'll be far easier to make sales.

Here's what Claude Hopkins said about offers in *My Life in Advertising*: "My years in Racine gave me unique experience in advertising proprietaries, and brought me wide reputation. My methods were new. Testimonials had been almost universal in those lines. I published none. Reckless claims were common. My ads said in effect, 'Try this cough remedy; watch the benefits it brings. It cannot harm, for no opiates are in it. If it succeeds, the cough will stop. If it fails, it is free. Your own druggist signs the warrant.'"

"The appeal was overwhelming, almost resistless. Every since then my chief study has been to create appeals like that. **When we make an offer one cannot reasonably refuse, it is pretty sure to gain acceptance.**"

Sell one thing to one person at one time. The temptation of many copywriters is to offer options or multiple items to sort of "cover their ass". What I mean is they aren't sure about their offer, and they want to get a response. So they offer everything but the kitchen sink... trying to get them to buy "something". This is a mistake. What happens is they end up "watering down" their proposition and confusing the prospect. The result: Little or no response. Gary Halbert, when he had his heraldic crest company, learned this first hand. In effect, at first, they had one flagship product... the parchment-type piece of paper with your family crest and name history on it. Soon, they reasoned that people would like other items with their family crest on it. So they began to develop different products. So many, they produced a catalog to sell them... a catalog that lost money.

So Gary took a long trip and analyzed the catalog sales. What he quickly discovered was that three of the products were producing the majority of the sales. So he then put a catalog together with only those three products and they sent that out. It made a small profit. But after analyzing the sales, he discovered that one product out-pulled the other two by a wide margin. He then took that one product—a family crest wall plaque—and wrote a single sales letter for it only. He included a color picture of the plaque attached to the first page. And the result: They made hundreds of millions of dollars in profit from that plaque. That's the value of selling one thing to one person at one time.

(Just a quick side note: A friend of mine—I grew up with—had a plaque with his family crest on it. His family had it on the wall. I remember it from the time we were kids. It stuck out to me for some reason. In any case, some years back, I was visiting him in Dallas, Texas. And in

his house, he had the plaque. This was after I knew Halbert. I wondered—for a few days—if this plaque came from Halbert's. So finally, my curiosity got the better of me and I went over, pulled it off the wall and turned it over. Sure enough, it had a sticker on it that said: Halbert's, Bath, Ohio. Small world.)

Single options vs. multiple options. Somewhat related to sell one thing to one person at one time is... offering one or multiple order options. Like a basic and deluxe package. A lot of people swear by this as a means to increasing the average transaction value. My experience has been many times it just creates delay. It's my belief, that you should have the best offer possible for one package. Focus them on taking action on/ordering one thing. Do everything you can to make that action as appealing as possible to the prospect.

Single ordering option vs. multiple order options. Again this is somewhat related to the above two items. Here's the deal: Should you let them mail, phone, fax, and visit your web site to order? In my experience... the answer is a resounding NO! The conventional wisdom here is to let people have as many ways as possible to make it easy to order. But, as is often the case, conventional wisdom is wrong. Having multiple order options gives the prospect another decision to make. You want to laser focus them in on taking a single action... buying!

You need to test these things... but... in general, the more options you have—especially something as asinine as “log on to the Internet to order”—the more delay you will have. Which again, spells death of the sale.

Sometime back, I interviewed top copywriter, Arthur Johnson for a service I was editor of called: Monthly Marketing Genius. He wrote/worked for the Franklin Mint for many years. Anyway, I was interviewing him about a huge health magalog he'd written that pulled in 75,000 new subscribers in only 12 months. Amazing! One thing I noticed, though, was there was just a single way to order: “Fill out this order form and put it in the return envelope and mail it.” I was curious, so I asked him why? And he told me that when he worked with the Franklin Mint, they'd tried multiple order options many times... and without exception—it ALWAYS reduced response.

In fact, here's what I wrote verbatim in my analysis of his package: “38. EXTREMELY IMPORTANT! Notice, there's only one way to order... mail only. I asked Arthur about this because I was intrigued... and... it played up to a big belief of mine. And that belief is: **More Options = Less Response and Less Options = More Response**. Arthur confirmed this by telling me that during his time at the Franklin Mint, they found through extensive testing, that the less order options you offer, the greater the response.

“I've found this to be true in my promotions, as well. Now, I think it varies—depending on the market—which one order option you should provide — phone, fax, or mail. But, I'm inclined to lean towards 24-hour phone ordering... then... 24-hour fax ordering... then... order by mail. In that order. You've got to get your own results on this. However, I guarantee, if you ferret out the best of the three... and ONLY offer that option, you'll increase your response... probably radically.”

Claude Hopkins did tests in the early part of the 20th Century with similar results. Here's what he wrote on this subject in *Scientific Advertising*: "On one line three methods were offered. The woman could write for a sample, or telephone, or call at a store. Seventy per cent of the inquiries came by telephone. The use of the telephone is more common and convenient than the use of stamps."

Gary Halbert has done tests in modern times that proved "phone only" produces the maximum number of responses.

If you are offering something free... mention it right up front. This will improve response by leaps and bounds. It makes sense. Why hide the fact that your offer is free. I often will mention it in the superscript headline... then again in the subscript headline. Like this:

Here's an example:

"Free special report reveals..."

"How To Get Filthy Rich Using The Same 'Dark Secret' Wall Street Insiders And Elite Professional Traders Use To Legally Rob The Stock Market Every Single Day It's Open!"

From opening bell to the close of the day—every single day the market is open—these elite, secret society types cash in big by knowing something that you don't. And that something is... they know how to get (for free and within 30 seconds — every day) the exact list of all the stocks that are 99% certain to move up in price!

Now it's your turn to profit from this unfair advantage! Please read this message immediately to discover how to get a free, 20-page special report that reveals all the details....

Your Offers Should Not Only Be Powerful... But Also... Believable!

A lot of lesser copywriters overlook this. When you are making a fantastic offer... you should tell them "why" you are... or... why you are able to make such a fantastic offer. This will help remove their "this sounds too good to be true" natural skepticism. For example: If you are offering a huge discount... your "reason why" might be you are coming out with a new model of your product, and you need to make room to stock it. Or, you've ordered too many and they won't fit in your warehouse. Or—one of my favorites—the "damaged set" sale. That is, you've got some products that work perfectly fine... but... because of some insignificant

damage, you can't sell them at full price. The ways to explain your offers are nearly endless... you should work on this. Collect examples you see.

Here's a short letter that is a fantastic example of not only having a great offer... but... explaining why. It's Joe Karbo's "Caddilac" letter: (Notice he spelled Cadillac wrong... this gives it a humanizing touch that makes it seem more real.)

Dear Friend,

I have a new Caddilac that I got to sell because I'm leaving for the Service next week. It cost me \$14,000 and has only 732 miles on it. Rather than sell it to some thief of a car dealer or going to the trouble of advertising, I'll let you have it for \$7,000.

If you don't have the cash, don't worry about it because I only owe the \$7,000 and you can take over payments which are about \$275 a month.

You know I drive careful, but I'd feel better if you'd have your mechanic check it out before you buy. In fact if you'd like to drive it for a couple of days, I'll be glad to deliver it to you with a full tank of gas. And if you don't like the car, I'll take it back and you've had a free ride. No obligation.

One thing—it's an awful green color (but you could have it painted).

If you're interested, call me at (714) 826-1313 between 7 and 9 tonight.

Your friend,

Roger Atbury

Wow! This little short gem of a letter has a ton of salesmanship and psychology packed into it. Study it.

Offer As USP (Unique Selling Proposition)

Two classic examples of powerful USP's are FedEx and Domino's Pizza. FedEx: "When it absolutely, positively has to be there overnight!" Domino's: "Hot, fresh pizza delivered in 30 minutes or less, guaranteed."

I'm not going to go into all the details of how to craft a powerful USP. But here are a few basics: A USP is a statement/proposition that answers the question of why the prospect should do business with you versus any and every other option... including doing nothing. It's very hard to

come up with one as powerful as the examples above, though. But if you do, the results can be tremendous.

For a more in-depth discussion of USP's find a copy of Rosser Reeves book, *Reality in Advertising*. He invented the term. He was a fantastic adman... and... his book is a must read. It's out-of-print and hard to find. Try a library or search for it at:
http://www.trussel.com/f_books.htm

How To Craft Compelling Guarantees

All things being equal, the stronger your guarantee... the stronger the response to your offer. Also, the longer your guarantee, the stronger the response. By the way, longer guarantees tend to not only increase response... but also... reduce refunds. Why? Simple human psychology. If people know they only have 10 to 30 days to return something... they are on top of it. If, however, you give them a year or a lifetime to return it for their money back, they relax. Most of the time, they just simply forget about the guarantee. In the course of a year a lot can happen in people's lives... and... the least of their worries is remembering to return your product to get some forgotten money back.

Anyway, the most basic guarantee is: Order my product, if you don't like it, return it in 30 days for a full refund.

That's pretty standard. However, let's look at some ways to improve upon that...

Lengthen Your Guarantee

I discussed this above... but most people are reluctant. Do this: Try a longer guarantee for six months, and if it doesn't work out... go back to a more restrictive guarantee. I think you'll be surprised at what you find out... that is... as long as what you are offering is of good value.

Offer More Than Their Money Back

My favorite way to do this is the Double Your Money Back guarantee. The trick to this is to make it conditional. That is, you will give them double their money back if they show you some kind of proof that they used your product as directed. Don't make it too onerous... just some kind of proof. Like they have to show you the ad they ran, or a copy of their business license or something. The thing is, most people who refund do nothing... that's why they refund. Having mild conditions all but eliminates refunds from these people... which are the majority of your refunds anyway.

You can also offer additional money back without conditions. My friend and colleague, John Carlton has had great success doing this in the golf market. Here's one of his guarantees... in the subscript headline and as written in the body copy.

Subscript Headline:

"The answer will shock and delight you! It's an amazingly simple '2-step' Maximum Distance revelation that, we swear, will take you just 3 swings to master yourself... instantly pumping *massive payloads of accurate power* into your swing no matter how uncoordinated or out-of-shape you are... and guaranteeing your very next tee shot will be a breathtaking dead solid straight drive of 250-plus yards! Plus... if you aren't convinced, these guys will *pay* you \$10!"

Body copy:

**"OHP Will Send You Back \$10
For Your Trouble!"**

"That's an outrageously fair offer, don't you think? It means you get a *completely free lesson*... and unless you are absolutely convinced it's changed your game forever, you aren't out a penny... and you will actually come out *\$10 ahead!*"

By the way, in your guarantees, don't say you'll return their money "Minus shipping and handling". That just waters down the power of what you are saying... without... gaining you much. Return their damn shipping and handling fee too... and say you will. Remember, the idea is to remove the risk... to obliterate all obstacles to ordering.

Performance Guarantee

The performance guarantee can be used alone or in conjunction with a money back guarantee. Here's an example:

"This course comes with a 90-day, full money-back guarantee. That is, if you are unsatisfied at any time during the next 3 months, return it for a full refund of every penny you paid (including shipping and handling)... no questions, no hassles. Further, keep the course for an additional 9 months (12 months total)... and... if you don't make at least 10 times what you paid for the course in extra profit you otherwise would not have... return it... and I'll still send all your money back."

Not the best example... but you get the idea.

Dramatize The Guarantee

This example of how to pump up the power of your guarantee is so good, I saved it for future reference. It comes from copywriter John Forde. It's an excerpt from an article he published in his e-zine, Copywriter's Roundtable (www.jackforde.com).

Here's what he said:

"I tend to write a lot for financial newsletters. So let's assume that's what we're writing for. Here's how you might go about writing a simple, factual, rather average guarantee:

'If you're not completely satisfied, just drop me a line within the first 90 days. I'll rush you a full

refund. Every penny back. All the free reports and issues you've received are yours to keep. I hope that sounds fair.'

"Truth be told, that's not awful. In fact, it's about as far as most guarantees go. But now try an advanced version, with dramatization...

'I'm going to put my money where my mouth is. Read the 6 reports I'll send you. Study your first three issues. Log onto my private web archive as often as you like. See if you don't find my picks easier to follow and safer than anything you'll get from your broker.

'That's not all.

'If you can't find at least 5 ideas there that you're absolutely convinced will double or even triple your investment returns, then I'm not doing my job. And if that's the case, I'll urge you to call this number (1-800-555-XXXX) and ask for a full refund.

'Call within the first 90 days and I'll rush you a full refund. Every penny back ... etc., etc."

"Why dramatize? I hope you can see how, when you give your prospect specific ways to measure the benefits, you're doing much more than just promising to give money back to unhappy customers. By getting into those actionable specifics, you're actually melting away defenses."

See what he is talking about? The second guarantee is active with action verbs and actions the prospect can take to prove the value of the product to themselves. Those kind of specifics increase believability... therefore increase sales.

Two More Examples Of A Great Offer/Guarantee

Two of the best examples of guarantee/offer I've ever seen come from Rodale Books and Boardroom, Inc. Rodale is the largest independent book publisher in the U.S., and Boardroom publishes the largest circulation hard copy newsletter in the world: *Bottom Line Personal*. (This should give you a clue as to the power of an over-the-top offer and/or guarantee.) You should buy a book from Rodale and subscribe to Boardroom's *Bottom Line Personal*. That way you can get on their lists and start receiving their promotions. Study their offers and guarantees. They are among the strongest offered by anyone in direct marketing. You can check them out at: www.rodale.com and www.boardroom.com.

Next Chapter:

How to close the sale now with killer ordering instructions, order forms and coupons!

Here's Your Exercise For This Chapter:

I could probably put together a whole course on the topics of offers and guarantees. This chapter is by no means an exhaustive discussion. But, it's a very good starter. Your job now is

to start collecting every good offer and guarantee example you see. Study them. Copy them out in your own handwriting. Save them in files with the titles, "Compelling Guarantees" and "Compelling Offers". Refer to them, model them for your future promotions. See if you can add unique twists to them to make them better. This "work" will pay off in spades.

Quick Summary Of Key Points In Chapter 10:

1. Halbert's Advice: "Strong copy will not overcome a weak offer... but... in many cases, a strong offer will succeed in spite of weak copy written by marketing morons! Also, *what* you have to say is enormously more important than *how* you say it."
2. Put a lot of thought into your offer... and... make the best offer you can right out of the gate.
3. Maximize response by sweetening your offer. Ways to sweeten your offer: Offer premiums/free bonuses, but be wary of "tail" — Make it easy to buy with easy installments or postdated payment methods — Sell dollars for dimes — Sell one thing to one person at one time — Offer single options... single packages... single ways to order (Phone only ordering has proven best in a lot of tests).
4. If you are offering something free... mention it right up front in the superscript and/or headline and subscript headline... this increases response.
5. Your offers must both be powerful and believable. Tell them "why" you are offering such a good deal. Study Karbo's "Caddillac" letter.
6. Consider crafting a great USP. For more information, read Rosser Reeves book, *Reality in Advertising*. Look for it at a library or by searching:
http://www.trussel.com/f_books.htm
7. All things being equal, the stronger your guarantee... the stronger the response to your offer. Also, the longer your guarantee, the stronger the response. By the way, longer guarantees tend to not only increase response... but also... reduce refunds.
8. Ways to strengthen your guarantee: Lengthen it — Offer more than their money back — Attach a performance guarantee — Dramatize the guarantee.
9. Check out John Forde's Copywriter's Roundtable at: www.jackforde.com
10. Subscribe to Boardroom's Bottom Line Personal (www.boardroom.com) and buy a book from Rodale (www.rodale.com). Study and collect their guarantees and offers.

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Chapter 11:

How To Close The Sale Now With Killer Ordering Instructions, Order Forms And Coupons!

A lot of people in direct response spend very little time on their ordering instructions, order forms and coupons. BIG mistake. The order form (order instructions/coupon) is where you close the deal for good. Therefore, you should use no less energy on it... than you do the rest of your sales message.

Ted Nicholas even advises—when using an order form—that you write it first. His main reasoning is that, because it's so important, you should write it when your enthusiasm and energy is at its highest. I agree with him fundamentally... I'm often out of gas by the end of a promotion and dread writing the order form. However... I can't seem to make this approach work for me. Maybe you can.

In any case, the subject is ultra-important... and... crucial to actually getting the sale. So, let's start with tips for preparing the most effective order form possible... then... we'll move on to ways to close the sale without order forms... and... with and without coupons.

1. Always use a headline on your order form... and... never call your order form an "order form"... more advice from Ted Nicholas. I read this years ago in his *Direct Marketing Success Letter*. And it makes perfect sense.

You use a headline to grab their attention... just like you do in your letter or ad. And you don't say "order" because you don't want to remind them they are spending money. "Form" is out also... after all, who likes to fill out forms... of any kind? A few of Ted's successful examples are:

Free Trial Request
Free Examination Certificate
Seminar Reservation Certificate
Free 6-month Trial Certificate
Send No Money

Other examples:

Risk-Free Trial Certificate (or Coupon)
Free Trial Certificate
No-Risk Preview Certificate

Membership Enrollment Application Priority Examination Certificate

Basically, you can call it an "application", "certificate"... or "coupon" with no worries. Although application should be used sparingly... and only when appropriate. Spend a little time thinking about the next order form headline you write. It's easy to get lazy and call it an order form... I've done it... often. But, the extra time you spend coming up with a better title will pay off.

2. Restate in "their" words the big benefit or benefits they are going to receive... and... exactly what they are going to get... like this:

YES! Scott, I'm in! Please send me (at once) a copy of your brand new book, "**Riches Beyond Belief**" for just \$19.95 plus \$3.50 for shipping & handling (\$23.45 total). I'm ready to discover the secrets to making the BIGGEST money of my life... faster and easier than I *ever* thought possible.

3. Restate, also in their words, any free bonuses they are going to get and the guarantee... like this:

DOUBLE YES! I'm ordering within 11 days, please also send me your brand new free report titled: "**30 Days To \$30,000 Starting From Scratch!**" I understand that I have up to one year to put your money secrets to use. Then, if I am unsatisfied for *any reason* or *no reason all*, I can return your book (in *any condition*) for a full refund... including shipping and handling. No hassles. No questions asked. But no matter what I decide, the fast-response free bonus report is mine to keep just for giving your book a risk-free trial.

Here's how that would look put together:

☐ **YES!** Scott, I'm in! Please send me (at once) a copy of your brand new book, "**Riches Beyond Belief**" for just \$19.95 plus \$3.50 for shipping & handling (\$23.45 total). I'm ready to discover the secrets to making the BIGGEST money of my life... faster and easier than I *ever* thought possible.

☐ **DOUBLE YES!** I'm ordering within 11 days, please also send me your brand new free report titled: "**30 Days To \$30,000 Starting From Scratch!**" I understand that I have up to one year to put your money secrets to use. Then, if I am unsatisfied for *any reason* or *no reason all*, I can return your book (in *any condition*) for a full refund... including shipping and handling. No hassles. No questions asked. But no matter what I decide, the fast-response free bonus report is mine to keep just for giving your book a risk-free trial.

On that basis, here's my order:

END

A few things to note here: The checkboxes. Use them. They work. Notice I said, not only

“YES!” but “DOUBLE YES!”... I don’t do that every time... but... that works too. Notice also that the copy is block indented, just like your postscripts should be.

4. Don’t print on the reverse side of the order form. This can draw their attention away from the “one” action you want them to take... filling out the order form and ordering.

5. Enclose two order forms in your package... even more advice from Ted Nicholas. He says a second order form can increase sales by up to 50%. I have no idea why this works... but it does. Still yet another tip from Ted: Include a return envelope in your package. This can increase response by up to 33 1/3 %. It doesn’t have to be a BRE (Business Reply Envelope)... one where you pay the postage. There’s almost no difference in results when they have to put a stamp on the envelope... except that you save quite a bit on postage.

6. Hide your order form. I learned this from Halbert. What you do is put your order form (and return envelope if you include one) in a smaller sealed envelope (like a #9) and include it in the package. On the outside—in blue ink—you want to print:

“Please open after you’ve read my letter.”
— Your name

This has the advantage of helping to disguise your sales message (somewhat) as an actual personal communication. And also, it helps to keep them from reading the order form and making a snap yes/no decision before they’ve actually had a chance to be sold.

7. Fill out the order form yourself to make sure there is enough room. Also, check to make sure you ask for all of their contact info... and... their payment information. Including, if you are taking orders by credit card... a line to leave their card number... a line for the expiration date... and a line for their signature. I know this seems basic... but it’s easy to forget this stuff.

8. Include your contact information somewhere on the order form. I typically put it at the bottom somewhere. **MAKE SURE** your address and ordering numbers are **CORRECT! Triple check ‘em.** Everyone in direct marketing has made this mistake at least once (if not more than once). Sometimes it’s slightly funny... a lot of times, it’s not funny at all.

9. Use a broken or dotted border around your order form. I’ll show you some examples in a minute.

10. Yellow is the most responsive color for order forms. Either canary or bright yellow. Don’t use green (in any shade). It reminds people they are spending money.

11. Use a deadline date stamped in red on the order form. Make this hand-stamped if possible. It works better than an “obviously” printed date. There are some printers that can do this... or... at least make it look hand-stamped.

12. Order forms can come in many shapes and sizes. I typically use either a half-page order card (8.5 x 5.5) or a full-page (8.5 x 11). I’ve seen them as big as 11 x 17 tri-folded.

Winning Order Form Examples:

On the next few pages are some winning order form examples you can pick apart and model. The first one comes from Halbert. The last two are mine... one for a financial industry client... and... one full-page order form I wrote for Jay Abraham.

Dear Gary,

☐ **YES!** I have decided to renew my subscription to your newsletter ("The Gary Halbert Letter") for a period of three years. I am enclosing \$585 as payment in full... and... as a bonus... I will receive all 18 of the audio tapes of your recent seminar **"How To Write A Sales Letter That Will Make You Rich"**... plus the entire 355 pages of the written transcripts of those tapes. Not only that, I will also receive the following special bonuses:

Bonus #1: The Amazing Ready-To-Go-Sales Letter that has already been tested and proven to be profitable... which... I can use to get my mail order business up and running in 72 hours or less.

Bonus #2: Your "secret weapon" collection of 57 Masterpiece Letters that have already pulled in untold millions in profit. I can use each of these almost impossible-to-find letters to spark my own creativity... and/or... I can use them as "templates" for my own copywriting ideas.

I understand I can cancel my subscription to your newsletter at any time and receive a complete and pro-rata refund of the cost of my subscription... and... if I decide to cancel...

**I Still Get To Keep All The Free Tapes
And Written Material Described in Your Letter!**

On that basis, here is my order!

Three Easy Ways To Order!

☐ **By PHONE!** Call us from 9:00 a.m. to 8:00 p.m. (EST) Monday through Saturday at... **1-800-555-5555**

☐ **By FAX!** Just fill out this form and fax it to us **ASAP**. Our fax line is open 24-hours, 7 days a week... and... the fax number is... **1-305-555-5555**

☐ **By MAIL!** Just fill out this form and send it with your check or money order in the amount of \$585 payable to GARY HALBERT. A self-addressed return envelope is enclosed for your convenience.

Charge my: ☐ Visa ☐ MasterCard

Card Number: _____

Exp. Date: _____

Signature: _____

Print Name: _____

Address: _____

City: _____

State: _____ **Zip Code:** _____

Telephone: _____

Fax Number: _____

"Short-Term Trading Secrets Book 60-Day Risk-Free Trial Certificate"

(For Fastest Service Use Your Credit Card And Call Toll-Free: 1-800-555-5555 Ext. XX)

☐ **YES!** John, I'm ordering within 11 days. Please send me at once your short-term trading secrets book for my 60-day risk-free trial. I understand you won't consider my order final until at least 60 days after you've sent the book. That will give me plenty of time to thoroughly check out the secrets it contains. And, if for *any reason*, or *no reason at all* I'm not 100% satisfied, I can send the book back (in any condition)... and...you will send me a full and fast refund of every dime I paid. No excuse needed. No questions or hassles.

☐ **DOUBLE YES!** I'm ordering within 24-hours. Please include the hot new bonus report titled: "**How To Make \$1,244.00 In Trading Profits With Just Two (2) Simple Phone Calls!**" I understand this free bonus report—valued at \$97—is mine to keep even if I decide to return your book for a refund. On that basis, here's my order:

Rush Ship My Order To:

Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____

Fax _____

E-mail _____

☐ I'm enclosing a check for \$40 payable to Blank Information, LLC.

☐ Please charge my:

() American Express () Visa () MasterCard () Discover

Credit Card # _____

Expiration Date _____

Signature _____

To Order By Check: Mail To — Blank Information, LLC • 123 Any Blvd., Suite 555 • Anytown, USA 55555

For Faster Service: Fax To — 1-555-XXX-XXXX. The fax lines are open 24-hours a day, 7 days a week.

For Fastest Service: Call The 24-Hour, Toll-Free Priority Order Hotline At: 1-555- XXX-XXXX Ext. XX

“Unleashing The Hidden Profits Within” Risk-Free Program Registration Certificate!

**(For Fastest Service Use Your Credit Card And Call Our
24-Hour, Toll-Free Registration Line at 1-888-888-8888.)**

☐ **YES!** Jay, please register me immediately for the “Unleashing The Hidden Profits Within” program! I realize the full value of this exciting, new program and the Double “O” Matrix discovery... and... I want to maximize the true profit potential of my business. I understand this is an entirely risk-free proposition... in fact... better-than-risk-free. **1.** I can sign up, get the pre-program workbook with the Double “O” Matrix overview... then... run my business through it either mentally or for real. And, if I don’t tangibly see (or get) a \$10,000 profit windfall... I can return the materials for a full and fast refund. **2.** I can sign up and get the pre-program materials. Also, I can come to the program (with one additional person at no extra cost)... and... if I’m not satisfied for any reason, I have up until 2 p.m. on the 2nd day (almost half way through the entire program) to ask for and receive a full and immediate refund. I also understand, that if I choose, I can pay in easy installment payments... or... sign up for the “At Home Participation” program with a generous, \$1,500 pre-program discount.

And last, I understand that all these generous terms are only *guaranteed* to the first 50 people that register. On that basis, I’m registering immediately and choose the option below:

☐ Please register me for the “Unleashing The Hidden Profits Within” program and I’m paying in full... my single registration fee is \$5,000.

☐ Please register me for the “Unleashing The Hidden Profits Within” program and I’m paying in easy installment payments by credit card. Please charge my card \$1,000 now and \$500 per month for 8 months.

☐ Please register me now for the “Unleashing The Hidden Profits Within—At Home Participation” program and I’m paying in full. My single payment price is \$3,500... a full \$1,500 discount if I register before the “live” program is held. I will not be charged until my package ships... approximately 4 weeks after the “live” program.

☐ Please register me now for the “Unleashing The Hidden Profits Within—At Home Participation” program and I’m paying in easy installment payments by credit card. Please charge my card \$500 (when my package ships) and \$250 per month for 12 months... \$3,500 total... a full \$1,500 discount if I register before the “live” program is held. I will not be charged until my package ships... approximately 4 weeks after the “live” program.

Please complete the information below:

Name _____ Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ E-mail _____

☐ My check (in US funds) for \$ _____ payable to Abraham Publishing Group, Inc. is enclosed.

☐ Please charge my () American Express () Visa () MasterCard () Discover

Credit Card #: _____ Exp. Date _____

Signature _____

For Fast Service: Overnight Mail To — Abraham Publishing Group, Inc., Attn: Unleashing Hidden Profits,
27520 Hawthorne Blvd., Suite 263, Rolling Hills Estates, CA 90274

For Faster Service: Fax To (310) 555-5555. The fax lines are open 24-hours a day, 7 days a week.

For Fastest Service: Call The 24-Hour, Toll-Free Registration Line At: 1-888-888-8888.

How To Close The Sale Without An Order Form In Direct Mail

Sometimes I don't use an order form in my mail packages. I don't have a rule for this... and... it's something you'll have to test against using one. Actually, I use this approach a lot of times when I'm selling something simple (like an inexpensive book)... or... when I'm trying to make my letter come across as personal as possible. In any case, you'll have to test both approaches to find out what works best in your situation.

Here's the basic copy I use:

It's Easy To Order:

All you have to do is write your name and address and the words "Riches Beyond Belief Book" on a piece of paper. Enclose this piece of paper in an envelope along with a check or money order for \$19.95 plus \$3.50 shipping and handling (\$23.45 total) and send it to:

**Scott L. Haines
Dept. 555
7107 S. Yale Avenue, #295
Tulsa, OK 74136**

Checks and money orders should be made payable to "Scott L. Haines". If you want to order by credit card, please write your name (as it appears on the card), address, credit card number and expiration date on the piece of the paper... sign it, enclose in an envelope and send it to the address above. Or...

For Extra Fast Service...

Pick up the phone and call my priority order hotline at:

1-800-555-5555 Ext. 555

That's a toll-free call, it won't cost you a cent. You can call 24 hours a day, 7 days a week. Just have your credit card handy and tell my staff that you want my "Riches Beyond Belief" book.... and... they'll take care of the rest.

That's it. As soon as I receive your order, my "Riches Beyond Belief" book will be sent to you immediately—within 24 hours—by first-class mail.

That's about as basic and clear as you can get. Please note that I've coded both the address and order line number for tracking purposes.

How To Close The Sale In Newspaper And Magazine Ads WITH And WITHOUT A Coupon

The first thing with coupons you must decide is... should you or should you not use them? The answer is, it depends... and... you are going to have to test it. I've heard about (and had) many successes with and without coupons. For example:

I once heard Joe Sugarman say that just putting a dotted coupon border around his ordering instructions—even though it wasn't really even a coupon—increased response by 20%. He said it made him sick when he realized how much more money he would have made over the years had he tested it earlier.

Dan Kennedy and Jeff Paul, in the famous ad, "How You Can Make \$4,000.00 A Day, Sitting At Your Kitchen Table, In Your Underwear" tested just a box—not a dotted line—around the order instructions... and that increased response.

So, here's the riddle on coupons: If you are doing an editorial-type ad, will the coupon clue them in that it's an ad and reduce response? Or, will it let them know that there's something that can be ordered and increase response? Truth is, I don't know. And I suspect it can work both ways depending on the situation. So, again, you'll have to test it and get your own results.

To that end, I'm going to show you how to write a killer coupon... and... how to close the sale without one.

Writing a great ordering coupon is not much different than writing a great order form... although your space may be more limited. Starting on the next page, I've reprinted several classic coupon examples—with and without dotted borders—you can model.

One thing you should notice is that these examples are one-column wide. They are from three-column ads. This is the format that works best in space. Sometimes in newspaper space you will have more columns... depending on the size of the ad. Which means sometimes your coupon may take up two or three columns. But in 8.5 x 11 publications, three columns with a one-column coupon in the lower right-hand corner works best.

Classic Winning Space Ad Coupon Examples With And Without Dotted Borders:

Bierhaus International, Inc.
3723 West 12th Street, Dept. D-94
Erie, Pennsylvania 16505

Please send me the following Mini-brewery:

- ☐ Basic Kit For \$39.95 (as described above)
☐ Super Kit for \$59.95 (Includes two fermentation tanks and double ingredients allowing you to brew up to 12 gallons—over 4 cases)

Name _____

Address _____

City _____ State _____ Zip _____

☐ Check enclosed

☐ Charge to MasterCard or Visa

Acct# _____ Expires _____

(Pennsylvania residents, please enclose 6% sales tax. All orders shipped UPS unless otherwise specified. **YOU PAY UPS CHARGES ON DELIVERY.**)

FOR EXTRA FAST SERVICE call us at (814) 555-5555 from 8:30 a.m. to 5:00 p.m. and charge to Visa or MasterCard.

Bud Weckesser
GREEN TREE PRESS, INC.
3603 W. 12th St., Dept. 555
Erie, PA 55555

Dear Bud,

Please send me your starting materials entitled *Dollars In Your Mailbox*. But don't deposit my check for 30 days. What's more, if I keep the materials for a year, try a project myself, and I'm not delighted with the results, you'll refund my purchase price in full. On that basis here is my \$9.95.

☐ Check or Money Order Payable To "Green Tree Press" Enclosed

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

FOR EXTRA FAST SERVICE, VISA AND MASTERCARD orders may call TOLL FREE 1-800-555-5555 weekdays from 9 a.m. to 5 p.m. Eastern Time.

From the Jeff Paul/Dan Kennedy ad I mentioned earlier that successfully used just a box around the order instructions:

LET'S WRAP THIS UP:

I have perfected a very unusual Mail-Order Money-making System, the ideal home business, that gives me over \$4,000.00 A DAY; that I really believe YOU can learn and use, too. I've described EVERYTHING in my book, and you can have your copy for just \$14.95 — satisfaction absolutely guaranteed. This is, however, a limited time offer. I intend to raise the price of my book sometime soon. And to be totally, even "overboard" fair to everybody, I'm going to limit the number we sell this year. So, you need to respond now. TO ORDER WITH YOUR VISA, MASTERCARD OR AMERICAN EXPRESS, CALL TOLL FREE TO 1-800-555-5555, EXT. AA55. She'll take your order and see that your book goes out to you immediately, along with my private phone number, proof of everything I've told you, and a lot more I haven't had room to tell you about. (Or mail your check or money order for \$14.95 plus \$3.50 shipping/handling to: JPKD, Inc., 1811 W. Diehl Rd., Ste. 600, Dept. AA55, Naperville, IL 60563.) You can turn your back on me right now and ignore everything I've said — but why? Maybe my System can free you from money worries and day-to-day drudgery forever. Find out!

PS: WARNING: HILLARY & BILL CLINTON AND ALL POLITICIANS HAVE BIG PLANS FOR YOUR HARD-EARNED MONEY.

Forget all the hooplah: the "rich" are NOT going to bear the burden of all the new taxes needed to cover Social Security shortfalls, health care, etc., etc. — it's the middle-class, middle-income 'wage slave' they have their sights set on. YOU are the target. The only real way to fight back is to make so darned much money that what you have left AFTER their damage is still fantastic. That's where I am. Of course, I cannot and do NOT guarantee you any certain amounts of profit or income. Individuals' results vary a lot. A whole lot of people get my information but never do anything with it, and I can't help that. But there ARE people just like you, following my instructions, and creating very big incomes. It's up to you. You can sit there and watch helplessly as Washington chews up your take home pay... or you can chase after silly pie-in-the-sky, unproven get rich schemes... or you can let me teach you a proven, truly practical way to jump up to such a huge income you can sit back and laugh at the politicians. Which is it going to be?

Here's how master copywriter Gary Bencivenga did it succinctly and powerfully without a border for one of his ads:

All this for \$49.95 (+ \$6.00 shipping & handling.) For fastest service, call now (24 hours, toll-free):

1-800-555-JOBS
(1-800-555-5555)

Ask for *Interviews That Win Jobs* plus the **five free reports**. Your reports will be rushed to you by Priority Mail for delivery in five business days or less. Or you may mail a check to:

Benci-Ventures, Inc.

555 Any Avenue, Suite 555

Anytown, New York 55555

(N.Y. State residents please add sales tax.)

One-year full-money-back guarantee for any reason, no quibbles. *These strategies must work, or you pay nothing.*

Here's one from Drew Kaplan from his famous DAK catalog (without a border):

A TWO LINE WONDER RISK FREE

Call your friends. Feel and hear the quality of this phone for yourself. Then try out the conference feature.

If you're not 100% satisfied, simply return the phone to DAK within 30 days in its original box for a courteous refund.

To order your TeleConcepts Two-Line Phone with Hold, Conference and Tone/Pulse Switching risk free with your credit card, call toll free or send your check, not for the up to \$129 we have seen the Thinphone™ selling for.

Send just \$59 for the Desk Model (\$4 P&H) Order No. 9848. Or just \$69 (\$4 P&H) for the Thinphone™. Order No. 9849.

DAK INDUSTRIES INCORPORATED
TOLL-FREE ORDER LINE

For credit card orders call 24 hours a day, 7 days a week

CALL TOLL-FREE...1-800-555-5555

55555 Any Street. N. Hollywood, CA 55555

Here's a classic example from one of the old Charles Atlas ads: This is how it used to be done when just going for leads with a coupon:

CHARLES ATLAS, Dept. 8A
115 East 23rd St., N.Y. 10, N.Y.

Send me—absolutely FREE—a copy of your famous book, "Everlasting Health and Strength"—32 pages, crammed with photographs, answers to vital health questions and valuable advice. I understand this book is mine to keep and sending for it does not obligate me in any way.

Name _____ Age _____
 (Please print or write plainly)

Address _____

City _____ State _____

Closing The Deal In Lead-Generation

One last thing: If you are going purely for leads in your ad or sales letter... and you are giving away free information of some sort... the best way to do that is with the free report/free recorded message close. By the way, this has been proven to increase response by as much as 1,900%... the reason being, it lets them know they are not going to be "sold" when they call. A big fear of most people... and rightfully so. Here's how that reads:

"And the way I discovered this service was literally accidental. I don't have space on this tiny postcard to tell you the full story. However, again, with your permission, I'd like to send you a very valuable, eye-opening free report that explains my discovery in full detail... including... how YOU can get in on this deal and start making money—a lot of money—in as little as 14 days. To get the report, just call my free recorded message at:

1-800-555-5555 ext. 555

(24-Hour Free Recorded Message)

That's a toll-free call. It won't cost you a cent. And you can call 24 hours a day, 7 days a week. Leave your name and mailing address and my free report will be rushed to immediately by first-class mail. Call now!"

That's almost the exact same copy I used recently on a postcard that got a 13% response mailing to cold lists! A couple of things: 1. When using this approach... your superscript headline should be... 'Free Report Reveals...' or 'Free Book Reveals...'.

Next Chapter:

How to write a postscript (p.s.) that multiplies sales!

Here's Your Exercise For This Chapter:

Copy out (in your own handwriting) the order forms/instructions/coupons in this chapter. Also, start collecting your own examples of killer order forms/instructions/coupons and add them to your swipe file.

Quick Summary Of Key Points In Chapter 11:

1. Use as much energy and enthusiasm when writing your order form/instruction/coupon as you do on the rest of your sales message. Try writing your order form (etc.) first as Ted Nicholas suggests.
2. Always use a headline on your order form... and... never call your order form an "order form". Some examples: Free Trial Request — Free Examination Certificate — Seminar Reservation Certificate — Risk-Free Trial Certificate (or Coupon) — Free Trial Certificate — No-Risk Preview Certificate.
3. Restate in "their" words the big benefit or benefits they are going to receive... and...

Quick Summary Of Key Points In Chapter 11 Cont'd:

exactly what they are going to get.

4. Restate, also in their words, any free bonuses they are going to get and the guarantee.
5. Don't print on the reverse side of the order form.
6. Enclose two order forms in your package to increase sales up to 50%.
7. Hide your order form to make your package more personal and increase response.
8. Fill out the order form yourself to make sure there is enough room. Also, check to make sure you ask for all of their contact info... and... their payment information. Include your contact information somewhere on the order form. **MAKE SURE** your address and ordering numbers are **CORRECT!** Triple check 'em.
9. Use a broken or dotted border around your order form.
10. Use either canary yellow or bright yellow paper for your order forms. Don't use green... it reminds people they are spending money.
11. Use a deadline date stamped in red on the order form
12. Test closing the sale with and without an order form in sales letters. Also test adding a self-addressed reply envelope. In space ads, test closing the sale with and without dotted-border coupons.
13. Use the free report/free recorded message close in lead-generation advertising... this can improve response by up to 1,900%.

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Chapter 12:

How To Write A Postscript (P.S.) That Multiplies Sales!

“With a well-crafted P.S. you can as much as triple response to your offers!”
— Ted Nicholas

Before I forget, you should always have a signature at the end of your sales messages. If your letter is indented... and it should be... the signature block belongs about 3/4 of the way over... like this:

Sincerely,



Scott L. Haines

As far as ways to sign off... I keep it simple. I just say “Sincerely”. There are many other ways to close your message out... but this is a way you can’t hardly go wrong with. Saying things like “Your Friend” or “Sincerely Yours” or “To Your Success” can backfire. “Sincerely” is benign and won’t be taken offense to... therefore it’s safe yet still effective.

By the way, even though I didn’t above—because my entire course is printed in black and white—you *always* want to sign in blue ink. Ted Nicholas says Process Blue produces the highest response. Also, you want four spaces between your “Sincerely” and your printed name.

Now onto the P.S. Depending on who you listen to, the P.S. is either the first, second or third most read element of a sales letter. Some say it’s before the headline... or after. Or before/after the order form (if you don’t hide it). But whatever. What we can all agree on is that it’s “one” of the first-read elements... therefore... it’s of extreme importance.

That being the case, you want your P.S. to be compelling. Here are some of my favorite ways to write a P.S. along with examples:

Mention Or Remind Of Deadline

P.S. This offer expires on BLANK DATE. So, order now, before it’s too late!

Or...

P.S. Remember, this offer expires on BLANK DATE. So, order now, before it’s too late!

Additional Bonus Or Bonuses Or A “Mystery” Bonus

- P.S. Also, don't forget, there are only 53 of the (\$2,500.00 value) free mystery bonuses available. Once they're gone... they're gone! Fill out the enclosed order form and fax or mail it in now, today!
- P.S. As a special, surprise free bonus, with your guide, I'll include the telephone number of—in my opinion—the most valuable health researcher in the world. If you or a loved one has any kind of medical problem or health challenge... and... you'd like to know the latest, “cutting-edge” information regarding treatments and possible cures... this is the person to call. This is a limited opportunity, though. And it won't be available for long. This person is very busy and can only accept a few clients at a time. So, call the toll-free number to order... or... fill out the coupon and mail it now!

Include Scarcity Or Remind Of Scarcity

- P.S. **IMPORTANT!** Your free report will be reserved in your name for the next 11 days **ONLY!** After that, it will be given to someone else. And, some of the information in it is extremely time-sensitive. So please don't set this letter aside thinking you'll call later. Do it now. As I said before, everything's free and there's no obligation now or ever. **Call our free recorded message at 1-800-555-5555 now.** Thank you.
- P.S. Remember, there are only 77 of these advanced business secrets packages available on a first-come, first-served basis. I fully expect to sell out before the end of the week... possibly the end of today. Seriously, if you wait even one day, they may all be gone. If that's the case, you will be contacted and your order cancelled. Call and order now!
- P.S. I call this secret list a “dark secret” for a reason. That reason being: The “powers that be” don't want you to have this information. And they absolutely hate guys like me that break ranks and tell-all. So much so, the SEC has tried to “shut me up” on more than one occasion. But thanks to the great freedoms we are granted in this country, they haven't succeeded so far. But who knows how and when they'll try and stop me again? I can tell you this, at age XX, I'm wealthy beyond the need to ever “work” or “trade” again. I only do it now because it's my passion... and as a way to give back for my good fortune. And if the “heat” ever gets too hot... I may pack it all in and retire to my winter estate in Naples, Florida for good. So, this may be your one chance to make the biggest money of your life in the market. Don't let this opportunity pass you by! **Get my special free report by calling: 1-555-555-5555 now!**

Repeat Guarantee And Ask For Action Again

- P.S. Your purchase is full guaranteed for up to 365 days. If, at any time during this period, you are unsatisfied in *any* way... simply return the product for a full refund of your purchase price. Fair enough? Order now!

Mention Extra Bonus That Will Increase Results Of Product

P.S. If you'll order in the next 11 days, the publisher has agreed to include a surprise free bonus gift with your book. This gift will make the book at least 10 times more valuable to you. But you must order right away to ensure you'll receive it.

Mention Extra Bonus Plus Benefits/Bullets

P.S. **Amazing fast-response free bonuses!** Order my guide today, Wednesday, February 09, 2005 before Midnight, and I'll include an insider interview I did with my friend, colleague and master copywriter, John Carlton. Here's a small sample of what you'll discover in the interview...

- **How John raised himself from failure to super-success in copywriting... starting out with nothing more than a tattered, "stolen" copy of John Caples' *Tested Advertising Methods*... a beat up Olivetti manual typewriter... one tank of gas in his car... and... only enough money to pay his rent for one more month!**
- Quick and effective "leapfrog" secrets that can transform you from novice to pro copywriter in no time flat!
- **Which works best online — long copy or short copy? (Hear the real truth from a proven pro [John] with decades of real-world, tested experience... not some wet-behind-the-ears, "computer geek" who just graduated high school—or college—yesterday, and now thinks he is and calls himself a marketing genius!)**
- John's secret marketing weapon—he actually learned it from Jay Abraham—that has been responsible for 100's of successful magazine ads and tens of millions of dollars in ultra-profitable sales!
- **Why, if you are a freelance copywriter, you want to work with entrepreneurs versus big time direct marketing companies. (John's insight into this can save you a lot of headaches and struggles... and... most likely make you much more money in the long-run.)**
- The slightly sneaky but ethical "sealed letter" technique that almost always improves response to your direct mail!
- **Gary Halbert's simple, yet profound advice to John on how to easily sell books and other info products by the truckload!**
- The single BIGGEST secret to getting paid as a freelance copywriter! (Ignore this and you'll always wallow in mediocrity... making far, far less money than you deserve!)
- **What Gun-to-the-Head copywriting is all about... and... how to use it to massively increase your chances of success!**

- A contrarian success secret that virtually guarantees success — not only in direct marketing/copywriting... but in life in general! (This anti-common sense piece of wisdom goes against everything you've ever been told by well-meaning family members, friends and teachers... and... is NOT appropriate for the weak-at-heart or the average Joe!)
- **Why John's top advice to aspiring copywriters is, "Just give up. It's way too hard and you'll never do it." (Sounds harsh and discouraging... but if you'll heed this advice, and make it work for you... instead of against you... YOU CAN DO IT!)**
- The secret financial and freedom miracle of socking away "SCREW YOU" money!
- **Little-known positioning tactics that force people to pay you what you are worth!**
- The most important thing you must know to be able to "hone your chops" and become a serious, successful copywriter!
- **And much, much more!**

This free bonus interview—all by itself—is worth *much more* than the small investment I'm asking for my guide. Plus...

Not only do you get the interview absolutely free... you'll also receive a copy of John's famous (or infamous) letter he wrote for a book titled: Sex: A Man's Guide. This letter got him blacklisted from Rodale (the book's publisher) until they mailed it. **Then it mailed to an astonishing 30 million names (not counting Rodale's massive house list) for more than 5 years... despite... constant attempts by other top copywriters to knock it off.**

Further, you'll receive my complete analysis—point-by-point—of the secrets that made it work so well. Literally a priceless education! If you've ever wondered how the real pro's do it, this free bonus will give you the inside scoop.

By the way, just like my guide, both the interview and the letter/analysis are in an easy downloadable Adobe .pdf format. That means you'll have them in your hands in the next few minutes, too! So...

Click Here Now To Order Securely Online 24 Hours A Day!

Announce Discount Or Additional Discount

P.S. Joe just called me—*honestly*—and told me to slash the price of this package from \$1,497 to \$997 — a full \$500 discount off the Boot Camp tuition! Not to mention the thousands you'll save in hotel, airfare, personal expenses and time away from your business. But, he told me to tell you that this amazing offer is *only* good until **December 15, 2000!** After that, the price goes back to normal — no exceptions! (So now, you need only pay in 3 easy

installments of \$332.33.) And remember, if you're one of the first 50 who order... you'll also get the Seminar At Sea tapes worth \$497 — absolutely free!

Use A Testimonial Or Testimonials

P.S. This testimonial just came in the other day: "Gary, you might be interested in the results of a sales letter I wrote AFTER attending your copywriting seminar. **Since it was mailed on Jan 6th (4 days ago), it has increased sales for my client by 312%!** And personally, as I compare it side-by-side with the sales letter that I wrote BEFORE I left, I think this letter's success is largely due to some "key" distinctions I picked up at the seminar. So... a very worthwhile trip from down under!"

— Brett McFall, Sydney, Australia

(What's interesting to note: Brett is an experienced copywriter... not a NOVICE. In fact, over the last 14 years or so, he has written over 7,800 money-making ads and sales letters in 153 different industries. Not just any ads. But ads that **MAKE MONEY!** And he still picked up response producing distinctions/secrets at Gary's seminar. **PLUS...** imagine the money Brett had to spend to get to Phoenix, Arizona from Sydney, Australia — not to mention the inconvenience. Brett had to pay \$2,450 U.S. plus hotel and other expenses. And last time I checked, \$1 U.S. was equal to approximately \$2 Australian. **Meaning: it cost him well over \$5,000!** You'll spend next to nothing compared to Brett for the *exact* same top-secret info... delivered right to your front door. You can then "own" these super-profitable secrets... and... realize a lifetime of extraordinary success. Give the tapes a try and see if *you* can't more than triple your own sales or those of your clients... it's completely risk-free for one full year... you truly have nothing to lose. Order Now!)

One thing you'll notice from these examples... is a lot of the techniques overlap. You can certainly (and probably should) use multiple tactics inside of one P.S.

A Few Additional Tips

You should block indent your P.S. like in the examples above. Another response booster to test is handwriting your P.S. in blue ink... that seems to increase response.

Try multiple P.S.'s. They can work quite well. I usually don't get too carried away, though. Mostly I'll use 1 or 2... 3 at most. But I've seen people use 6 and 7 P.S.'s with good effect.

Here's Your Exercise For This Chapter:

Copy out (in your own handwriting) the P.S. examples in this chapter. Also, start collecting your own examples of killer P.S.'s and add them to your swipe file.

Quick Summary Of Key Points In Chapter 12:

1. According to Ted Nicholas, a well-crafted P.S. can triple response to your offers.
2. Always sign your sales messages. Sign off with "Sincerely". The signature block belongs roughly 3/4 of the way across the page. Sign in process blue ink.
3. The P.S. is one of the first read elements of a sales letter... therefore you should make it as powerful as possible.
4. Ways to write a powerful P.S. Mention Or Remind of Deadline — Additional Bonus Or Bonuses Or A "Mystery" Bonus — Include Scarcity Or Remind Of Scarcity — Repeat Guarantee And Ask For Action Again — Mention Extra Bonus That Will Increase Results Of Product — Mention Extra Bonus Plus Benefits/Bullets — Announce Discount Or Additional Discount — Use A Testimonial Or Testimonials.
5. Additional P.S. tips: Block indent your P.S. Handwrite your P.S. in blue ink. Test using multiple P.S.'s.

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Special Bonus Chapter:

Secrets To A \$100,000+ Per Year Income As A Freelance Copywriter!

How to take your copywriting skills to the
marketplace and cash in BIG!

For several years now I've made in excess of \$100,000 per year as a freelance copywriter/marketing consultant. Not bad considering I started with no business background and limited experience writing anything. I flunked high school English twice—both my junior and senior year—because I wouldn't write a simple book report. However, I did take English Composition I and II in college. Got a "B" and a "C" respectively. No Shakespeare for sure. And it certainly didn't train me to become a copywriter... other than getting me used to putting coherent thoughts on paper.

In any case, once I discovered direct response copywriting, I—fairly quickly—carved out a nice living as a freelancer writing copy for clients. That being the case, it's quite reasonable to assume I know a few things about making money freelancing. Actually, I know more than a few things about it. And, in this bonus chapter, I'm going to relate or impart my tricks, tips and secrets for making good money writing copy for clients.

The very first and my top piece of advice I'd like to give you about freelancing is...

DON'T DO IT!

Don't become a freelancer. Now, the reason I'm saying this, is because, the very best way to make a lot of money writing copy is... writing copy for yourself... or... writing for your own direct response projects or business.

This is my top piece of advice to you. You see, when you write for yourself, you are in control. You control—as much as is possible—your destiny. Yes, of course, there's added responsibility, and you'll have to determine if that's right for you. But, all in all, writing for your own projects seems to me to be the best path of all.

As I write this, I am shifting away from writing for clients (i.e., making them rich) to, writing for myself (i.e., making me rich).

This is a conscious choice on my part. For a lot of reasons. I don't play well with others. I want to reap the benefits (fully) of the millions of dollars my copy brings in. I want more control over my immediate—as well as future—circumstances. And on and on.

My second piece of advice for you is a piece of advice I got from Gary Halbert that, at the time, I didn't really believe was true. Here's what he told me when I first started working with him...

"ALL CLIENT'S SUCK!"

How foolish I was not to believe someone with 30+ years experience in these matters. I thought that it was just his interpretation... and... that things would be different for me.

Not so. I've found that even my best clients (OFTEN) annoy the hell out of me. The worst, don't pay... or treat my labor as some kind of cheap, common commodity... a lot of times never bothering to even mail the letter or place the damn ad. I can't tell you how many times I've put from 4 to 6 weeks into a project that, for whatever reason, never sees the light of day. I don't have to tell you how disheartening that is. After awhile it just sort of deflates you.

At least if you are writing for yourself... if the letter doesn't mail or the ad doesn't run... you have no one to blame but yourself. That is, *you* are in control. As a freelancer, you are never *really* in control.

Now, lest you think I'm just a cynic—much like I thought Halbert was—all I can say is, you'll find out for yourself. It's not necessarily a "win-win" world out there for freelancers. Sometimes, yes... but more often than not, no. You must realize you are in the "business jungle" and act accordingly. People are going to cheat you. They are going to take advantage of you. They are going to outright lie to you. And so on. Especially if you are unprepared.

To that end, if you've haven't read it, pick up Robert Ringer's book, *Winning Through Intimidation* immediately. And don't just read it once... read it several times. It's in my top five of life and business books of all time.

So those first two pieces of advice are my warnings to you. I want to start with them... because... everything else you read about freelancing—and I'm a little guilty of this—starts with how you can live, work and act as you choose... etc. Which is all true... 100%. There are definite positives to the lifestyle. It's certainly far better than being a "working stiff" or "wage slave". But there's also a "dark side". What you must determine is whether or not the good outweighs the bad. For over 9 years now, the good has far outweighed the bad for me... but... the scales have tipped... and... I'm going to move away from it. At least that's my plan.

If my warnings have scared you off, you can stop reading now. However, if you think you still want to be a successful freelancer, the rest of this bonus chapter is devoted to the "how" of it. I'll do my best to steer you from the rocks... and into as calm a seas as possible. So if you're ready...

Let's Get To It!

Here's the deal: As a freelancer copywriter you basically have four paths to choose from.

1. Write for the big direct response players.

2. Write for ad agencies.
3. Write for regular business owners.
4. Write for smaller, cutting-edge, direct response marketers.

Let me explain the advantages and disadvantages of each path:

1. Write for the players. When I say “players” I mean the large mailers. The companies that mail tens of millions of pieces of direct mail a year. This is something that, while it can be ultra-profitable, it is also ultra-competitive and out of reach for all but the A-level guys. In other words, you’ve got to be unbelievably good just to get in the door... and... even then, there’s no assurance of success. And even if you are successful writing for these guys... it can be a real pain in the ass. They are large bureaucracies... make no mistake about it. Things move slowly, not often in your favor, and there are dozens and dozens of obstacles you must go over and under to have success with them. Insurmountable obstacles for a guy like me.

John Carlton tells a now pretty famous story of working with Rodale and having to fight tooth and nail just to get them to test his letter. And they finally did. Almost by accident. And it blew away their top writer... plus... every other top writer they hired to beat it for over five years. It mailed to 30 million names (not counting Rodale’s huge house list). Yet still, even after that, he could never get them to mail another one of his letters exactly as he wrote it. Finally, exasperated, he just gave up even trying to work with them.

Further, he told me about another time that a big mailer sent him a huge box for a project. It had a \$30,000 check tucked inside (as an upfront fee) somewhere. John knew this. However, he set the box on his kitchen table for three days. Stalked it. Thought about the money. Considering opening the box to get the check. But, he just couldn’t do it. \$30,000 was not enough considering all the anguish he would have to go through. So he sent the box back... unopened.

So, even if you get good enough, this is not a path I recommend.

2. Write for ad agencies. Today there are a lot of direct response ad agencies around the country. You can probably get in the door of some of these places with some decent samples... or a willingness to work for next to nothing. I don’t recommend it though. They aren’t much better than their institutional advertising counterparts. I met with one agency guy in California (when I lived in Los Angeles). And basically, after I told him I had worked with Halbert, I had to sit there and listen to him tell me—for 30 minutes—how Halbert was all wrong about A-pile/B-pile mail. This guy wasn’t interested in me, or me working for him... just his ego and proving he was somebody. Then, after enduring his personal ego trip, I got shuffled out the door to go through some bullshit meeting with a couple of other guys that weren’t interested in me, either. In fact, they talked amongst themselves about stuff they were working on. I was like furniture. If that happened today... I wouldn’t have made it five minutes in that place. I would have stood up and told the first a__hole to “stick it” and walked out... never would have attended the “meeting”.

Writing for agencies is not for me or something I recommend, either.

3. Write for regular business owners. This, to me, is a possible path. The drawback is you often have to educate them. At least, if you go after just anybody. But there are better methods of pursuing this path. Here are my recommendations: 1. Go after business owners already using direct response advertising. They are easy to find. Just pick up a newspaper and see who's running ads. If you get local Valpak mailers, shuffle through them. If you have a local independent paper like the *New Times*, thumb through there. Look for direct response ads in the Yellow pages. Find some ads, ones you know you can improve and offer to do so, at no cost. Or, make them an offer to pay you X amount if your ad works better. Do enough of this and you'll start getting jobs. Then ask for referrals from satisfied clients. Just doing these two things could build you up a steady stream of paying jobs in no time. Of course, you've got to live in a moderate-sized town for this to be viable.

4. Write for smaller, cutting-edge, direct response marketers. Of all the available options... this is the one I recommend to you the most. These are often small companies doing from one to ten million dollars a year in sales. You'll most likely be working directly with the top guy. He'll usually be a very savvy marketing guy himself. Sometimes these guys will hire you, not because you can write better copy than them... but... because they need to multiply themselves. This is good news, because then there's a great learning opportunity for you, also. You can grow savvier and richer at the same time. Halbert has hired me to write a lot of ads and sales letters for him. Certainly not because he can't write them himself... but because if I do it, he doesn't have to... therefore... he's multiplying himself. We brainstorm the project. I do the actual writing. And together, we produce a great piece of advertising with far less effort. An ideal situation for both of us.

I can't recommend this option highly enough. These guys/companies are easy to find, especially now that most everyone is on the Web.

Now that we've covered your options for clients. Let's move on to some specifics...

7 Secrets For Successful Freelancing

1. Don't miss a deadline. This is important. You want to be known as a person who does what they say they will do... when they say they will do it. In fact, a good rule of thumb is to under-promise, then over-deliver. Learn how long it will take to complete projects. Don't, in your eagerness to please someone or land a job, promise something you can't deliver. You may get the check, but you do irreversible damage to your reputation. And as a freelancer, *everything* rides on your reputation and results.

2. Don't start up what you can't finish down. This is another very good piece of advice I got from Halbert. It's another way of saying, don't overcommit yourself. I had this problem for a long time... only recently starting to get a handle on it. Here's what I'm talking about. Usually, on Sunday or Monday every week, I'll go to Starbucks to plan the rest of my week. Once there, I get a huge cup of coffee and drink it. Then, when I'm all jazzed up on caffeine, I'll start writing out "to do" lists and all the fantastic things I'm going to accomplish. Problem is, I way over do it. I'll have 10 to 20 items on each day's list for the week. The reality is, I can, on

average, only take care of 3 to 6 items per day. So later, when the caffeine buzz wears off, and I've got these monster task lists for each day of the week, it just overwhelms me. It took me years and years to figure this out, and some help from Halbert. Now, it's 6 or less items on any one day. And as a freelance copywriter, here's what the first three almost always look like for me:

1. Write for 1 to 4 hours on current project or projects.
2. Do one thing to promote business or get a check.
3. Exercise.

Those are three things I *must* do every day to have a quality life... everything else is just a bonus, and must be put off until the first three are met. Now, there are times when I put off exercise, or promoting because I'm on a tight deadline. But I don't (and can't) do that for very long or the house will start crumbling.

3. Avoid burnout with hobbies and outside interests. This is crucial. It's easy to let the work overtake your life. You need something to keep you sane. You need regular vacations. Even if it's just a one or two-day trip to another town every month. You should also be taking care of yourself. You need exercise three to six times a week. You need to eat right. In this course I've recommended Bill Phillip's book, *Body-for-LIFE*. Buy it, read it. It's good advice. So is his *Eating-for-LIFE* book... get it too. I find his approach to proper nutrition dead on. It's very practical and works extremely well... both in terms of feeling better and losing excess weight. However, his extreme approach to exercise may not be completely right for you. If you need help in this area I suggest you find (and hire) a reputable personal trainer. It's not as expensive as you might think. Far less expensive than being sick... plus... you make more money when you look and feel better.

4. Correct attitude. And no, I'm not talking about having a positive mental attitude at all. Yes, you want to be positive... but you've also got to be pragmatic. Carlton, in the February 2005 issue of his newsletter, *The Marketing Rebel Rant* called it, "pessimistic optimism". If you follow a lot of that airy-fairy advice in many of the self-help books, you'll have your head handed to you. The correct attitude to have—the attitude I'm talking about—is a take-no-prisoners, take-no-b.s. attitude.

You need to take charge. Lay out YOUR terms in advance, in writing. And as long as you can do what you say... meaning, you've got the chops to back up your claims... **DON'T BACK DOWN**. Cutting your fees only weakens you. It's the start of a bad deal... every time. When someone tries to bargain with you, just say "no" and "next". If you don't, you'll be sorry, I promise. I know this from very painful experience. Every time I've made a bargain with a client (trying to be Mr. Nice Guy) it has gone bad in one way or another. **EVERY TIME!**

One thing you should remember about freelancing—or at least the attitude you should have—is they need you more than you need them. Good copy or copywriters are crucial to the success of a direct response company. Don't let them treat you as a commodity. I refer you to *Winning Through Intimidation* again, for more sage advice in this area.

(By the way, I have nothing against self-help books. I read scores of them every year. Good ones too. Even good metaphysical ones. The thing is, many of the mainstream books in self-help are impractical... written by reformed hippies or pampered baby boomers with their heads in the clouds. Or worse, MBA's. Or Ph.D.'s. Or, worst of all, a combination of all the above. People who've never had to operate on the front-lines of "make money or die" direct response advertising and marketing. So, while they may be able to create a "hook" that'll sell some books and fill a few lecture halls... they'd be chewed up and spit out in our world in an instant.)

5. Sock away some "screw you" money. "Screw you" money is an amount of money (in cash) that is sufficient to get you by for 6 to 12 months without working. I learned this from Carlton. You see, when you've got this money, you never NEED a job. You can then deal from a position of strength, instead of from a position of weakness. You must always be willing (and able) to walk away from ANY job. "Screw you" money allows you to do that.

When people sense—and they *always* can—that you are broke, like vultures, they swoop in to pick clean the carcass. You attract them, and they prey on you. Just like women avoid men who are obviously desperate. They can sense it. Consciously or unconsciously. If you put out a desperate vibe—in business, or in life—you get either taken advantage of, or ignored completely. This may sound a little bit like voodoo, but it's not. Every man and women on the planet has experienced this to one degree or another. It's the basis of such terms as, "Nothing breeds success like success." "When it rains, it pours." "Fake it until you make it." And so on.

6. One thing you should never tell a client. Don't ever proclaim how easy a job was or is going to be. Even it was or is. Always make it seem like you worked your fingers to the bone. If you tell them you popped something out in 30 minutes, bad things are going to happen. 1. They will undervalue what you wrote. 2. They, like all humans, will not want to pay so much, for something that (seemingly) took so little effort. Even the most advanced, progressive, wealth-conscious guys, will bristle at writing the check. 3. They will push you (in the future) to do everything with equal or greater speed... which is not always possible. 4. They will think, "Hey, if it's this easy, I could do it myself, or hire anybody to do it." And more.

The temptation here is to show them how brilliant you are. To show them how reliable and fast you are. You think, that because you've given them something great, fast, they are going to greet you with wide-eyed enthusiasm, effusive praise and barrels of cash. Not so. It works entirely the other way around. They will treat you with skepticism, disregard and pennies.

Don't get this confused with under-promise and over-deliver. You do want to do that. But you want to make sure they perceive what you've done as a monumental task. Even if you jotted it down while watching a "Seinfeld" rerun.

You want your work to be valued. The way to do that is to make it seem like a magical or arduous process. Kind of like a David Copperfield magic trick. Don't ever tell them "how" you do the equivalent of making the Statue of Liberty disappear. Or how easily you did it. People don't line up to pay, once they know (or "think" they know) the secret behind the trick. In your case, as a freelancer, if they ever get a whiff of how quick or easy you might produce a piece of winning copy... you're gonna have problems.

Quick story to illustrate my point: Gene Schwartz wrote the famous promotion that launched Boardroom Reports for Marty Edelston. He interviewed Marty for awhile, took his money, told him it would be two weeks, went home, and then immediately wrote the promotion while waiting on his wife to put on her make-up to go out.

Now here's what he did that was brilliant. Instead of delivering the copy to Marty that night or the next day... he put it in his drawer and waited two weeks. Then, he pulled it out of his drawer and sent it to him. He knew that if he gave it to Marty right away, Marty would have placed zero value on it. Instead, after two weeks, Marty believed he had a "slaved over" piece of copy done by the legendary Gene Schwartz. Marty ran it and treated it accordingly. The rest is history and legend. Boardroom is a \$100 million-a-year or so company today. The truth is, that promotion was far from being a "slaved over" piece of copy. Not only was it done extremely quickly, here's what Gene later said about it, "...my copy was 70% his conversation. It was his thing. It was his idea. It was his conception. It was his vision."

7. Get a mentor. Mentor under another copywriter. This is the fastest way to get good. Also, you get to learn from another's experience. Which is far less costly than trial and error. Further, you'll learn things you *can't* learn otherwise. If you've got to pay for the privilege, do so gladly.

I was extremely fortunate to mentor under Halbert early on. This has been invaluable. But let me tell you, it wasn't always pretty. Here's a short (extremely short) list of things I had to do or put up with during my apprenticeship with him:

- Had to take a rental car back that he had crashed, that was overdue... and... without any way to pay for it.
- Had to go get his stuff from a rented apartment "he" flooded. The guy was super pissed-off. And pissed off at me by proxy.
- Moved his stuff several times, under extremely difficult circumstances.
- Rescued his cats from a Cuban lady who agreed to keep them. However, to my surprise, when I got to her apartment, she had sent the cats to another Cuban family, in a not so nice area of town. I then had to go there and—to catch them—I had to chase the cats around a single-bedroom apartment (for 45 minutes) with seven people in it—none of whom spoke English, or appeared to approve of me being there. During this fiasco, one of the cats scratched me so deeply, the wound wouldn't stop bleeding for 30 minutes. And, I should mention I had to drive nearly 300 miles round trip in a single day for this privilege.
- Drove a boat from Marathon, Florida (in the Florida Keys) to Los Angeles. The kicker to this is, I was given a ten-year-old, 4-cylinder car to tow the boat over 3,000 miles. Needless to say, the car didn't make it. It was summer time and I broke down in Needles, California in the Mojave Desert on a Thursday (which, at that time of year, the average

daily temperature is roughly equivalent to the average temperature on the surface of the Sun). Tried to get the car repaired on Friday, but was informed that the part didn't come in from Bullhead City. Therefore, I got to spend 4 days there in a Motel 6. Inside a room the whole time during daylight hours, because it was literally too hot to go outside. And even if that weren't the case, there was nothing to go outside and do anyway. Luckily, or not so luckily, there was a Denny's next door to eat at... that I ate at, at least 12 times in a row! When the car was fixed Monday, the bill was nearly \$800... which was about what the entire car was worth. Most of which I paid out of my pocket, even though I was doing a "job", for Halbert.

Look, I could go on and on. Honestly, this isn't even the tip of the iceberg. But I just want to make a point. I did whatever it took. All the stuff that I went through is just a natural part of the "hazing" process you often have to go through when you are new to any job or profession. I doubt your mentor will have you do any of the quasi-illegal, often extremely dangerous things I had to do. But, if so, you might consider doing them, if you truly want to be successful. More likely, you'll just be subjected to some rather mundane, menial tasks. But do 'em with enthusiasm. It's part of paying the price.

And just so you know, Halbert and I are good friends. He doesn't treat me like a third-class citizen anymore... and... I don't hold any grudges, for what I had to do to learn from him. I'm extremely grateful for the opportunity. Given the chance to do it all over again, I wouldn't hesitate for a second.

Furthermore, I'm only telling you the bad stuff here. The good stuff far outweighs it. I just want to make the point, that there's always a price to pay, and you should be willing to pay it.

Getting Work

I'd like to start this section by telling you to once again pick up *Winning Through Intimidation*. There's a story about leapfrogging the pack that you must read. The gist of it being, don't wait for someone else to validate you or anoint you as a copywriter. Just announce yourself. That's what I did. Yeah, I worked with Halbert, but when I decided to go out on my own... I just said, "Hey, I'm a copywriter." It's that simple. You don't have to work your way up the ladder. You don't have to wait until someone else says, "Okay, now you're a copywriter." Just start.

When I started, I quoted fees, and went after jobs that, by all reasonable standards, I had no business asking for. But that doesn't matter. It's a self-fulfilling prophecy. Now, let me just say, I really did believe I was able to do the jobs I went after. And I was. I didn't go after things I absolutely knew I couldn't do. I at least believed I could do them... even if I hadn't attempted them before. And I did go after jobs that I almost certainly didn't have enough "proof" to prove I could do them. I just sort of skipped over that point.

And after awhile, after a few jobs, I did have the proof needed. Then I included it.

Often, at first, however, you will have to take what you can get... even free or “spec” work (I’ll explain “spec” work in a minute). At this stage, don’t worry about maximum fees and royalties. Just worry about maximum number of jobs... and doing a good job. Soon, you will build up a respectable portfolio of samples and testimonials. This will help you have the confidence and ability to start asking for—and getting—larger and larger fees and/or royalty packages. What you need is a portfolio of 6 to 10 good samples to show potential clients. That does help tremendously.

Pick a niche. This is a great way to get work. Pick, say, dentists or chiropractors or plumbers... some industry. Then, what you do, is you offer to write some advertising for a guy for free as long as you can use the work to show others and get a testimonial from him. This is as simple as going to the Yellow Pages and getting names and addresses of people in whatever industry you choose (if you’ve got experience in an industry, all the better). Then craft a personalized letter (there’s a sample letter towards the end of the chapter) to as many people as necessary until you get some action. Then sell them on this better than risk-free proposition. Then, once you have some results and proof, take that to others in the industry and ask them to hire you for money.

Contact printers, list brokers and lettershops. Almost every decent sized town has a number of these types of businesses. I’d approach them by mail. Find out who the decision maker is and craft a personalized letter telling them you are a copywriter. Then tell them how they can make 5-20% more on every job or list rental, by including your services. Or something like that. Or simply ask them for references. Craft a letter about your services that the printer (etc.) can send out to his best clients. Offer to share your fee with the printer (etc.)... a legal kickback, if you will.

Build a network. Establish a network of clients and potential clients and stay in contact with them. A good idea is to send them a gift or helpful business article on a regular basis. Get them used to thinking about you. And ask for references.

Internet marketers. There are tons of people online who need better copy. Easy to find, too. However, my feeling about the vast majority of them is that they are fairly cheap bastards. This is a spill-over from the medium. It costs so little to test and run advertising, they get a warped view of how important good advertising copy is and how much it should cost. I mostly stay away from these guys.

Elance and other online job sites. I don’t suggest this unless you are super desperate. These are the ultimate cheap bastard, “let’s see how little we can spend to get a job done” sites. Not my cup of tea. In fact, it’s insulting.

Do one thing every day. I learned this from Dan Kennedy. You should do one thing every day to either get a check or promote your business. Whether it’s make a phone call, write an article, place an ad, etc. Just do something. This is the only guaranteed way to build up a steady stream of prospects coming to you wanting your services.

Positioning not prospecting. Another fantastic piece of advice from Dan Kennedy. If you want a stellar example, study how he does it. Internet copywriter Michel Fortin took Dan's advice to heart and has turned himself into a "go to" guy for copy on the Internet. I personally wouldn't want to do that (for reasons I mentioned before)... but Michel has carved out a nice lifestyle and living this way. Here's what he said about it in Dan's latest *No B.S. Sales Success Book*:

"With guidance from your book, I specialized in a niche, I became an expert, I used my writing skills to create lead-generation ads and free reports, and began attracting pre-qualified prospects to me so I no longer had to prospect or feel rejected. I subsequently became THE top selling representative at a Fortune 500 company. Today, I've become a highly paid copywriter, selling via ads and sales letters. I have now specialized in marketing for cosmetic surgeons, and I am earning a fabulous income. Thank you, Dan, for everything."

—Michel Fortin, Ottawa Ontario, Canada, www.successdoctor.com

As I said, he has now specialized in writing copy for the Internet. Go to his web site, and observe how he's positioned himself. He's done a good job.

And while we are on the subject. It's a good idea to specialize as a copywriter. You'll make more money. Plus the work will get much easier over time as you learn what the market wants. And you can recycle concepts and copy... a big time-saver/money-maker. In other words, you won't have to reinvent the wheel every time. And you can focus on positioning yourself with laser-like intensity. That is, you can be a big fish in a small pond that everyone goes to. Check out this guy's site: www.newslettercopy.com.

I guarantee you, this guy makes a fantastic living with far less hassle than any generalist.

You can specialize by industry. For example: health, financial, etc. By occupation: Dentists, chiropractors, etc. Or, like in the examples above, by medium. If I were starting over today, I would specialize somehow. It's far easier and, I suspect, when done right, far more lucrative.

One last thing: If you want to specialize, get on direct response lists (in your specialized area) and send offers to the companies you get promotions from to beat their control. This can work, if you do enough of it.

Getting Paid

Here's how I judge whether or not I should take a job based on the pay offered. I learned this from Halbert also. It's a surefire guarantee to prevent a lot of frustration in your career. I ask myself this simple question:

**If I knew that all I was ever going to get
paid is the upfront money, would I still do the job?**

If the answer is "yes", I do it. If "no", I refuse the job. Let me explain this to you. What will happen—if you don't already know—is you will be approached with all kinds of propositions.

There will be grand promises of future compensation... fabulous royalties. And on and on. But listen well...

THAT'S ALL BULLSHIT!

If you don't remember anything else in this report, remember this... the only money you can EVER count on is what you get upfront, before you start the work. And I'm talking about the first part of the upfront money. That is, if, like most copywriters, you split it up your fee. And you can only count on that AFTER the check clears the bank. You should consider everything else as bonus money. Now, I usually at least get the total fee. But I can think of three jobs right off the top of my head that I only got the first half of the fee... including one currently (as of February 2005). This happens for a lot of reasons. Not just because you are dealing with a scumbag. Things happen in life... in everybody's life. Circumstances arise. Like my current deal. Nobody's a bad guy. The project is just postponed. But, I'm not sweating it. Because, I asked the simple question before I agreed to the project. I didn't count on the second half of that fee for anything. See where I'm going with this?

It's just a more realistic, real-world approach. And it saves you countless and constant headaches. If you're just getting started, you are lucky. You're getting this early on. I got stymied for years before I learned to ask myself this question. And since then, life has been smoother.

Having said that, you can usually get the total fee by refusing to produce the work until you are sent the 2nd half of the money. Or, you can ask for your entire fee upfront. I sometimes do that. But I don't really like to. Here's why: There's no carrot on the end of the stick. Human nature dictates that once you've been paid for something, there's less desire or pull to do the work. You'll do it, but it's more laborious than say if you "think" there's some more money coming. You can't be sure of that money... but at least the illusion of it helps you complete the job. And you will usually get it. Just don't have it spent before you do.

That brings up...

Ways To Get Paid

First, let me tell you a wealth secret: Get the money first, then do the work... never the other way around. I learned this from Dan Kennedy's Wealth Attraction seminar. Poor people do the work first... and that's one of the reasons they stay poor. They are always chasing the money. If you want to get wealthy, make sure you get paid *before* you do the work. Most people never "get" this.

Anyway, there are many ways to get paid. Here are the most common ones: Hourly rate. Flat fee. Fee against royalties. Fee plus gross royalties (not net). Spec plus gross royalties. Fee plus royalties on per piece mailed. I'll cover each one...

Hourly rate. Forget it. This is how poor people work. I've never done it, nor will I ever.

Flat fee. This is pretty common and maybe the simplest of all. You tell them, "I'll do this for X dollars. Give me the money and I'll give you the work." I do this some of the time. And it is less hassle than trying to collect royalties. Plus, it's usually an easier sale to the client. Especially in the beginning of a relationship. Then, after you've had some success together, you can start talking about commissions or royalties. By the way, those two terms (commissions and royalties) are interchangeable... they mean basically the same thing.

Fee against royalties. This structure is an easier sale as well. But you are getting into the territory of dealing with collecting royalties. And, you've got to watch deals like this... because... you might find that after your fees are deducted and depending on the potential sales volume of the project, there are no royalties to be had. It's easy to fall into this trap. Especially when working in small niche markets.

Fee plus gross royalties (not net). This is the most common fee structure I use. My base rate right now for a direct mail package is at least \$7,500 plus 5% of gross sales. Sometimes more, but never less. In any case, you have to insist on "gross" royalties. Not "net". You don't have to insist on a specific amount of gross... but... always gross. Take a lesson from Hollywood, where it's common knowledge that there ain't no "net". Net meaning after all "expenses" are taken out. Well, what they don't tell you is, "expenses" means they are going to deduct the lighting bill, water bill, payroll, company cars, etc. out of the project. Then they'll show you a nice itemized list after the fact when you call for your fat royalty checks. In other words, you get cheated. And there's nothing you can do except never work for Cheatum & Cheatum, Inc. ever again. Well, you *could* strangle somebody. However, I learned that the law doesn't look too favorably on such things. Too bad. People might tend to be a little more honest.

Spec plus gross royalties. This arrangement is a pretty easy sale to a client. It's also the one that will get you ripped off generously and often. Beware of the smiling man who offers you this kind of deal. The reason is simple, he doesn't want to pay you, or he's a thief... which is one in the same. I never take a deal like this... at least not anymore. In fact, I refuse to talk to someone after I know that this is the type of deal they intend on offering. Now, like I said above, you may have to take some of these at first while you are building your reputation and portfolio... but... stop as soon as possible. You will anyway. Unless you are a hardcore masochist. I've never had a "spec" deal work out.

Fee plus commission (or against) on per piece mailed. This structure only works in the arena of high-volume mailers. And you probably are not going to be working with them anyway. But just to be thorough, you typically get between 1 and 5 cents per piece mailed in this royalty arrangement. And fees can range from a few thousand dollars to tens of thousands of dollars for the best and brightest.

Contracts

First and foremost, don't ever call them "contracts". Call them agreements instead. Nobody wants to sign a contract. Whatever they are called, however, I personally dislike them. I strive to do business with people I don't need a contract with. Usually, the reason someone wants you

to sign a contract is, they want the ability to be able to sue you. I have signed a few in my time. I can only think of one instance where the deal went reasonably well. Most of the others fell apart.

In fact, I've been saving something for a long time that is especially appropriate to show you here. This is a contract sent to me for a deal. One I laughed at by the way. I've reprinted it below, verbatim... with the names removed to protect the innocent (or not so innocent). Here it is:

Scott Haines Term Sheet

Goals

- Develop sales/lead generation letters for _____
- Develop sales/lead generation letters for _____ & _____
- Develop sales/lead generation letters for _____
- Review 3 of our current running ads and provide feedback and suggestions for improvement
- Develop direct newspaper sales piece for _____
- Assist in acquiring lists (physical and email) for corresponding offers

Milestones

- Sign term sheet 7/15/03
- Sign contract 7/18/03
- Two sales/lead generation letter for _____ – 8/10/03
 - Free book offer and/or 30 day trial
 - Book w/ success journal
- Action plan on how to execute and test book offers – 8/12/03
- Feed back and suggest on 1st currently running ad - 8/15/03
- One sales/lead generation letter for _____ – 8/31/03
 - _____
- Action plan on how to execute and test _____ – 9/3/03
- Feed back and suggest on 2nd currently running ad – 9/5/03
- One sales/lead generation letters for _____ – 9/15/03
 - _____ w/ _____ book and _____
- Action plan on how to execute and test _____ offer – 9/18/03
- Feed back and suggest on 3rd currently running ad – 9/22/03
- Newspaper sales piece for _____ – 9/28/03
- Action plan on how to execute and test Newspaper sales piece for _____ – 10/2/03
- Review of results – 10/18/03

Compensation

- Compensation includes two components; cash payment and a commission.
- _____ will pay Scott Haines \$1,251 / Week
- _____ will pay Scott Haines 5% commission on revenue generated from promotional material Scott Haines creates for _____. Commission is calculated as
 - Collected revenue from sales – (tax + shipping + discounts) – initial investment
 - where discount is defined as any couponing, special or other mechanism that reduces the overall price a consumer pays,
 - where shipping is defined as the cost of shipping not the cost we charge for shipping
 - and where initial investment is defined as the cost required to execute an offer. Costs include but are not limited to the cost of purchasing lists, the cost of materials and the cost of production.

Terms

- Scott Haines will complete the listed goals above within 90 days
- Scott Haines will provides services for 90 days to _____
- _____ will have the option to extend for another 90 days at current fee structure
- Scott Haines will pay for his personal expenses
- _____ will make base payments twice a month to Scott Haines in accordance with _____ typical accounting cycles
- _____ will make commission payments each month on or before the 20th for the previous' months sales.

_____ will provide support in the following areas

- Access to all previously written materials
- Access to stock content and images
- Execution of each promotional
- Operational support for each promotional such as answering of phone order request
- Collection of funds for each promotional

Company: _____

Scott Haines

Signature _____

Name (printed) _____

Date _____

Talk about some tight asses. Needless to say, I did not agree to or sign that. They were (and are) very out of touch with the realities of direct response. For example, even if I did lose my mind and agree to the asinine terms in that contract... there's no way I could have completed all the work. And they knew that. I already made it clear I had other commitments also.

In addition, it would have been impossible to complete all that work even if I was available full-time to do it. Running ads and all those things have all kinds of obstacles—time and otherwise—inherent in them. That's what I mean by them being "very out of touch with the realities of direct response."

Further, this contract in no way resembles the deal we outlined in our three-day initial meeting. They "cleverly" tried to hide that they were going to pay me "net" royalties after we agreed to gross. They also added in a ton of extra work over and above what we agreed to.

In any case, I KNEW all this was a major red flag. I told them to forget it. They contacted me and asked what needs to be done to go ahead with the deal. I then outlined our original deal myself, sent a simple one-page document. They looked at it and approved it. Then, I FOOLISHLY signed it and started working with them. It started going bad from the very first week. The signs were there and I ignored them. The actual very first sign was when I went to visit them and they offered to put me up in a hotel next to their business. I normally don't go to see clients, but I wanted a vacation anyway, and it was a nice place, so I went. But anyway, I get to the hotel, and I find out that all they did was make me a reservation. When I told the lady at the front desk my name, she said, "Oh, here you are, how will you be paying for the room?" I said, "Huh? They didn't prepay the room." "No sir." I said, "Here's my credit card." I never did get reimbursed for that room.

I guess what I'm trying to tell you here is, first, don't ever sign a contract like that. And, second, you should probably not do business with someone—no matter what—when presented with a contract like that. Also, don't ignore early red flags or warning signs. They are almost always pretty accurate predictors of what is to come. I ended up working for these guys for about three (tortuous) months. After all was said in done, I actually lost money when you account for everything... not to mention A LOT of my sanity.

So, since my experience with contracts is less than ideal, I typically do business on a handshake... a verbal one with long-distance clients. This, I find, works best. However, you can go the opposite way and do everything with a contract. That may be better for you, I don't know. Here's what I do know, make sure it's *you* who writes the contract... and that you write in there that any legal disputes will be resolved where *you* live. If you let them write it, that's how they are going to write it. Then, if any legal matters do arise... such as a lawsuit... you will have to go there and defend yourself, repeatedly. And if you don't, you will automatically lose and have a judgment against you.

One thing I do actually do most of the time, is put the deal in writing. Just so there's a record of here's what I'm going to do, and here's what you are going to do in return. Both parties get a copy of this document, but I don't even bother to get it signed. I'm not looking to sue someone. I just want a written record so we can always be on the same page... in case someone's memory is a little faulty. Including my own.

You are on your own on this subject. Do your homework. Get legal counsel if you have to.

MY ULTIMATE CLIENT-GETTING SECRET

Starting on the next page, I've reprinted a letter (that you can model for your own use and profit) that has never failed me. I probably wouldn't be revealing this "secret weapon" if I were interested in continuing a freelance career. This letter and what I'm going to tell you about it, in the right hands, can literally and seriously be worth hundreds of thousands, even millions of dollars. I've *always* snagged a job as a result of sending a letter like this... and... with *very* impressive people.

There are a few secrets to making this letter work. First, I FedEx it. And I FedEx it Priority Overnight in a FedEx box, for deliver by 10:30 a.m. This is key. Don't be cheap. Don't use anything other than FedEx... unless... you are going to have a special courier deliver it by hand... an even more impressive tactic. Second I use money—real, crisp, clean money—as a grabber. I will usually use \$5 to \$20 up to \$100. Third, I follow-up by phone if I don't get a response within 3 days. (Which I've only had to do once, by the way.) Fourth, I personalize the letter and send it care of the decision maker. Take the time to know who this is. Fifth, I have something to say specific to their business... specifically... how I can make their business better. Do your homework here. Find out what they want and offer it to them. And that's about it.

Pretty simple, but ultra-effective. One, because you stand out... BIG TIME! Two, it actually gets delivered. Three, it will usually make it past the gatekeeper (secretary, assistant, etc.). Four, they will read it. Almost no one can resist reading it. And five, if you have something of benefit to them... an irresistible proposition, they will respond.

You can read the letter starting on the next page...

SCOTT L. HAINES

7107 S. Yale Avenue, #295
Tulsa, OK 74136

Phone
918-555-5555

E-mail
scott@killercopysecrets.com

October 3, 2002

Mr. Joe Somebody
c/o Blank Corporation
555 Any Street
Anytown, USA 55555

Dear Mr. Somebody,

As you can see, I have attached a crisp twenty-dollar bill to the top of this letter... and... I have FedEx'd it to you. Why have I done this? Actually, there are two reasons:

1. I have something extremely important and somewhat time-sensitive to tell you... and... I needed a way to make sure you got this letter immediately... and... that it would catch your attention.
2. And since what I have to tell you concerns money... *me helping you make more (much more) money from your promotions...* I thought using a twenty-dollar bill as a little financial "eye-catcher" was especially appropriate.

Here's what it's all about:

I know you're busy so I'll make this brief. My name is Scott Haines. I've been a member of _____ and an _____ subscriber for quite some time. Good stuff! I'm also a freelance copywriter and marketing consultant.

As I said above, I believe I can help you make more (much more) money from your promotions. A bold statement? Perhaps. But I believe I've got the chops to back it up. Let me give you a little background...

Since 1998, I've been working with Gary Halbert on a fairly exclusive basis. During this time, he thought enough of my skills to pay me a retainer fee to write copy for him. I've even ghostwritten his newsletter on more than one occasion. I've wrote a lot of profitable copy for him... making us both a fairly decent amount of money. I still work with Gary from time to time

and he's been an excellent mentor and friend to me.

In between projects with Gary, I've found time to do quite a bit of work for top guys like Robert Allen and Jay Abraham. In fact, I just finished a sales letter for one of Jay's \$5,000-per-person seminars... and... right now, I'm helping Bob Allen and Mark Victor Hansen with their full-page newspaper ad for their new book, *The One Minute Millionaire!*

Anyway, I'm just telling you this to give you a little background. Kind of a lot of "name dropping", isn't it? However, it's all true! And I've gotten one helluva education along the way.

Here's the main reason I'm writing you: I'm trying to extend my network, jumpstart my freelance career... and... start working with a wider variety of "quality" clients.

Quite frankly, over the last couple of years, I've gotten a bit lazy. I've been making a six-figure income working very part-time... and now... I'm looking to improve upon that. Therefore, this letter.

In your daily _____ messages, I see all that you are doing... and I'm embarrassed by my lack of activity! So now, I've decided...

I really want to go for it!

And since you're "The Man" at _____... I thought contacting you would be the best place to start. What I'm looking for is a way in. Any reasonable assignment. A "beat the control" or something like that. That way, if I can't *absolutely, positively* "prove" my worth to you... and... help you make more (much more) money from your promotions, I'm out! Very little, if any, risk on your part.

If that sounds like something you're interested in... please give me a quick call or an e-mail. (My contact info is at the top of the first page.) I can send samples or whatever you need. Also, I see that you are doing some joint venture stuff with _____. If you happen to talk to him, he'll vouch for me, too.

To get a quick review of my work, visit my web site at: www.killercopysecrets.com. It's not quite finished, but it'll at least give you some idea of what I can do. On the next page are a few testimonials, as well... with some real world, moneymaking results you can read about. I'd like the opportunity to work with you... and... advance my career. Looking forward to hearing from you soon.

Sincerely,

Scott L. Haines

P.S. I'm confident writing in just about any field. However, health and financial are good choices for me... also... just about anything to do with business improvement/business

opportunity. That's another reason for this letter... I realize you do a lot in those areas.

P.S.#2 In the opening of the letter, I wrote that what I had to tell you was extremely important and somewhat time-sensitive. Let me justify that a little: Right now, my schedule has openings... and... I want to fill those openings with the highest quality work possible. I believe you can help me do that. However, I need to move fast! It always seems, that when I do get openings... the "vultures" swoop in. What I mean by that is... people try and hire me with ridiculous offers. People I usually won't consider working with. (Not bad people, just people that don't value my work properly. My fault for not positioning myself correctly.) However, I sometimes take those offers to pay the bills and my schedule fills up. That's what I meant by "extremely important" and "time-sensitive." Probably more so for me than you. But it would be nice if I could fill those openings with quality work... instead of "filler" stuff.

P.S.#3 Here's my cell phone number, as well: (555) 555-5555. You can reach me on it any time.

"What Others Say About Scott Haines And His Copywriting Abilities..."

"Scott is truly one of the best copywriters in the world... and... one of only three people whose opinion I trust. Over the last four years or so, he has written numerous pieces of advertising for me, all of which were enormously successful. What's maybe most impressive is his uncanny ability to sell high-ticket items with ease. Last year, he wrote a letter that made \$36 for every \$1 spent mailing at a price point of \$970. A letter he just wrote for me has made (so far) \$23 for every \$1 spent at a price point of \$1,222... and... we're still getting orders!"

— Gary C. Halbert, "The World's Greatest Copywriter!"

"Last year Scott wrote a sales letter for me that pulled a 4% response. That may not sound too impressive, however, once you realize the selling price per unit — \$1,032 — it becomes immediately clear that it's very impressive. I made something like \$41 for every \$1 spent mailing that letter. Scott and I continue to work on many projects together. In fact, he recently wrote a letter for my \$10,000 per year 'Platinum Plus' coaching club that pulled an amazing 21% response! If you get a chance to hire him... don't think twice! Scott's copywriting and consulting services are essentially free... because... he makes you so much more money than you otherwise would. He could charge double what he does now and it'd still be a bargain. I can't recommend him highly enough."

— Joe Polish, President, Piranha Marketing, Inc.

"Scott is one of the most obsessed copywriters on the planet. He has uncovered every single useful secret of the greatest ads ever written... and proved that they still work, over and over again, with fresh ads for new products. He's a "living library" of tricks, tips and short-cut secrets that will instantly turn even a pure dog meat ad into solid gold, literally in a few minutes. Ninety percent of the copywriters now working have no clue what makes a successful ad. It's not a mystery to Scott, and he proves it over and over again by making clients rich!"

— John Carlton, "The Marketing Rebel"

"Scott is my own personal marketing specialist. He is a pro. I, myself, have hired Scott to help me with several of my marketing campaigns — with great success. I'm impressed with his work and I know you will be, too!"

— **Robert G. Allen**, #1 *New York Times* Bestselling author of, *Nothing Down* and *Creating Wealth*.
(NOTE: This quote is from Robert's latest *New York Times* bestselling book, *Multiple Streams Of Internet Income*.)

END

A couple more quick things about this letter. It's a version of Halbert's famous dollar-bill letter. There should be page numbers and footers (go to page 2) on it. I had to leave that off for formatting reasons.

Freelancing Resources:

In this special bonus chapter, I've done my best to give you a lot of insider secrets and some blunt truth about the profession. Probably more than I should have. I don't want to discourage you completely. But, I feel a duty to tell you what it's really like. If you can handle what I've told you, and you follow the advice given here, you really can have a satisfying career as a freelancer. There will be good money, excitement and fun along the way. A few rocky spots... hopefully less... if you follow my advice. In any case, if you choose to pursue a career as I freelancer, I want to wish you a good, exciting and fulfilling journey.

Also, even though I've given you a lot (most) of what I know, there's more. So, below are some additional resources you should take advantage of to help you advance your freelance copywriting career:

www.dmnews.com This is, according to them, "The Newspaper of Record for Direct Marketers." I probably wouldn't go that far, but, you should go to their web site and subscribe. If for no other reason than to read the list recommendations in each issue. You can subscribe for free if you tell them you are a copywriter.

www.insidedirectmail.com. You should subscribe to this. Membership (and a few bucks) allows you to access control mailing pieces in any industry. Which is very valuable. You can see what appeals are working in any market. They also have a magazine called *Target* and a couple of publications you might want: *Who's Charging What* and *Directory of Major Mailers & What They Mail*.

WARNING: The advice in the above two resources should be viewed with a lot of scrutiny. They will talk about the value of teaser copy, yes-no tokens... and... a lot of other garbage that I whole-heartedly disagree with. I, and my cohorts (in the "non-professional" world of direct marketing) can stomp the guts out of the mailings you'll see in these publications. An example of this is Carlton's sex book letter. However, as I said before, there's a reason why (many, actually) "we" don't work with the "professionals" and big mailers. But, it's a good way to keep your fingers on the pulse of what is being sold to whom.

www.awaionline.com. Great resource. I've worked extensively with the folks there. You'll want to subscribe to their free e-letter, *The Golden Thread*. In every issue they post jobs. Visit their online discussion board. There are also articles and other things of interest there.

www.directresponsejobs.com. A web site tied into AWAI where you can look for jobs.

www.selling-yourself.com. This is a product put out by AWAI and Bob Bly. You might consider getting it. Also, Bob Bly has a few books well worth reading: *Bob Bly's Guide to Freelance Writing Success: How to Make \$100,000 a Year As a Freelance Writer and Have the Time of Your Life Doing It. Become A Recognized Authority In Your Field—In 60 Days Or Less. Write More, Sell More.*

John Carlton's website: **www.john-carlton.com.** There you will find his blog (which is great reading and free) and... in the upper right hand side you'll find a link to get more information on his "how to be a freelancer" course. I highly recommend it. It's a full course on freelancing, based on his 20 plus years in the business. I think if you have his copywriting course, you can get the freelance course for \$197.

Special Bonus Chapter On Salesmanship and Salesmanship-in-Print

Just salesmanship

(Chapter Two In *Scientific Advertising*.

A Book By Claude Hopkins.)

(NOTE: I've highlighted some key points.)

To properly understand advertising or to learn even its rudiments one must start with the right conception. **Advertising is salesmanship. Its principles are the principles of salesmanship.** Successes and failures in both lines are due to like causes. **Thus every advertising question should be answered by the salesman's standards.**

Let us emphasize that point. The only purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales.

It is not for general effect. It is not to keep your name before the people. It is not primarily to aid your other salesmen.

Treat it as a salesman. Force it to justify itself. Compare it with other salesmen. Figure its cost and result. Accept no excuses which good salesmen do not make. Then you will not go far wrong.

The difference is only in degree. **Advertising is multiplied salesmanship.** It may appeal to thousands while the salesman talks to one. It involves corresponding cost. Some people spend \$10 per word on an average advertisement. Therefore every ad should be a super-salesman.

A salesman's mistake may cost little. An advertising mistake may cost a thousand times as much. Be more cautious, more exacting, therefore.

A mediocre salesman may affect a small part of your trade. Mediocre advertising affects all of your trade.

Many think of advertising as ad writing. Literary qualifications have no more to do with it than oratory has with salesmanship.

One must be able to express himself briefly, clearly and convincingly, just as a salesman must. But fine writing is a distinct disadvantage. So is unique literary style. They take attention from the subject. They reveal the hook. Any studied attempt to sell, if apparent, creates corresponding resistance.

That is so in personal salesmanship as in salesmanship-in-print. Fine talkers are rarely good salesmen. They inspire buyers with the fear of over-influence. They create suspicion that an effort is made to sell them on other lines than merit.

Successful salesmen are rarely good speech makers. They have few oratorical graces. They are plain and sincere men who know their customers and know their lines. So it is in ad-writing.

Many of the ablest men in advertising are graduate salesmen. The best we know have been house-to-house canvassers. They may know little of grammar, nothing of rhetoric, but they know how to use words that convince.

There is one simple and right way to answer many advertising questions. Ask yourself, "Would this help a salesman sell the goods?" "Would it help me sell them if I met the buyer in person?"

A fair answer to those questions avoids countless mistakes. But when one tries to show off, or does things merely to please himself, he is little likely to strike a chord which leads people to spend money.

Some argue for slogans, some like clever conceits. Would you use them in personal salesmanship? Can you imagine a customer whom such things would impress? If not, don't rely on them for selling-in-print.

Some say, "Be very brief. People will read but little." Would you say that to a salesman? With a prospect standing before him, would you confine him to any certain number of words? That would be an unthinkable handicap.

So in advertising. The only readers we get are people whom our subject interests. No one reads ads for amusement, long or short. Consider them as prospects standing before you, seeking for information. Give them enough to get action.

Some advocate large type and big headlines. Yet they do not admire salesmen who talk in loud voices. People read all they care to read in 8-point type. Our magazines and newspapers are printed in that type. Folks are accustomed to it. Anything larger is like loud conversation. It gains no attention worth while. It may not be offensive, but is useless and wasteful. It multiplies the cost of your story. And to many it seems loud and blatant.

Others look for something queer and unusual. They want ads distinctive in style or illustration. Would you want that in a salesman? Do not men who act and dress in normal ways make a far better impression?

Some insist on dreary ads. That is all right to a certain degree, but it is quite unimportant. Some poorly-dressed ads, like poorly-dressed men, prove to be excellent salesmen. Over-dress in either is a fault.

So with countless questions. Measure them by salesmen's standards, not by amusement standards. Ads are not written to entertain. When they do, those entertainment seekers are likely to be the people whom you want.

That is one of the greatest advertising faults. Ad-writers abandon their parts. They forget they are salesmen and try to be performers. Instead of sales, they seek applause.

When you plan an advertisement, keep before you a typical buyer. Your subject, your headline has gained his or her attention. Then in everything be guided by what you would do if you met the buyer face-to-face. If you are a normal man and a good salesman you will then do your level best.

Don't think of people in the mass. That gives you a blurred view. Think of a typical individual, man or woman, who is likely to want what you sell. Don't try to be amusing. Money spending is a serious matter. Don't boast, for all people resent it. Don't show off. Do just what you think a good salesman should do with a half-sold person before him.

Some advertising men go out in person and sell to people before they plan or write an ad. One of the ablest of them has spent weeks on one article, selling from house to house. In this way they learn the reactions from different forms of argument and approach. They learn what possible buyers want and the factors which don't appeal. It is quite customary to interview hundreds of possible customers.

Others send out questionnaires to learn the attitude of buyers. In some way all must learn how to strike responsive chords. Guesswork is very expensive.

The maker of an advertised article knows the manufacturing side and probably the dealer's side. But this very knowledge often leads him astray in respect to consumers. His interests are not their interests.

The advertising man studies the consumer. He tries to place himself in the position of the buyer. His success largely depends on doing that to the exclusion of everything else.

This book will contain no more important chapter than this one on salesmanship. The reason for most of the non-successes in advertising is trying to sell people what they do not want. But next to that comes the lack of true salesmanship.

Ads are planned and written with some utterly wrong conception. They are written to please the seller. The interests of the buyer are forgotten. One can never sell goods profitably, in person or in print, when that attitude exists.