

NO HEADACHE SOCIAL MEDIA KOPYWRITING

**FINALLY !!! DISCOVER HOW TO
WRITE HYPNOTIC SALES COPY
THAT SELLS THE HECK OUT OF
ANYTHING ONLINE & PRINT
YOU MONEY ON DEMAND.**



THE VALUE DON

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Chapter 1: The 10 Commandments of Copywriting

A lot of people don't understand what exactly Copywriting is...

Copywriting is writing for action..(to make someone buy, to make someone click, to make someone watch)

It's about putting words together to make someone do what you want them to do, I want you to understand the Commandments of Copywriting.

These rules are in addition to the 3 critical elements every piece of copy needs to have which are.

Target a Specific Audience

☒ ☐ Promote a Specific Subject

☒ ☐ Have a Specific Goal (Ideally Measurable)

Commandment 1: Thou Shall Always FOCUS on the Reader

This is a concept you hear A LOT in copywriting and for good reason.

Despite being the most important rule in copywriting, ignoring this rule is also one of the most common mistakes.

Focusing on your reader means researching their likes, dislikes, language they use, fears they have, emotional drivers and many more aspects that help you visualise your perfect customer...

Skip this stage at your peril.

The less focus you have on your reader, the more vague, waffly and forgettable your copy will be.

You aren't writing a copy for yourself.

You aren't talking to a robot...

You are talking to a human like you, so make sure you focus on them..

Make them feel it's a letter...

Commandment 2: Thou Shall Catch the RIGHT Attention

Great copywriting attracts the RIGHT readers and changes them for the better.

There's no point in having more people know about your business, unless those people also want to do business with you..

The best copy written and presented to wrong people gives you ZERO

When we think about catching your customer's attention in the copywriting world, we're often thinking about headlines...

Headlines are signals to your ideal customer to stop and take notice.

The rest of your copy is to make them glad they did.

As a general introductory rule,your headlines should be:

Specifically targeted towards your ideal customer

Offer a strong sense of what will be included in the rest of the advert

Make your reader want to read it now by empathising with a problem and or promising a benefit

Commandment 3: Thy copy shall Be Compelling

There is a longstanding debate over whether short copy is better than long copy...

It's argued that because we are bombarded with information people want short and snappy content that they can digest easily..

What people won't read is boring copy.

But you need to understand these 2 things:

Boring copy doesn't just happen.

You don't need to snazzy catchy phrases and over the top language to be interesting

Boring copy happens when you lose the focus of what's interesting to your customer...

It's the reason rule number 1 is... well, rule number 1.

To avoid writing boring copy, ask yourself regularly

Is this answering a question my customer might have?

Is it describing something my customer wants to achieve (that I can help them with)?

Does it talk empathically about a problem my customers experience?

These questions are a strong foundation for staying focused on your customer's interests.

If you are following say

Commandment 4- Sometimes you have to be so explicit about what they are getting, don't just think they understand.

Make sure you answer your customer's questions or at least let them know how they can find the answers.

Commandment 5: Thou shall show Lots and Lots of Proof..

Overwhelming proof distinguishes strong copywriting from hype.

It's your job to make sure customers believe beyond ANY doubt that what you're promising you can do in your business can be done.

There are other ways of building proof for your product or service including:

Photos of results

Testimonials of happy customers

Case studies of previous projects

Independent studies showing the results of your product

Commandment 6: Thou Shall Sell Benefits Baby (But Don't Forget the Features)

"Sell the benefits, not the features" is something you'll read and hear a lot in relation to copywriting.

Unfortunately, it's not always explained very well, and sometimes it doesn't even make sense.

It doesn't make sense the way all the pipu explain it..

I will rather shit up than Explain something someone will not understand

A feature of your product or service is something that it has or does..*

A result is something caused directly by the feature*

A benefit is the driving reason why your customer is interested in buying your product*

Commandment 7: Thou shall Overcome Objections in your copy

Objections are little areas of resistance, doubt or hesitation when it comes to buying your product.

Left unaddressed your customer might still buy, or they might go to your competitor who spends more times soothing their concerns...

When you see my products you will always find me talk about objections

Take a look at this

That's an objection I know my customer may have and some will have the boldness to ask, some will be too proud to ask

So I will rather be on a safer side by addressing it before they ask

If they ask before you address it, you may lose them while explaining

Objections like

Will I get value for money?

Will I be able to have all my questions answered? etc

Commandment 8: *Thou shall Connect Emotionally

Humans make all decisions, even big ones, based on emotions first and logic later.

Remember the class on Emotional Selling...revise it and see how to inject Emotions

Commandment 9: Thou shall give a Call to Action

Never assume your reader knows what they should be doing next...*

Commandment 10: Thou shall Make Them Want to Take Action NOW and Give bonuses to compel them.

Even if the action is small and requires little investment of time or money on

their part, you really don't want people to be spending any longer on the decision than they need to.

Urgency is needed to push them..

Urgency can be achieved in many ways.

Chapter 2: Everything you have been Taught About Writing Copy That Sells Is Wrong! The Shocking Truth Revealed!

The reason I wanted to put this chapter up front is because I see a lot of samples that people send us every day.

However, most people have a very difficult time changing the way they write sales letters and websites or what they say on video or audio tape or whatever the media is they're using to get a message across so that it isn't professional and boring.

Most people are very, very caught up like my son learning in second grade and that's the way he'll be taught for the rest of his life in school, as all of us probably were.

The handicap of an advanced degree

Fortunately, I didn't graduate from college so I got out of it before it was too late. If any of you have the handicap of an advanced degree then you'll have a little more trouble because you were taught to be boring when communicating or relaying a story to somebody about a series of events.

The logical train of thought has nothing to do with anything that's making the communication. If you are not communicating, you're not going to get any copy that's going to work.

We see people all the time writing things that would be written the way you would write something for college. That's boring and it does NOT sell.

I have a friend who is a nurse and she shows me things she gets for courses that she may want to take and they might be called the "Intradimensional Occupational Relationship between Psychotherapy and the Pervasive Mindset of..." something or other.

That's the title of the course. And then you read the course description and it's just as bad.

I said, "I can't believe anybody signs up for this stuff." She said, "We have to sign up for some of these things."

I guess they are forced to do it because they need continuing education, but the writer certainly isn't communicating anything even to my sister-in-law and the other nurses.

The language is so professional and so wonderfully logical that it doesn't communicate anything to anybody.

I do want to stress this very, very important point...

KC Secret #2: If you are simply using an informational approach, you will probably get unsatisfactory and negative results.

The issue is, that for somebody to respond or buy something, it's a different process than just relaying information because you are not just relaying information.

You're getting them psychologically moved off the couch so to speak and over to pick up the phone or fill out something. You've got a lot of things you have to overcome.

Now I think it's time to reveal the real definition of advertising...

Chapter 3: Here's The REAL Definition of Advertising You'll Never Learn Anywhere Else!

Are you familiar with John E. Kennedy and Albert Lasker and that whole crowd back from the early 1900's? That's where our next very important point first came about and there's a story that's probably fake, but it sounds good. And is a lesson in copywriting itself.

It started when an unknown copywriter named John E. Kennedy sent a note to A.L. Thomas of the Lord & Thomas advertising agency.

His note read:

"I am in the saloon downstairs. I can tell you what advertising is. I know you don't know. It will mean much to me to have you know what it is and it will mean much to you. If you wish to know what advertising is, send the word 'yes' down by the bell boy."-- Signed, John E. Kennedy

The note would have ended up in the trash if Albert Lasker had not been in the office. Unknown to Kennedy, Lasker had been searching for the answer to that question for 7 years.

Lasker was the rising star at Lord & Thomas, the third largest ad agency in the

world. It was 1904 when, at the age of 24, he was made a partner and was paid \$52,000. Yet, he did not know, to his satisfaction, what advertising was. Neither could he find anyone else who knew.

Lasker, starving for an answer, was quick to summon Kennedy to his office. In that historic meeting three words were whispered. Three words that changed the face of advertising forever. Those words were...

KC Secret #3: "Salesmanship in Print"

The concept was so basic and so effective that no one has since been able to improve upon it.

After being exposed to this powerful concept, Lasker commissioned the brilliant Kennedy to write down the set of principles into a series of lessons which were then used to train Lasker and the Lord & Thomas copywriters.

Soon, Lord & Thomas became the training center for the advertising world. Their copywriters were being paid \$4000/year, a fantastic salary for the time.

Yet, other agencies were hiring them away by offering salaries up to

\$15,000/year - just to get the magic of Salesmanship-in-Print into their agencies. And many Lord & Thomas people left to form their own agencies - John Orr Young, co-founder of Young & Rubicam was one.

The lessons that were used to teach these copywriters are contained in this book.

Were they successful? As David Ogilvy said,

"Albert Lasker made more money than anyone in the history of the advertising business" - (Ogilvy On Advertising, 1985)

Lord & Thomas, under Lasker's direction and by using Salesmanship-in-Print, became the most admired agency in the world. It helped to establish such well-known brands as Quaker Puffed Rice and Puffed Wheat, Palmolive, Van Camp, Oldsmobile, Pepsodent and others. It quite literally created the orange juice market which put the California orange growers in business.

But the real proof is found today in the fact that those who use these principles are among the most successful business people in the world.

The world of business owes a debt of gratitude to John E. Kennedy. Perhaps

Lasker said it best:

"The history of advertising could never be written without first place being given to John E. Kennedy, for every copywriter throughout the length and breadth of this land is today being guided by the principles he laid down."

I think everybody needs to think about that because even people who are in the business who do well and people who know better, still forget what the definition of advertising and marketing is.

Salesmanship.

These days you have to say salespersonship to be politically correct, either way it's the definition of advertising or marketing. Every word, paragraph, and line has to be leading towards a sale, lead generation or whatever the outcome is that's desired.

The fact they like you or your writing or you have a nice business doesn't mean anything. We had a guy that couldn't sell anything face-to-face and when the

customers left, we'd ask, "How'd you do? Did they buy anything?" "No. But they liked me." "That's good. We haven't been able to figure out how you spend that."

A transaction has to occur. It's got to go from not occurring to occurring, or if it's lead generation they have to go from not responding to responding and leaving or giving you their information.

You're selling from the first syllable, the first thing they see, everywhere, and you could lose them at any time by being boring or uninteresting or professional.

I still make this mistake. Everybody does, you're never going to bat 1,000. When something isn't going right and it seems like it should be because of a previous experience or a test that worked or I just thought it was the right thing to do and the way to do it, I go back over the copy and find we can tweak it because we lost people right at a certain stage where we shouldn't because we got too professional.

So keep this in mind, it's salesmanship, salesmanship, salesmanship all they through. We'll talk about how you get to that point, but I just want to make sure

we set the stage properly here so that everything we're talking about is in that context of selling, selling, selling, because that's why you're reading this. Whether that sale is a purchase, getting a lead, setting an appointment, that's what we're all trying to do.

A lot of people are worried about what their peers might think or what their spouses or family or friends might think and again, all of that is something you have to overcome yourself because the reality is that none of that makes any difference.

Like we mentioned before, don't worry about the professional look, sell, sell, sell.

Chapter 4: Secrets of Getting Ready To Write Killer Advertising Copy!

KC Secret #4: You Must Have A Good Product or Service.

I know this sounds kind of stupid and obvious, but I just want to explain it here. I'm not referring to what the conventional definition of a good product or service is by the way, I'm talking about one that people want to buy.

I'm hoping that everybody has the integrity that your products are good, meaning that they do what they say they're going to do, or they deliver on their promises or even more than they promised.

The definition of good, which I'm talking about here, is one that people want to buy. That's all. It doesn't have to be the best or anything like that. They just have to want to buy it.

A lot of times we see people all the time that have products or services that people just don't want to buy. If they don't want to buy it, there isn't any copy in the world that can save it if nobody wants to buy it. We have some people that just keep going and going and going like the battery bunny and sometimes you may run out of energy and they still keep going because they are determined that they've got the product that people are going to buy.

Again, my definitions are a lot different than other people because I have an

understated intrinsic ethical way that everything has to be what it is, no misleading, and nothing exaggerated or undelivered promises.

So with that foundation, you have to have a good product meaning that people want to buy it.

The reason I'm saying this upfront is because when we get into all the details of writing copy and look at all the examples, nothing will help if your stuff is not interesting to the people that you want to sell it to or it's not interesting at the price you want to sell it or any number of other reasons why it may not work. Keep that in mind.

KC Secret #5: You Must Have A Plan For Your Effort.

It's very important to operate from some sort of a plan when you start your testing and working on your copy because a lot of times if you just start winging it and just start doing things, your copy may end up all over the place, and believe me, the copy and the offer and all that can make a huge difference. Where you end up at and what you wanted your business to be like may be two different things.

So it's very good to start from some sort of plan of attack of how you're going to get business and what you're going to do, one step marketing or two step marketing, triple hoop, whatever. Or, what prices you are going to try to offer, what costs you're going to have involved, so you can get an idea of whether your thing even has a chance of working from the starting place.

Before you write, you really should have a product that people actually want. And secondly, you should have a plan.

Chapter 5: What You MUST Know About Human Nature In Order To Transform Your Ordinary Copy Into Killer Copy That SELLS!

So now let's talk about some unwavering rules of writing copy and some things I've discovered over the years, and I've been doing this for quite a few years now.

A lot of things that I'm going to be telling you come from experience. I'm not giving you any opinions on things here, I'm just giving you information that has been proven by results and facts and empirical evidence. I'm really big on empirical evidence because opinions are cheap.

We all saw everybody's opinion on the OJ thing, and how much that counted for. Opinions don't really count for much in direct response, information and/or Internet marketing. Your opinions and everybody else's opinions are all basically meaningless. So the whole thing we're going to cover here is straight from empirical evidence and facts that we've discovered.

KC Secret #6: The Market is First and Foremost...Always.

This is another area where people have a lot of trouble. We see it all the time. People have a product or service that they've developed and they think they understand who they're going to sell this to and what the market is, and it's not

even anything close. We see this kind of thing all the time.

In fact, if you see any courses on Internet Marketing and they talk about the first step, or the #1 thing, or the beginning of the blueprint is "Finding or creating a product," shut your connection down immediately. They don't get it and all they're doing is trying to sell you something they've copied from someone else, or better yet, they don't even understand what it is that may have made them successful...in spite of themselves.

If you don't understand the market that you're going after or you don't have somebody with you, a partner or associate or consultant, in some capacity who understands the market very, very intimately, you're not going to have success in almost every case.

KC Secret #7: Actually, something to avoid...Usually, almost everybody starts out with a product and then they try to find somebody to sell it to. Find somebody to sell to...then create what they want.

When you write your copy if your product is designed that way, usually your copy won't make much difference, again because they're not going to be interested in buying it.

The more successful way to go and the way it's been done forever by the most experienced and successful is to pick a market or markets and then develop your product or service based on what that market is telling you that it wants or think that it wants, and then if you can't come up with it, move to another market.

Everything I do in several different businesses is focused on always looking at the market first and then seeing if the product will fit.

Occasionally, and maybe by a rare circumstance you can get lucky where you develop a product and then you put it into a market and it's right for the market. That might happen once out of a thousand times. The other 999 times you get a fail if you don't develop a deep understanding of the market first, product second.

That's a very, very difficult thing and most people make a lot of mistakes on. I've done it myself, and I'll probably do it again even though I know better. You really have to focus in on this. That is something that is a very fundamental part of success and again, your copy won't make any difference if your product or service isn't designed for that market and very intimately understood.

Chapter 6: Do You Have A Damn Good Answer To These Four Questions? If Not, You Won't Sell Anything To Anyone!

This came from a guy named Maxwell Sackheim who was the fellow who invented the Book of the Month Club. You'll see a couple of his ads later. This guy was in direct marketing for 75 years. He passed away in the '80's. But he was in direct marketing for 75 years and he invented a lot of things that we all take as standard back before any of us were around. These are the questions that he always asked and I suggest that you take these four questions and put them up right in front of your desk or computer.

Question #1- Why Should Your Target Prospects Read or Listen to You?

Can you answer that question? Why should your targeted prospects read or listen to you? That's a good question, because you think you have something that is of interest to them? I don't think so. Think about this very carefully.

Question #2- Why should your target prospects believe what you have to say?

Now these days, and remember, he wrote these four rules back 50 years ago, can you think of a more skeptical society, there's no way that it can be more skeptical.

This isn't just for the United States, it's the same in Australia. The guy in England I'm talking to says it's just as bad there. Everywhere, everybody is skeptical of everything, with good reason, because just about everything we've been taught is wrong, and everything we believed in has been proven to be untrustworthy and so forth. Why should anybody believe anything you have to say?

Question #3- Why should your target or prospects do anything about what you are offering?

Because you need the money? That's not usually a good reason.

In financial businesses, people will make financial transactions because they have to make a car payment, but they have people's money they can move around. You guys don't have that luxury. If you want to get something, you should think why should they do anything about it.

Question #4- Last, but not least... Why should they act now?

One of the things about direct response is we set it up so have to respond and the sooner the better. We're still getting responses a year after people ask for

information, that's fine, but if we had to wait a year for all the responses, we wouldn't be doing too good.

So, what's going to get them off their butts?

Ask yourself these questions. If you can't answer these questions, then the piece isn't ready to go yet.

We often get the question "I put in an expiration date and as people are starting to recognize that the expiration date doesn't really mean a whole lot because you're going to send me another piece of mail later anyway or if I come back to your site, there'll be a new expiration date. Do you see the trend that we are losing that urgency to buy based on the expiration date?"

All I can tell you is we've been doing it for years and since we started using the expiration dates the results have picked up.

When we do subsequent contacts via email or regular mail we don't refer to the expiration date once it's passed, but in general we get a lot of people that call up and say "Today's October 6th and my deadline is today, I want to get this

going because I don't want to miss out on the free gifts."

You'd be amazed at how it pushes people up and it's giving them a reason to act.

You can test your expiration dates, you can test it without the expiration dates and see what happens. Our tests without expiration dates don't work as good as the ones with expiration dates. So that's all I can tell you.

This excellent piece by a real pro Corey Rudl, uses one of the oldest, and most trusty techniques there is in writing killer copy, especially if your product or pitch relates to making money.

Do you know what he's done? OK, I'll tell you. First of all, he's using the "discounted dollars" approach right off the bat in his headline. He makes a powerful, hard to ignore announcement.

He tells you that you can make over \$10 for every dollar you spend, which is a strong proposition, and by itself will get lots of prospects to stop and pay attention, which is the only point of a headline, right?

But notice what else he does. He doesn't make the BIG mistake most amateurs would make. He doesn't assume you know that a 10 to 1 return is high or even good. No, Corey knows that you can never assume your prospect "gets" anything, or assume they understand what something means! See, Corey, very wisely, goes on to tell you that this 10 to 1 deal is the highest return on your marketing dollar.

But Corey doesn't stop there. Nope.

He still needs to make you even more interested and curious now that you know you can make a 10 to 1 return, and that it's a high margin. He now tells you that this amazing result has been made possible by the fall of the idiot dot.com companies that went bust.

Why does Corey do this? Why add this fact to his headline?

Well, it's very simple. His prospect knows that the dot.com morons went belly up, but what he knows the prospects don't likely know is just how, or why, this seemingly unrelated piece of news allows the results he's touting to become

possible.

Let me ask you. Do you know why the fall of the dot.com mental midgets allows YOU to make an obscenely high profit margin on your own marketing dollars? If you don't know why, which is highly probable, you'll want to know, won't you? And if you get "hooked" by the headline, and if you do only ONE thing after that..Corey's done the hardest job there is in marketing. Getting someone to STOP DEAD and keep reading!

The job is to get them to STOP whatever they were doing, and read the next sentence! That's it. All that headline is being asked to do is get you to STOP and read the very next sentence!

And if you look at his next sentence, you'll see that it's another killer headline! Corey's not satisfied with just one killer headline! He wants you to get sucked in even more! Now he teases you with the possibility of a one man outfit doing over 5 million drachmas a year!

If you got "hooked" by the first headline, and you read this next one, you should be properly "hooked" and will do the only job this second headline was trying to

do. To get you to read his first sentence of his copy! And once you do that..if he can write any kind of decent copy, you're well on your way to taking money out of your pocket and making it Corey's money!

Another key thing Corey does on this piece is PROVE that what he's saying, which is almost too good to be true sounding, by SHOWING you his checks and pictures of him being interviewed by Maury Povich and so on.

Corey's very quickly dispelling your natural skepticism about how a "kid" like him can make so much dough with a one man operation.

See, Corey knows you don't believe shit, especially about him making all this money. Since he knows you don't believe shit, he pre- empts your bullshit detector by immediately proving he's not lying, and proving it in an overwhelmingly convincing way! He SHOWS you the proof, because seeing is believing, right?

What he's doing is handling the hidden objection you have in your brain, BEFORE you stop reading because of it. He's not making the amateur's mistake of NOT bringing up objections immediately, because of being afraid to point out

a potential flaw.

Amateurs wrongly assume if they don't point out problems with your message or product, that the prospect won't think of it him or herself. This is as naïve as the government assuming if they don't teach kids sex education, they won't think of sex themselves.

(Hence, we have the HIGHEST teenage pregnancy rate in the free world, but that's another story for another time.)

See, in a live sales presentation, you might hear the prospect voice the objection and be able to handle it. But since this isn't a live sales presentation, Corey's wisely brought it (the skepticism) right out in the open and annihilated it efficiently.

(The only thing he might have done that could have made this a little stronger is to have said something like, "I know you don't believe anything I'm saying and think I'm full of shit. Well, let me tell you why...")

Now let's step back in time...

Chapter 7: The Hidden, Buried Secrets Of Killer Advertising Copy From The Old Time Advertising Masters!

A guy named Thomas J. Barrett of Pears Soap made what I think is probably the most profound statement about business there is...it's a Killer Copy Secret...

KC Secret #19: Any fool can make soap, it takes a clever man to sell it

Now today, we have to say a clever person, but I'm using his direct quote.

I want you to really think about this because products are a dime a dozen. Ideas are a dime a dozen. To sell something, it takes cleverness and my definition of cleverness is understanding human psychology.

This guy was very, very clever and Pears Soap at the time was the number one leading brand of soap until Ivory took over later on.

Now we're going to start looking at some ads here.

This first one is an ad from 1903 and if you look at this here, this lady's name is Susannah Cochroft and her headline is,

"Are you too thin? For only 15 minutes a day,
practice in your own room upon special exercises I will give you, you can be
round, plump, wholesome, rested and attractive."

Does anybody think this would be a good appeal today? Would this work pretty
good?

Nature intended you to be, why should you not?

The following are extracts from the weekly reports of my pupils. "Just think Ms.
Cochroft, I gained 25 pounds."

Now isn't that a great testimonial for today's environment?

"Please don't even thank me for interesting my friends in your work. It is
happiness to show my appreciation for restored health."

Here's a good one,

"My bust, neck and chest have filled out beautifully, and I carry myself like
another woman." "You've done more for me than doctors have done in 20 years.

My constipation is relieved. My nerves are so rested and indigestion is all gone."

Pretty nice to talk about constipation in your marketing? I bring this up for a lot of reasons. We're going to go through a bunch of ads here by the way.

First of all, the headline, in that marketplace at that time, guessing from reading the copy that she understood her market very closely, was that women wanted to be "round, plump, wholesome, rested and attractive." So "Are you too thin?" would be a headline that would fit into that, and if being thin was bad, like today, you would just simply say "Are you too fat?" Of course, you probably couldn't say that. You would say "Are you weight challenged" or something.

It's got a headline that says, "Only 15 minutes a day practicing special exercises." The copy you can read through yourself.

And at the end "I will cheerfully tell you about my work and if I cannot help your particular case I will tell you. My information and advice are entirely free."

And then she wrote a book called Character As Expressed In The Body, Etc.

I don't know what that book was about, but it sounds kind of interesting.

But again, a couple of reasons I bring this up. Number one, we'll go into why these are good ads, but secondly, and much more importantly, you can see that she's targeting in on her message.

She's got testimonials and she got your attention, "Are you too thin?", and she got your interest because in only 15 minutes a day I can make you "round, plump, wholesome, rested and attractive.

Nature intended you to be, so why should you not?"

Then she goes into the desire, the testimonials are building up believability in making you want her thing and that's she's built up thousands of them and why not you?

You'll be so much more attractive and so much better satisfied with yourself. Then she tells you to act to contact her and that her information and advice are

entirely free. So she's giving you a reason to act.

Pretty good advertising for somebody who probably never studied advertising.

Chapter 8: The Jealously Guarded, Secret Killer Advertising Formulas That Work Over And Over!

Okay, now we're going to walk through these formulas now and kind of in the context of what we've seen already.

We're just going to walk through the formulas and we'll come back to the headlines a bit later on.

Although old, this one is still time tested and true...

KC Secret #20: Always run your copy through the old tried and true AIDA formula

AIDA- Attention - Interest - Desire - Action

When you saw the ads we just went over, every single one of them was chosen for two reasons

To demonstrate the timelessness of the human spirit and, also the fact that they all had attention, interest, they get you desirous and they get you to take action.

Attention, "I like being with a guy who knows what he's doing" that gets the attention. "They all laughed when I said I was going to start my own business" gets your attention and then you go through it.

Look at the ads, study them, and use them as models. I'm being honest with you, when I start a new project and new ads, I go back through all this material and I sit down and re-read this and look at things. I've got a whole section in my messy office where I keep

all the headlines and ads. There is no need to reinvent the wheel.

You need to change specifics of what you're doing, but there's absolutely no need to change the generalities of all of this.

You need to apply the AIDA formula against all of your marketing pieces to help make them better. Here's the nuts and bolts of the formula:

A = Attention: You must get their attention. That's why we spent so much time looking at headlines and there's still more.

It doesn't matter how good the copy is if you don't get their attention. It has to snare them into stopping and taking a look. You already have a bunch that you can use to model and come up with one.

I = Interest:- Here's where you start listing benefits or telling them why your "thing" will make their life better.

D = Desire- There's many ways to build desire, but one of the best is by making them an irresistible offer.

This is why we throw tons of bonuses in to our packages that they get to keep even if they return the product. This is the reason for a great guarantee.

A = Action: And of course the part we like, getting them to take action. So many pieces we see actually forget to ASK for the order or whatever action is wanted.

You need to tell them exactly what you want them to do and why they must do it NOW. If you've successfully put together the other parts of this formula but forget this one, it was all for nothing. You also want to make it easy for them to take action.

That's it. It's a short formula, but easy and powerful.

The next formula is from Dan Kennedy. I have everything he's created and it's all great. [Click here to check out his stuff.](#)

KC Secret #21: Dan Kennedy's: State the Problem, Agitate the Problem and Solve the Problem formula

Now it's a sub formula of the AIDA formula. If you look at any of these, they do that also.

"I like a guy who knows what he's doing" for example is stating the problem. It's implying that you are a guy who doesn't know what you're doing.

Then next is agitate the problem and if you read the copy here she talks about the problems guys don't know what they are doing have and then she solves the problem, which is of course, buying her book or whatever the solution is.

If you look through the copy, when we look at some of my stuff you'll see it's always following these formulas.

They are very simple.

In most marketing and advertising, it won't work unless you're solving a problem.

We're going to talk about John Caple's rules in a few minutes and you'll see

what I mean.

You are basically hitting on a human problem and then trying to solve the problem.

The agitate is Dan's part and is very important.

You don't want to just state the problem, that's not enough. You really have to get them stirred up and that's usually right at the beginning where you really want to agitate them.

Chapter 9: The Single Most Important Part Of Killer Copy! Mess This Up, And Your Advertising Will Always Fail!

In the first 8 chapters, I tried to build a foundation and now we'll go into specifics and a lot of additional things you can use.

KC Secret #22: Headlines are more important than anything

I said that in big bold headline-type because it's a headline about headlines and headlines are more important than anything.

We talked about the fact that headlines must stop your prospect cold. If you don't stop your prospects cold, if you don't whack them in the head, stop them from page turning or web or channel surfing, you will lose them and then they will never see your ad.

There are a lot of things to know about headlines. That's why Jeff and I included an entirely separate book about them in your bonuses. But in general, the headline is the most important part of your website, ad, letter or whatever you are doing.

All the statistics people say that a headline is 70% or 80% or whatever, as far as I'm concerned, it's 100% of the ad because if they don't stop because of your

headline, the rest of your copy makes zero difference. That's how I look at it.

100% of the effectiveness of whatever you're doing will directly relate to the effectiveness of the headline, at least initially.

If your body copy sucks, you'll lose them at that point. If you don't have a good headline you won't get anywhere with them.

Editor of the magazine finally told me that it was "In Your Underwear" that was the problem. So we took out the "In Your Underwear" and the ad bombed.

This is a headline and ad that has worked pretty much everywhere we've run it, not always, but pretty much everywhere. We had a major bomb and airline magazines aren't cheap even the way we buy space.

So changing just three words in my headline, did it make a difference?

Yes, it made a big difference because maybe the "in your underwear" thing is just catchy enough or whatever that it gets people curious because they really have never seen that.

Imagine at one time most of you hadn't seen headlines that talk about how to make money sitting at home in your underwear.

Although now we see a lot of sitting at home in your underwear and sitting at home in your pajamas and sitting at home in your robe, and we see other variations on the theme at this point.

Sitting at home naked, that would be in other types of magazines that we don't really get involved with. But yes, that would be another variation on that theme.

We keep track of every headline we use for every ad. They are all coded in every business, and we always have several businesses going, but we keep track of all of that and we have exact tracking of the headline, the number of leads or sales, depending on what we're going for, usually leads in most cases. I cannot stress the importance of headlines enough.

In fact, if you only have a little bit of money and you can only afford a little ad, make 90% of the ad headline and then just put "FREE report reveals...enter your email address or call for your free recorded message" or whatever.

KC Secret #23: The headline is the ad for your ad

If you think about it, it is.

When any of you read a publication in print, and the same is true for the Internet, TV, radio, although they're not really called headlines in TV or radio, it's just what they happen to be saying on TV or Radio.

You might remember "Help I've fallen and can't get up" or other things along those lines on TV. That's basically a headline type thing.

The ad for your ad concept is you've got to get somebody to stop and then want to read the ad. So really it's an ad for your ad.

Headlines will make or break the success of your copy. I spend probably as much time on a two sentence or one sentence headline when I write something new, as I might spend on a whole ad itself. If I'm doing a full-page ad, in fact, sometimes I spend far greater time on a headline than I do on the body copy. In fact, sometimes I re-use body copy and don't change the body copy at all.

I've had or seen 40%, 50% difference in response to ads just from changing the headline and not one thing else.

I've seen a jump from 100 leads to 250-300 leads from an ad that just had a different headline.

And if your conversion rate is pretty constant, an extra 150 leads might make an extra 15 sales and at \$500 bucks a pop, that's nice extra money for adding three words to your headline or something.

We had an experience with the "How To Make Money In Your Underwear" headline just to give you another story. One of the airline magazines wouldn't let us run the headline with "How To Make \$4,000 A Day Sitting At Home At Your Kitchen Table In Your Underwear."

The editor of the magazine finally told me that it was "In Your Underwear" that was the problem. So we took out the "In Your Underwear" and the ad bombed.

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KC Secret #24: Everything Must Have A Headline

A huge percentage of the things we see don't even have a headline.

If you remember the site you bought this book from, it had a headline, our emails have headlines, all of the samples in this book have headlines.

Everything has to have a headline.

Do I mean every paragraph must have a headline? No.

Every piece you use. If it's a website, it has to have a headline. If it's a business card, if you use business cards, they should have a headline. If it's an ad, it obviously has to have a headline. A sales letter, definitely. We'll see some ads that don't have headlines in a minute.

Now, some headlines might seem really small to you. Those are sometimes called subheads.

One headline "Are you frustrated with the money you've been making?" has

worked for me for years.

Another one an associate used to use is "How to put an end to prospecting while you earn a six-figure income with this amazing new profit center."

If the pieces for these two items didn't have a headline, most people probably wouldn't read them.

Want to know how to cheaply and quickly get a continuous supply of headline and copy tips?.

KC Secret #25: An Easy Continuous Education Can Be Obtained from Tabloids and Magazines

How many of you subscribe to things like the Globe or Enquirer? Come on, don't be shy, how many?

Now, I know a lot more of you get these than will admit it.

It doesn't come in a plain brown wrapper. Your mailman or mail person will know that you read the Enquirer or the Star.

I'm here to tell you that if you want to get a continuous education in headline study, read all of those publications.

I want to show you this Redbook one here ([click here](#)).

Now, magazine headlines, the good magazines, the ones that sell a lot of copies, like when you are checking out at the grocery store, there are a sea of publications there, those magazines...they have great headlines.

If you are at a magazine rack, there are a sea of publications there too. They have to stand out.

On this current ad, they've put of course, Julia Roberts' face. Look at the headlines...

"Swimsuits that firm and flatter you"

"Better sex in seven days - the new technique everyone's talking about."

"Is stress spoiling your happy moments?"

"Hips, thighs, butt - six ways to tighten up."

"Danger at the drugstore - what you should never buy."

"How Olympic dreams killed her little girl."

"The new technique everyone's talking about", psychologically, since you of course are the only person that doesn't know what this technique is because

everyone else knows because they just said everyone's talking about it, you're compelled to flip through the magazine and find those pages and read that article.

"Is stress spoiling your happy moments?" This magazine is obviously targeted at women. "Hips, thighs, butt - six ways to tighten up." There isn't much more you can say. It's not a long headline, but it gets right to the point. It's clear.

By the way a number of whatever you're talking about in your headline is usually better than saying for instance, "Ways to tighten up", it's not as effective as "Six fast ways to tighten up" or eleven or three or 101 or whatever you have. Using a number for your "number" of things is good because it implies psychologically there are a number of things I can learn and maybe one of them will get this damn cellulite off my butt or whatever it is the woman is worried about.

"Danger at the drugstore - what you should never buy." Whose going to go to the drugstore now without wanting to know what you should never buy.

"How Olympic dreams killed her little girl." or "Quiz - are you too easy on your

kids?" We all know the answer to that quiz.

"Julia Roberts - No she's not fickle, here's the real reason she couldn't save her marriage."

KC Secret #26: The More Your Ad Looks Like an Ad, the Less It Will Work

Because subconsciously you are bombarded with advertising messages every day and for most if not all of us, if it looks like an ad, even remotely looks like an ad, that means if you use reverse type instead of just plain black letters on a white background.

Chapter 10: Little Known Headline Writing Shortcuts And Tips!

I'm going to spend a few minutes talking about these headline words and some other shortcuts and tips to remember. I'm not going to read them all, but the two best headline words are FREE and YOU.

Free (the most powerful word)	You (the other most powerful word)
Discover... Do You... Secrets Of...	Announcing... Last Chance... Bargains...
New Ways... Now Is...	Yes...
Atoning...	Love...
Facts You Should...	Hate...
Breakthrough...	How Much... How Would... This Is...
At Last... Advice To... The Truth	Only Way... Sale...
Of... Protect...	Hurry-. How To... Suddenly... It's Here...
Life...	important Development... Sensational...
Here Is The... Introducing... Just	Revolutionary... Miracle
Arrived... Improvement...	Quick...
Remarkable...	Wanted...
Startling... Offer...	Advice To...
Easy... Challenge	Compare...
The Truth About... Bargain...	

So we put those at the top. Have any of you seen Bottom Line Reports?

Have you ever gotten anything from them? On their envelope sometimes they have the word FREE or in some of their full page ads where the entire top half of the ad is one word FREE set up in the boldest print you can imagine.

I don't know what size the font is, it's like 190 or something. That's all it says is FREE. Then you have to read the copy to see what's free.

Now they keep repeating this so it must work. There's nothing wrong with using FREE.

The other top word is You.

This is another hard one. In advertising or marketing you must talk about your prospect not about yourself.

I hate to tell you this, I don't care about you. Your prospects don't care about you. Maybe your wife, kids or husband care about you.

But your prospects or target market, they do care about themselves.

Everybody's selfish and if you don't appeal to their basic self- interest, you're not going to have results.

I've given you a lot of headline words here, I use this myself.

A lot of times when I'm trying to come up with a headline and I'm stuck, I go look at this list of words and I'll say "learn how to whatever..." and then I'll see

"discover" and think that's a better word. Discover has a better connotation in English language than learn. Discover means you're finding something out that's exciting, new or different. Where learn doesn't have the same excitement to the word.

I know these may sound like subtle differences, but they're not.
They are very important.

Amazing. We've thrown Amazing in headlines. Breakthrough has a connotation.
Look at all the headline words.

Don't listen to those who say this stuff doesn't work. It absolutely does. Some people teaching you how to create marketing on the Internet will tell you it doesn't work on the Internet.
They are NUTS!

It's still human beings reading and looking for things that appeal to their self-interest.

"How to" is in the middle of our list. In fact, here's another tip. If you ever get stuck about knowing what to say in your headline or title of your course or your product, just start with "How To..." and say whatever it is you're teaching them how to do. If it's training ducks to fly backwards, then "How to train your duck to fly backwards" is a good title for that particular product.

Go to the library and go to the card catalog, which you can't go to anymore, but the computerized card catalog and look up "how to" in any library. It's just endless. They never stop.

KC Secret #27: If you ever get stuck about knowing what to say in your headline or title of your course or your product, just start with "how to" and say whatever it is you're teaching them "how to" do

NEVER USE ALL UPPERCASE LETTERING

We see a lot of people make this mistake. And it's becoming a little more pronounced of a mistake on the Internet where people associate it with YELLING!

What we (and others) have found is that placing caps on each word in a headline makes them more noticeable. If you look at newspapers, they hardly ever use all caps, magazines hardly ever do either and if they do they mix it up

a bit.

The reason is that it's been proven they're more noticeable in mixed case than all caps.

If you remember from the Redbook ad, there are caps at the beginning, and then they have an all cap one but then they mix them up.

In general, you'll see that most newspapers in their headlines will use a mixture of upper case and lower case.

Some newspapers and magazines like the Chicago Tribune do all their headlines with the first letter of the first word caps and everything else is lower case even the subsequent words, unless it's a proper name of somebody.

Redbook sprinkled some all caps in there, but they still had the majority in upper and lower case.

"Quotation marks around the headlines improves the response"

Do not ask me why.

The great copywriter Ted Nicholas Said something a few years ago and I did and it's worked and it's improved our response rates. Even if somebody's not saying something and it doesn't have the context of being a quote, it just works better and I don't know why.

Ted Nicholas has an opinion that it might give it the look of a testimonial.

One of the things I've discovered is...

KC Secret #28: Not to question things that I find work well or if they don't work I get rid of them

Sometimes you just don't know why exactly something works, but you just gotta stick with it.

KC Secret #29: Your appeal needs to go at basic human needs

The following list came from the Robert Collier letter book.

Making Money

Saving Effort

Impressing Others

More leisure time

Self-improvement

The need to belong

Security

Getting something others can't

Some people don't realize impressing others is some people's main goal in life.

This is a list of very, very important human emotions. Robert Collier wrote this back in 1931 when he wrote his book. But his ads and marketing go back to the early teens. Robert Collier's first copywriting assignment was selling coal by the train carload through direct mail. Something like coal, I think, a substance like that.

Now if you have any thoughts that direct response doesn't work, now here's a guy that was selling coal by a train carload through direct mail.

I just want you to keep in mind that you can sell anything with the right kind of copy.

Robert Collier, as well as anybody else who has had success at this, will always tell you your copy is the difference. Keep this list in mind because if you're not sure when you're doing your headline or copy, if you're not sure where you're going, or you are thinking about a product for a target market, look at this list. This list is a very, very valuable list.

KC Secret #30: First and foremost try to get self-interest in to every headline you write

The great John Caples said you should first and foremost try to get self-interest into every headline you write. Make your headline suggest to the reader that this is something he wants.

This rule is so fundamental, it would seem obvious yet the rule is violated everyday by scores of writers. Self-interest of the reader not of the writer.

That \$128 billion dollar thing you saw on the Templeton ad was the interest of the person who wrote the ad for Templeton.

I assure you there isn't a single individual on this planet that gives two damns whether they have \$128 billion or not under management Caples also said that if you have news such as a new product or new use for an old product,

be sure to get the news into your headline in a big way.

People like news.

That's why they call them newspapers because news is important. You can make something boring sound new.

It's like the famous Schlitz story? I'll go over it very quickly.

Schlitz Beer hired Claude Hopkins to help boost their lagging sales and loss of market share.

Now at the time every beer manufacturer was saying the same thing... "PURE" this or that in their ads.

Every company wanted "PURE" in their advertising. All this and nobody knew what they meant by 'pure'. That is until Claude Hopkins.

The first thing he did was take a factory tour. He was shown plate- glass rooms where beer was dripping over pipes. Hopkins asked what the purpose of

this was and was told that the rooms were filled with filtered air allowing the beer to be cooled without any impurities.

Then he saw these large expensive filters that were filled with white-wood pulp providing superior filtering. Hopkins was then told how every pump and pipe was cleaned twice daily to maintain the purity. He was told how each bottle was sterilized four times before being filled with beer, not just once or twice.

Then, Hopkins got to see the 4,000 ft. deep artesian wells that had been dug to get the cleanest and purest water possible, even though the factory was right on the shore of the then unpolluted Lake Michigan.

Hopkins next entered the laboratory to see the mother yeast cell, that was created after 1,200 experiments to finally provide the most robust flavor.

Hopkins was then informed that all yeast used in making Schlitz beer came from that original yeast cell.

Hopkins asked "Why don't you tell people these things?" The reply? Every beer manufacturer does it the same way.

Hopkins reply..."But, others have never told this story..." He then went off to create a successful advertising campaign educating people on what made Schlitz beer pure. He told the same story every other brewer could have. But he now had a meaning for purity. Schlitz went from 5th place to a tie for 1st place in market share.

It's just about educating.

KC Secret #31: Educating prospects about the how's, the why's, the good, the bad and the ugly. You simply cannot over educate people.

Now, think of what they could have done with direct response.

I'm just saying just from the fact they took the information that every beer company makes beer the same way, they just took it and made it news.

News will sell even if you think your thing is boring or run of the mill. A lot of people say "There's nothing interesting or different about what I do.

It's just painting walls." You've got to come up with some spin on it so that it sounds new and exciting without lying or exaggerating, of course.

John Caples Says...

Avoid headlines that merely provoke curiosity.

Curiosity combined with news or self-interest is excellent, but just curiosity itself isn't enough.

It's kind of analogous to yelling "fire" in a movie theater to get people's attention, but it's not going to be enough to get them to like you or do business with you.

We see ads that say, "Free sex. Now that I've got your attention, I'd like to sell you this computer."

That's not a really good way to use curiosity in a headline because you will probably get people curious about the free sex, but it's misleading and it also won't carry it through.

Avoid when possible headlines that paint a gloomy or negative side of the picture, take the cheerful positive angle. It usually works, but not always, usually, sometimes the negative slant will help you out, but not always.

Try to suggest in the headline there's a quick and easy way for the reader to get something he wants.

This is John Caples way of saying what we call the magic pill. Everybody wants a magic pill. I don't care what you're selling. I don't care if it's weight loss or if it's information products or carpet cleaning, or if it's college funding, whatever you are selling or you want to sell, everybody wants the magic pill. They want to be able to achieve whatever it is they want.

The ads from earlier... the ones with all the headlines...they either want to make money or save effort or whatever. They want to get it with no effort, no money, no time, no cost. They want the magic pill.

Now if you happen to have a magic pill or if you look in the tabloids, you'll see there used to be an ad for magic miracle diet pill. It showed a lady holding a giant pair of pants.

"I took this pill and the next morning, I woke up like this." That's basically what the ad says. It's a full-page ad.

They've run it for years. I've seen it for years and years and years. It must work in some way or another.

It's literally advertising a magic pill. Now you may not have a magic pill, but if you keep that magic pill element in your marketing, you'll do much better in general. Again, it doesn't mean that you are lying or deceiving anybody, you have to have a magic pill element that is actually important.

KC Secret #32: When testing, switch only the headline.

The first thing whenever you are testing, the first element you are going to test is your headline.

So if you think your body copy, which we'll talk about in a few minutes, is okay, and you're not getting great results from your first effort, try switching the headline but leave the body copy alone. Don't change both.

When in doubt, use the 100 headline templates in the appendix as well as the ones in your bonus library.

As you go through these 100 headlines, plus all the ads I gave you, and by the

way, I'm telling you and I'm serious, you have everything you need here. Don't try to reinvent the wheel. These

headlines are proven to work for instance number 70 on the list, "Thousands now play who never thought they could" for a carpet cleaner, "Thousands make a fortune cleaning carpets that never thought they could." For a college funding business, "Thousands send their kids to college that never thought they could." You can take any of these headlines.

It's just a plug and chug and if you have a word processor, it's easy. You don't have to be that smart to write copy, you just have to follow the formulas.

KC Secret #33: Always go with your best stuff first. Don't hold back

I'm still guilty of this every now and then when something doesn't work. Go with your best stuff out of the box. Your headline should be your best benefit and your first sentence or paragraph if possible should be your next best.

Don't hold back your good stuff until the end of the ad or the letter because if you do, there isn't going to be anybody reading it because they dropped out way before they got there.

I'm sure you've heard this before, benefits, benefits, benefits.

Features do not sell anything.

Nobody cares that your whiz-bang do-hickey has a 4.7 ratio to aspect compression modulation. Nobody cares about any of that stuff.

All they want to know is what's in it for them, what will this do for them.

I'm going to repeat this again, benefits, benefits, benefits.

IF you must talk about features in your copy, make sure they are in a spot where you're not going to lose the people or you talk about them in the context of your benefits. A benefit is losing weight.

**Chapter 11: How to Write Copy So Good...
You Could Sell Sand In The Desert!
Let's talk about body copy next.**

I'll start off immediately with one of the first questions I always get...

What font do you use or what font works best?

Actually in the old days I used courier and then I switched to Times Roman and I didn't find much of a difference in the sales letter.

Some people swear courier font in the sales letter is better than the Times Roman. A lot of people tell you the Times Roman is better than the Courier font.

I can tell you that when you are reading a newspaper or magazine, you're going to always see Times Roman font basically in the copy.

Some of my headlines don't have Times Roman font on the headline, but the body copy of the ad is.

You will see Courier type in reports frequently. Courier is a typewriter looking font-face, which nobody uses a typewriter anymore, it's what they used to look like. Ted Nicholas swears by the Courier font. Again that's something that's easy enough to test with a word processor. It's a couple of clicks on your

mouse and you've got a whole new font. That's the kind of stuff you can test after you've got a killer ad, letter or website already working.

I have found in the advertising part, the Times Roman still works the best for me. However, on the web, there are some font considerations.

We have been using a Verdana, Arial, Helvetica, sans-serif combination recently with good success. It meets most PC and Mac font specs and is easier to read.

KC Secret #34: When writing body copy, write as you talk

This is very, very important. We've all been taught to write different than we talk.

Now I'm going to give you an example. The front page of your sales letter or website is the most important part of your sales letter. I do try to get as much as I can in the headline and subheads.

It's like the old Star Trek thing, you remember the tractor beam that they would say, "We're caught in a tractor beam".

It would be sucking them into the planet. Or if anybody saw Mel Brooks' movie Spaceballs, they had the giant vacuum cleaner in space and they say, "Suck, Suck." That whole movie sucked, but my kids liked it. In any case, the idea is you have to suck people into your piece.

I've had people tell me that our headlines do that but obviously, that's not as important as the fact that we sold over 12,000 courses with these letters in four

years. So somebody got sucked into the copy.

Those words might not be the most elegant way of saying that, but that's what you are doing.

I also say things like, "I mean, it's a jungle out there. If you ever remember when things were tougher..." or, "I mean, it's a jungle out there." I put "I mean" in there on purpose because that's the way I talk and that's the way most people talk.

Or "Agents are dropping like flies. You have to discover the almost unheard of secrets of how to get clients immediately. Nowadays, the best marketer wins."

Then after that I'd say, "See, we don't teach agents by traveling around trying to motivate you, making you our dunce cap, expect you to make 917 cold-calls in the cold-calling dungeons of hell, embarrass yourself by banging on doors or annoying FSBO's and expireds by begging them to let you list their home."

Well, you get the idea.

KC Secret #35: Don't worry about the correct grammar

I have people tell me all the time and they're friendly people telling me about the typos and grammar mistakes. I appreciate it, but I've got news for you, when an ad or a letter is working, I don't change anything.

Again, I don't even know what a preposition is to be able to tell whether I'm dangling a participle or whatever.

I don't remember what any of it means, I never understood it, I don't care what it means.

Now, you can have bad enough grammar where you sound illiterate and that's not good.

KC Secret #36: Don't be concerned about the number of words

Long copy is okay as long as it's not boring. Keep talking until you run out of things to say. Does anybody know what Abe Lincoln answered when asked how long should a man's legs be? Long enough to reach the ground. Dan Kennedy

uses the analogy of when he was a kid they used to put bits in a horse's mouth. He was a horse trainer.

Somebody said how long should the bit be or whatever, he would say as long it takes to get to the back of the head. As long as it takes.

I just told you about a 128-page book that Phillip's Publishing says is a proven beater of their control.

So don't worry about the length.

KC Secret #37: Empathy is paramount

In your body copy, you've got to have empathy. One of our healdines says "Getting a continuous stream of clients who have all called you, get qualified interested prospects to respond immediately, have 100% call-in business."

The reason that I said "called you" and "call-in business", I put that up there because the empathy I understand these real estate agents in this case, and

they all want to sit in their Lexus or whatever car they've leased to look good, and have their portable phone ring and have people say "I need you to help me sell my house."

That's what they want. So we're giving them what they want. I have an empathy for the audience.

On the next page find out ONE ABSOLUTE WAY TO KEEP THEM READING YOUR COPY WHETHER THEY WANT TO OR NOT....

KC Secret #38: End each page if possible with a cliffhanger

Now, every letter or website can't do that and I don't always accomplish it. What I mean by a cliffhanger, remember the old serials where the person is falling off the cliff and then the next episode is they're not on the cliff, but they are back where they were before they fell off, and then something changes.

The cliffhanger is where you can end the first page with something along the lines of , "For example, have you ever been so" and then it stops and then they have to click to go to the next page or turn the page to whatever.

Of course, then the friendly reminder "Click to read more" or "turn to the next page" and you'll see there are some situations where we can do it, sometimes I can't. Notice how we even try and do it at the end of each chapter of this book.

It's not the end of the world, but I found it does help especially on the first page. If you get them to click from or turn the first page, you're likely to get them to keep clicking or turning as long as you don't bore them.

Ending on a cliffhanger is a very good technique.

KC Secret #39: Speak your copy into a tape or a dictation machine or to a person

Use the transcripts as the basis for your copy. I frequently write copy by just talking to somebody. I have a woman who can type 5,000 words a minute or something ridiculous like that and I do it over the phone.

I have a headset and she has a headset and I just call her up and walk around my office and I clean up and I'm dictating copy and she's typing it.

Then she emails or faxes it right back to me and I put it right into my word processor so I've got what I just said all ready to go and be edited.

I've often said leave words in like "I said a few minutes ago" as opposed to "as I wrote a few pages ago." You'll notice a little bit when you read through some of my letters or even this book I'll say things like, "Like I just said a few seconds ago" or things that really don't make any sense in the letter and in fact, don't make sense in the context of it being in a letter.

But they do make sense in the context of a person being talked to. So I always leave that stuff in there when I'm dictating this or even if I'm writing it.

I type maybe 50 - 60 pages a week of copy and I still don't know how to type.

So I started using the transcription method and it really worked well.

I really do not know how to type. I use two fingers mostly and I have to look at the keyboard. I type pretty fast for doing that.

KC Secret #40: Start out with bigger sized fonts and get smaller as you move along

This may only apply for printed copy in ads or salesletters but can apply to websites also. I learned this from the tabloids.

If you look at the copy on some of their ads, they might start out in a 10 or 11 size font and you look down and then all of a sudden it's down at the end and it gets a little smaller.

Sometimes I have a 12, 11 or 10 and then I go down to an 11, 10, then a 9 or an 8.

I might add on a size 7 font even, but I learned this from the tabloids.

One day I was struck by the fact that the intro paragraphs are bigger fonts and then they move or suck the reader in.

When you're doing an ad in print you often have a space problem, on websites if you want the page to load quickly you can have a space problem, letters can be as long as they can be. But ads you usually have a one page or two-page limit, or whatever you're going to buy.

If you can't get everything in, shrink the subsequent copy, but make the beginning a decent size so they can see it.

Another comment people say all the time is, and by the way, tens of thousands of people responded to my ads where the font size was a 7 or 6.

You can almost get too small, like my word processor goes down to a 4. I tried 4 but you can't really read a 4, but you can sort of read a 6 if you look close. And a 7 and up size you read better.

If you have a space problem, the common technique I use is to start out with a bigger font. My sales letters will sometimes start out with a 12 on the first page and if I have a space problem because I want to keep the letter down to 24 pages or something, I'll use a 10 or 11 size font later on in the letter to give myself more room.

It makes no difference in the results, but it can save you sometimes on postage. One page might push it up to another weight category. Or if a website you can approach your page taking to long to load.

So I may shorten this and shrink the size of the copy towards the end to keep it to a certain weight or web page size so I'm not increasing my postage or load time.

I often even get questions about my smaller headline sizes.

I don't do it all the time, but sometimes I make them smaller for space reasons.

On one of our ads, I wrote a version of it and then Dan Kennedy wrote a version and then we kind of mixed up our versions.

We had so much copy we could have easily filled two pages of a normal size font and we were both willing to sacrifice a little bit of the size on the headline hoping that the headline itself would be catchy enough and different enough to get people to read and of course, we sold about 20,000 copies of our book, so it

did ok.

I have had some small headlines before where space was a premium on ads. If I can, I will try to get the biggest headline possible. In the last case, we didn't know what to cut.

We got to the point where there was nothing left to cut so we had to shrink the headline down a little bit to fit everything in. I'm longwinded, Dan's longwinded, and other people are longwinded. When you're longwinded it's hard to cut stuff.

KC Secret #41: Don't edit yourself upfront, keep going until you have nothing left to say

Just start writing. Don't worry about the headline, just keep going. Just go until there's nothing left. You can always edit later. But if you edit yourself beforehand, you may miss something.

I had a guy on the phone once and he told me there was one phrase, one sentence that got him to call the office.

I can't remember what the phrase was, but he told me there was something in the letter that was the reason he called.

It was buried on page 28 or something of a 32 page letter. It was something about that phrase that struck a chord that resonated with his brain that got him to pick up the phone and call. He in fact ordered our product, which when I take the calls myself, doesn't happen very often.

Now what if I had edited myself out in the initial writing when I first started writing that letter, what if I took that phrase out? I'd be \$697 poorer right now from that one guy.

You don't know what is going to get them. You just don't know. You give it your best shot, but don't edit yourself, especially not for space reasons, especially in a letter. That's absurd.

I have a friend who markets to contractors and his wife said, "I don't want any part of this." But he sends sales letters out to people that work in the engineering plants of large companies because he does insulation contracting.

This is a specialized field, it's not an information market, but I helped him, he's an old good friend of mine and I was also curious about how effective my techniques would be in this market.

His headline and copy was full of the "F" word and other words that you're not supposed to put in a letter. And he gets calls.

He landed some very big accounts, he's right now got a full-time account in a gigantic company in Chicago where the guy called him and thought the letter was hilarious and he wanted to know who had the guts to write this in a letter. His stories were all full of the things that contractors and engineers say.

I won't repeat them because I'd run afoul of the censors, but I just want to point out to you that this letter was written to these people exactly the way they talk and think.

It worked.

Does that violate conventions? Yes. But does it create empathy? Yes.

Does it communicate and get the response? Yes it does.

So don't think that you have to be polite. In some of markets, we have people that are less than politically correct and if I was politically correct in my copy, which is something you have to be nowadays supposedly in this society, I wouldn't get as much business.

KC Secret #43: Tell stories

In your sales copy in particular, and even in the ads. I've had some ads where I've used the headline and had a descriptive ad and used the same headline with a story and the story out pulled the descriptive ad many times over.

The stories have to be relevant to your audience and they should be written just like you would read a story in the Enquirer or the Star.

Read those stories and those will be your model for how to write them.

KC Secret #44: Re-state your headline in your P.S.

Try it in your PS's on your letters or websites. Restate one of your main benefits. Test different PS's.

I'm also going to show you a little trick here. Most of the time, people will scan through a piece and it's been proven that for whatever reason they go to the PS. So the PS is used mainly as a headline to drive them back into the copy. You might say, "If you only get one client from over 100 secrets revealed in the system, you will recover the entire costs, your return on investment here is enormous. If you only get one or two clients per month..."

Just try to get them sucked back into the copy. How am I going to get all these extra clients to try to get back into the frustration of their business?

I've used some PS's that are exactly the same as the headline, that's how.

Again, there are different things you can test. "If you'd like to end the frustration of ... then don't..." etc. Ted Nicholas and a lot of other people really swear that that makes a huge difference. In these really long websites, ads or

letters, it's important. It may not makes as much of a difference in a short letter, but I do think it's important to Another comment people say all the time is, and by the way, tens of thousands of people responded to my ads where the font size was a 7 or 6.

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KC Secret #45: Answer all their objections in the copy

This is something we were talking about earlier. (Notice I said "we were talking about" that's what I mean. You should do this in your copy; of course we weren't talking at all).

Sometimes people think your offer is too good to be true.

What I do is I make a list of all the objections I can think of that someone is going to have to our offer and I put this all in the letter. I do it through question and answer sessions. If I think someone is going to think this is too good to be true, I'll say "You know what? I know you're thinking hey Jeff this is too good to be true. This sounds like a bunch of garbage."

I'll say it like that in the letter and if you do that, it disarms people and it really makes your copy really work better because if you admit things and you sound like you're telling the truth and then you deal with objections like it sounds too good to be true, you show the person and demonstrate that you have that empathy that you're thinking what they're thinking.

I say in here and you'll read many places in my copy, "I know what you're thinking right now. You're saying ..." Or we will have question and answer sessions where we'll say "Question.

I know this will work for some people, but I know my market is different. Why won't this work for me?" Or "I've heard all this stuff before.

I've been burned by books and tapes all the time. Why should I buy your book or tape." All the things you're thinking or that you hear when you talk to leads, try to get that in there.

A common objective is that when you have a brand new product and the prospect asks you for a reference on your product, what do you say to them?

There are a couple of ways you can get around that. Number one, if you don't have any, you can say, "This is brand new. We just started doing this so we don't have any testimonials. But if you like what you've seen or how we've explained this, we do have a money back guarantee."

When I first started with my first product, I didn't have any testimonials.

That was my reply when they asked me about references.

Later when we had lots of testimonials, which we still get all the time, we obviously include them and you'll see there are a lot of testimonials in my copy usually.

Also, you should be truthful. Now, some people will tell you to include email addresses, websites, phone numbers, etc. If you want to do that, it's ok.

We've had bad experiences where we've got such a great response to our websites, ads or letters that some of those people have been inundated with calls and emails. I often only include the minimal to do that, it's ok.

We have had bad experiences where we've got such a great response to our websites, ads or letters that some of those people have been inundated with calls and emails.

I often only include the minimal information and I have to explain why I'm only putting the person's first name and last initial and it says, "because when we did put in the full name and state, people were bombarded with calls of people wanting to talk to them, and I do mean bombarded.

We get hundreds of inquiries each month and in order not to discourage testimonials, I promise everybody I will not give their full name out to the viewing public.

I know how much you would love to get 8 or 10 unsolicited folks asking you how they like my products. As always I'm telling you the truth. I'm sure you can understand my desire to keep my clients' privacy as a primary consideration. However, here's what a bunch of them have to say."

That's all true. I didn't have to make any of that up. That's exactly what happened. It's amazing how this truth stuff just seems to work the best.

So again, if you don't have testimonials, just tell them that "It's brand new.

But you've got the opportunity because I'm going to be charging more later and I'll give you a money back guarantee and if you like what you've seen, you don't have much risk by giving it a try. I'll provide great service to you."

Yes, you'll lose some sales in the beginning because you don't have references

or testimonials, but as soon as you get something going you have to ask for them and you'll get them.

One quick point on testimonials. You can have a whole stack of them, but still especially in some marketplaces, they still want five references that they can call. They want to talk to people in their state or something. How do you handle that?

We get people calling on a \$14.95 book or \$19.95 that still want to talk to somebody before they buy it. It doesn't matter what your price point is.

There are several different ways you can handle it. My preference is that I don't like giving the names of anybody out and I tell them that.

Because I don't want anybody being bombarded with calls. Plus if all this hasn't proven to you with everything you've seen and read and the fact that I want to remind you that you called me, I didn't call you. I go through all that.

If that still doesn't get them, I just say, "Look, you're too skeptical for this. You probably shouldn't be buying this anyway. This isn't for you." Which pisses some of them off, but I don't really care because that type of person usually ends up being a bad customer or a refund.

Normally, that's how we handle it. Now we have some people who disagree with me and send out testimonials from some people that have agreed to take calls and then we send them a \$10 coupon or something for every call they take and that's o.k. we're starting to include websites and emails in some of our copy also.

KC Secret #46: Use bullet points and possibly page number references if you actually have your product finished

If you look at some copy, somewhere there will be a list of bullet points.

The bullet points say things like: dozens of unheard of methods to get people to call you; little known technique of this or that; the secrets of this; how to do this or that; learn how to.

I use a lot of bullet points. One bullet point may be the trigger for someone calling in or clicking on your order button.

Bullet points can make or break things. Most of the things I have has bullet points an they are even stronger if you can reference a page number of your product (if it's an information product) where the customer will find the answer.

You will see this technique used often by Boardroom reports.

I also get some little questions about which are more powerful, using the bullet

point or checkmark or some other bullet character?

I've actually tested different things, I've used checkmarks, I've used the round bullet points, I've used square boxes, and I've used square boxes with shadows. I've tried different things. I still think the easiest thing to read to me is the dots. I don't think it really matters though. We never saw much of a difference so we go with the common and easily recognizable.

If you want to really, really get sophisticated in writing your copy, you must study this piece very closely.

KC Secret #47: Use A, B or C offers

Our offers have proved to work better when we have a cheaper version, a more expensive version and sometimes an even more expensive version.

Sometimes you can get an extra \$200 for including \$5 or \$10 worth of stuff and making it more expensive. It can be even cheaper on the Internet. You include an additional PDF file or membership access for updates.

KC Secret #48: Be honest, straightforward and candid

I tend to be very honest, straightforward and candid much to some people's dislike or dismay, but that's just who I am. I think your best off in your copy if you just quit the hype game.

KC Secret #49: Admit your flaws

This is similar to the last one. So if you have a small company, you would say

"Well, we may be a very small company. In fact, I'm the only person in the whole company. I can give you customized service and make it to your advantage." Admit your flaws or multiple flaws, "We might not be able to get back to you immediately, but I promise to get back to you within 24 hours" or whatever. Just tell them what they can expect, that way if they get what they were told they could expect, then they're usually going to be better buyers and customers.

KC Secret #50: Fonts, don't get hung up on them.

I won't go into much detail on that. Unless you're doing massive mailings you'll never really know which makes more of a difference. I've used both Times New roman and Courier. I know there are some issues with fonts being on everyone's computers and it's recommended by some that you should use a Verdana, Arial, Helvetica, sans-serif combo and we do that in some places, use Arial in others and just Verdana in some others. Don't let it slow you down, pick one and go.

KC Secret #51: Use bold, italics, underlines liberally, but not too often

Some talk about not underlining because people will think it's a link. I don't know about you but when I see a black and white link I don't click on it and if it's not a link I sure don't get upset.

KC Secret #52: Subheads are critically important both in the ads and the letters

It provides a second readership path.

The best subhead ad ever is that GM Turk one. If you want to see how to do subheads, go look at that one. He just says, "Poof. Cash by mail." You read that, it takes you right through.

I try to do that in my copy, you'll see subheads sprinkled throughout. It might say, "Interested prospects that have called you."

That might be enough to get them to keep reading or "You cannot build a steady, dependable, predictable stress-free profitable client base buying and selling all kinds of X from an occasional lead calling in here or there." The

subheads may carry them through the whole piece.

This is a very important copywriting technique. Most people don't understand it.

Let's take a look at the final Killer Copy Secrets...

Chapter 12: 37 More Killer Copy Secrets

KC Secret #53: Premiums, they usually help and they usually help a lot

A lot of times, you can have a premium where you give them an extra year of your newsletter free or a longer access time to your membership site as an inducement to buy the up-sell product. Premiums do help a lot.

If you can create your own premiums, they are usually cheaper and better. Sometimes we buy premiums from other people. Premiums are really good. Premiums mean "and if you order now" or "if you order before the expiration date" or "the first 100 orders" or whatever. Premiums virtually, almost universally, make things work better. A premium would be a freebee gift of some sort or another.

A good example is the Sports Illustrated swimsuit edition.

They give you the NFL helmet telephone if you order the subscription. Free offer, you get multiple years. You get a free year of whatever. A premium is anything that's an addition to your main offer. I tend to have offers that have a lot of premiums. People will call after a deadline sometimes and say, "Can I

still get all the free gifts?" Okay.

KC Secret #54: Inform and educate

Tell them what benefits they'll get without telling them how to do it. I've seen copy where the person explained everything. In fact, the sales copy was their whole product. That's not good.

They have to buy the product to get the info. You don't want to mislead anybody but you want to tell people what to do but not how to do it. That's what they have to buy your product for. This is very, very important. People tend to educate and over-educate.

KC Secret #55: Never talk about you, always talk about them

Again, very important.

KC Secret #56: Give them a time limit or some other reason to act now, but don't make up things

On the Simpsons T.V. show, Homer called up to order some hat that had the beer cups and hoses attached or whatever from an infomercial and they said "Call now. Supplies are limited."

Homer calls up and there's only one guy answering the phone and Homer said "Are there any left?" And the guy turns around and there's like a warehouse full of these things. He says, "Oh, just a couple." "I want to place my order right now" Homer says. You don't want to be quite that bad.

KC Secret #57: Make it easy for people to buy

Offer every credit card you can possibly take. Break up your payments. We've gone up to 4 to 6 months. We've increased the order rates. It does make a difference. Make it easy for people to buy.

Don't make it difficult.

I have some people that I deal with even in joint ventures and things where they don't like offering a longer service period or installments and they argue about it. I have a great idea, why don't mislead anybody but you want to tell people what to do but not how to do it.

That's what they have to buy your product for. This is very, very important. People tend to educate and over-educate.

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I have some people that I deal with even in joint ventures and things where they don't like offering a longer service period or installments and they argue about it.

I have a great idea, why don't we just cut all this stuff out and you won't have to worry about the servicing or any of that stuff or refunds because you won't have anybody to buy it in the first place. So you'll be in fine shape.

Make it easy for people to do business with you. I still hear people tell me "I don't want to take American Express.

They charge more than MasterCard or Visa." You're sick if you don't take American Express and Discover. If I could accept oil company credit cards I would. If I could accept JCPenney's cards I would. I can't but I would take any card I could take. Make it easy for people to buy.

One guy started taking COD based on my advice, which actually worked.

He went to a fourth letter with a four installment plan, which he was actually getting a 12% response off of the fourth mailing.

He added one line to it, it's a 60-page letter and he got this idea off of Gary Halbert. He addresses the, "don't buy this program if you are any one of these people afraid of making money...if you're an unethical scumbag and you know in your heart that you're going to return my program, please take advantage of some other poor business person..." The four-installment thing works very well.

So, make it easy for people to buy. Our bad debt ratio runs about annually 1% of sales or whatever. I haven't found any difference between two installments or four. It's about the same. You're going to get some deadbeats, but it overcomes so many other people's resistance. We keep extending the payments.

One question that comes up is about whether you are in the start- up phase or not, you might not have the cash flow to afford installments.

I understand that, but again, going two payments is better than one. I started in the beginning with two payments and nobody could be more broke

KC Secret #58: Ease off on the graphics unless they are necessary and add to the understanding and clarity

This is extremely important on the Internet. You'll notice we don't have much (if any) graphics in our sales copy.

The picture of the guy with his name underneath as a caption. I don't know, does that work?

I have found in general, again, if you look at my more successful ads, the only graphic is a picture of me at the end and I do that because I found that it sells more when there's a picture of the person that wrote the letter at the end of the letter.

Don't ask me why.

It might be because of the way the copy talks, psychologically it adds to the whole ambiance for them seeing the person that was just talking to them. Because usually letters don't talk to you.

If the copy talks to them it works.

If it talks at them, like most marketing does, then I don't think it's going to make any difference because then they want to see who the jerk is who wrote the copy.

I don't use any graphics, hardly ever in printed material and minimally on the Internet. I tested the one picture and the thinking

was there that seeing me in my underwear, which is really gym shorts, because it's in the title (How To Make \$4000K A Day Sitting At Your Kitchen Table In Your Underwear) we thought there was enough of a reason the picture might make a difference.

But normally, other than that I don't use graphics. Just words. No pictures. No cartoons.

I have proven through testing and I have a guy I do some things with who is really big on the cartoons and graphics and we've run A/B split tests with the non-graphic versions that killed the ones with cartoons and graphics just annihilated them in the results. Take that for what it's worth.

KC Secret #59: Write as if your reader is your sole recipient

Write to a person.

You are not writing to people, you are writing to a person.

KC Secret #60: Use internal repetition

People WILL complain occasionally when they call up. "Your letter said the same stuff over and over again." I say, "There's a reason why we do that."

Internal repetition is because most people don't get it.

So we try to have different ways to say things. I might say the same thing eight different ways in my copy.

Internal repetition is very, very important. The repetition, for whatever reason, it builds up your case. It kind of gets them into a trance and then they get led through the all your copy.

If you're going for a sale you want them to take out their credit card and order.

Like Homer. I love the Simpsons. It's my second or third favorite show. If you think of how to get Homer off the couch and you think of Homer as your prospect in just about anything you're doing, you will probably be very successful.

Remember that quote from that guy in 1865, "Write as low as you can."

Homer is your prospect and I don't care if Homer is the president of a Fortune 100 company, he's still Homer. He's still a person and he's still a human being.

KC Secret #61: Clichés work great

We are all told don't use clichés and this is my opinion and my testing. I will say things like "

Aren't you sick as a dog listening to some boss telling you what to do" or "it makes your stomach turn" or Dan Kennedy uses "who does the bell toll for, it tolls for thee" or "He's as mad as a hatter" or whatever.

I find they work great. Everybody knows what they mean for the most part. You

do need to be conscious of the country your piece will be read in if on paper. On the Internet you have to be real careful.

For instance if you ever go to Australia, don't say that you're rooting for somebody.

That's very bad. I learned the hard way. Make sure if you go somewhere else that you have somebody local that knows the idiomatic expressions because in Australia that is a very, very bad thing.

So again, use clichés, I think they work wonderfully and they have proven to work wonderfully and don't listen to what other people say, test them for yourselves.

KC Secret #62: A question and answer session

In my copy you will find a lot have question and answer sessions. They will say something like, "Now you've read all this or you've listened to all this, you probably have a lot of questions, so let's go through a brief question and answer session. You can ask me some questions."

It's written just like you'd be talking in front of a room and then you say "Here's Question #1..." etc.

Notice how they so expertly use the questioning technique to suck you into the copy.

Throughout the entire piece, they continue to ask you questions that make you think, questions that they already know the answer to, and how you're likely to respond.

This is a very good example of well crafted emotionally charged questions.

Also, they use teaser copy extremely well. They show you little tidbits to get you thinking, wondering and wanting to know more.

Notice how they build tremendous credibility through the explanation of their previous success, testimonials and endorsements. Credibility leads to believability, which leads to trust which leads to buying.

There are also numerous calls to action throughout the piece, which is a skill that you can never get good enough at. Calls to actions are usually non-existent, or pretty weak if they are used. These folks KNOW how to get you to move ahead and keep moving into an inescapable buying decision.

You should read this home page as it is a masterful job of combining killer headlines, credibility building, testimonials and endorsements; along with emotional, curiosity provoking headlines, subheads, calls to action and copy!

KC Secret #63: Show them the value of comparisons to similar things or to individually priced items compared to the package price

Dan Kennedy calls it comparing apples to oranges.

"If you were to get this product in a seminar it would cost you whatever, but since we're selling this through a book and tapes, it's only this..."

Dan likes the apples to oranges where you talk about if your thing is a written material product for instance, "...if you were to get this at a live seminar, we charge you \$6,000, but it's only \$495, or if you are selling tapes of the seminar, you can say if you were there it would cost you \$\$6,000, plus hotel and airfare, but tapes are only \$195..."

KC Secret #64: Never assume anyone knows what something means

I noticed during the O.J. Simpson trial, the prosecution did that a lot where they would say, "Well, there he was and...it's obvious what this means." This is what Marcia Clark was saying to the jury. She would say "Anyone can see what this means." Marcia, wrong, wrong, wrong.

She should have gone to copywriting school (or my seminar). They obviously didn't know what it meant.

So don't assume. If you think you know your marketing, even if you think you know what they mean like our famous "in lieu of" story earlier, if I was going to use in lieu of, I should have said "or in other words you won't have to do this or that."

I should have made it clearer. That again is going back to the clarity issue.

KC Secret #65: Offer proof if you have it (testimonials, test results, etc.)

Testimonials, results, tests if you've got a technical product "our thing has .72 less distortion than whatever". If you have some proof, use it. You can't use too much proof.

KC Secret #66: Endorsements from others you know where trust is magic

A really good example of that was the marketing consultant Jay Abraham mailing to the self help coach Tony Robbins' list with Tony Robbins doing the cover letter.

They sold out a \$5,000 seminar in a couple of hours or something.

Endorsements are great if you can get them from people who mean something. Getting an endorsement if you were trying to sell a course on how to be a good prosecutor endorsed by Marcia Clark, may not be the right endorsement to get.

Although, if you were selling a course on how to be a great defense attorney and Johnny Cochran wrote you the letter, you'd pay a lot more attention. If Johnny Cochran wrote that you should take a look at this because this person

is just like me and he knows how to make good rhymes just like I do.

KC Secret #67: Guarantees should be strong and not weasely

A weasel guarantee is that you can return this IF you break your leg playing volleyball on a Tuesday before a full moon that came when the moon was in the seventh house and Jupiter was aligned with Mars.

That's a weasely guarantee.

My guarantees are pretty simple. Sometimes we have problems, but usually I really don't care. I still basically say that if you don't like it within a certain period of time, which is usually six months, a year or lifetime, we'll give you your money back. No hassles, whatever.

I learned from somebody not to say, "no questions asked" to just say "no hassle" because that's even better than "no questions asked".

Again, it's a subtle difference, but a big difference. Plus, you might want to "ask questions" to find out why they're returning it.

Here's a classic illustration of using one of the most powerful ways to get people to give you money in any business.give them a way to try your wares without any risk! IN other words, give them a **STRONG GUARANTEE!**

I am amazed at how many people still write copy and ignore one of the **BIGGEST OBJECTIONS** people have about buying things via mail order.

(The internet, by the way, IS still a mail order medium just like direct mail, catalogs, infomercials, etc.) What is this heavy duty objection people have that predisposes them to **NOT** buy from mail order folks?

Here it is plain and simple.since they can't pick it up, eyeball it, play with it, look at it, hold it, try it..they are afraid that if they don't like it they will be stuck with it and be out the money they paid you!

This is a **HUGE** problem that can only be overcome in most cases with a kick ass, no bullshit, no weanie roast, no weasel clause, no fine print statement that you **STAND BEHIND** your products. and give the boldest, strongest, most powerful guarantee you can!

People want to feel comfortable that if they make that big decision to hand over their hard earned money to you, that it's a safe a smart thing to do. You should find ways to make your guarantees stand out from the crowd, and be so in your face.

That people will instantly recognize that you are for real, that you are honest, and that you empathize with them by understanding their fear of buying sight unseen.and alleviating that fear!

Please read through this entire piece and see how the guarantee is masterfully used to eliminate the prospects' fear of buying sight unseen. You'll learn a lot about how to do this make-it-or-break-it technique for your promotions!

KC Secret #68: Offer and guarantee must be restated on your order device

Your order form has to restate your whole offer and your guarantee because some people only read the order form. Usually your order form should be a nice concise restatement of your guarantee and your offer.

KC Secret #69: Advocacy and friend against the enemy is a good copywriting technique

I take that position often. In the financial market I say,

"This isn't going to be popular with the home offices or whatever and this and that, but I don't really care what those people think. I'm only interested in you and helping you."

A lot of people are afraid of that sentence, and my spouse to this day still says, "I wish you wouldn't say that." A guy in Australia we're working with he's trying to get into the corporate market so he has to carefully edit everything I send him that we use here because I frequently attack the corporate people very heavily because who I am trying to get is the individual person, not the home office.

Now Dan Kennedy did a thing where he got some home office people and he became the advocate of the home office people and made the agents sound like they were the enemy. It's a very important copywriting technique.

KC Secret #70: Sometimes you have to go past your comfort zone at the risk of offending some people who won't be customers to get the ones who will

I'm not interested in the one lady who called and complained about me telling her to "go to the next page" or that I offended her.

I'm only interested in the other 12,000 people who bought my product.

The key is that you sometimes have to push yourself outside the comfort zone to take a position.

Wishy-washy, weasely, mealy-mouth copy isn't going to sell anything.

You need to be strong and sometimes by being strong you're going to get somebody who will call you up and say "I resent that you..." "I'm sorry you resent that. I'll take you off the list. Have a nice

life. Good-bye."

KC Secret #71: Have the copy be you and what your personality is

If the copy is you and the stories are about you and how you talk and how you feel, then when they get your product and it's the same way, it makes it very congruent and I think it's very important not to be somebody else.

KC Secret #72: All of this is true for any prospect, for example, business-to-business marketing, women marketing, and retirees, whatever

I've heard them all.

I disagree with them all.

There's no such thing as somebody who's not a human that you're marketing to. I don't care what your market is whether it's business to business, and people tell us this will work in business, it won't work in consumer. Then I have people tell me that it will work in consumer, but not in business to business. Whatever

it is, it is, and people are people. As soon as you just get over that, the better your copy will be.

KC Secret #73: Pay zero attention to other's opinions

Only pay attention to the market, that's a very important point.

Many of the things I've done I've been told by people that know me and like me that "this won't work, you can't do this"...whatever.

People have also told me that "That's really going to work." And it flops.

I made the mistake of listening to people's opinions. The only things I care about are the results from the marketplace. I had one piece I changed and everyone in my office really like it a lot better. They said, "This is so much less offensive, so much better." The piece was a bomb. We got rid of it in two weeks. My whole staff liked it better, but it didn't work.

The last thing...

KC Secret #74: Use your imagination

Have fun.

You are allowed to.

I got a letter from somebody in Australia who started off talking about how his wife disagreed with him and she didn't want to sign the letter, but he sent the letter anyway. It's an age-old copywriting technique. But the guy had a lot of fun with what he was doing.

I try to have fun with what I'm doing in my copy. I'm not that funny of a person.

I'm not Jerry Seinfeld but I still try to interject if humor seems to be appropriate in a spot, I'll try to throw a little dry humor in there. If I want to be a little bit or a lot tongue-in-cheek, I will.

I just think that if you're more interesting, people will be more likely to read and buy.

If you want to read "The Final Word" on Killer Copywriting then turn the page...

Chapter 13: BONUS CHAPTER- A-Z of Copywriting

A – ATTACK You have to think through what you want to say first and when you start to write "attack" Attack the page. Attack the reader's passivity. Attack the reader's skepticism. Attack the reader's imagination. Attack so fervently that you don't let up or stop until you reach the end. (Do not edit as you write—it's like driving with the brakes on.)

B- BE THE PROSPECT One of the most important things you can do to help your writing is to be able to step into your prospect's shoes. Know your best prospect's attitudes, beliefs, concerns, hot buttons and deepest desires. When you are done writing, read the copy while you "be the prospect". How does it make you feel? Are you convinced? What questions do you have at what points? What's missing?

C- CURIOSITY

Curiosity is a very powerful human emotion, and people will go to great lengths to satisfy it. Use it to make your prospect read and continue reading your copy. Use it to make your prospect want your product either because they are curious about some information contained in the product

Or because they are curious as to what life will be like if only they possess what you offer. Find the aspect of what you are writing about that you can portray as a "secret." (People have ordered books from me just to satisfy their curiosity about a single "secret" they just had to know.)

D- DIMENSIONALIZE

Don't write one-dimensional copy. Always dimensionalize what you are trying to say, for example, by showing how problems cause your prospect pain.

How benefits will help your prospect, and the consequences of not responding. Don't just say your product makes you thin or rich.

Dimensionalize everything that means, all the implications, and all the ways your product helps your prospect attain it

E- ENERGY

Energetic copy gets read and acted on. How do you give copy energy? First, make sure you are overflowing with energy well-rested and raring to get your ideas onto the page. (Run around the block if you need to get your blood flowing.)

Then fill your writing with colorful, energetic words and phrases and plenty of active verbs. Make sure your copy shows people doing things (which helps avoid the unenergetic “passive” voice).

Add conflict between people or ideas., Use plenty of emotions, Show instead of tell.

F- FRESH

Good copy is fresh. Fresh ideas....

Fresh ways of looking at things. Interesting. Different. Not boring. You never want your reader to say: “I’ve seen or heard this before.

.Be the news! (Wait!!! Have you read this before??)

G- GUN TO THE HEAD

Write copy as if your life depended on it. Would you use that clever headline if your life depended on it, or would you go with a more compelling one? Would you pack more urgency into your copy?

H- HEART

Don't just use logic..... Write with emotion.... To your reader's heart from yours. Talk about your feelings. Talk about their feelings. Stir up what Denny Hatch calls "the emotional hot-buttons of copywriting: Guilt, flattery, anger, exclusivity, greed, fear and salvation."

I – IMPRESSIVE

Be ruthless about requiring that your copy be impressive. Is the offer, the headline, the copy itself impressive to you? Will it make your prospect say "Wow" or turn to their spouse and say, "Honey, look at this?" Do not settle for less. (Remember: There's a gun to your head!)

J - JUDGE Picture a judge. He's isn't swayed by your claims and promises. He wants proof—lots of proof. (Along with the truth, the whole truth, and nothing but the truth.)

Give it to him. (One trick: Use the word "because" as much as possible.)

K - KEEP CONVERTING... You are not a copywriter, you are a converter! Keep converting features into benefits. Keep converting benefits into deeper benefits (by asking: What's the benefit of the benefit?).

Everybody loves stories, and if 'S' weren't taken already, I would use it for 'stories' L - LEAD People want a leader. So lead! Don't be wishy-washy. Give definitive advice. Take them by the hand and lead them gently to the conclusions you would like them to arrive at, To the order you would like them to place or to the idea.

M – MINDSET

Your mindset may be the single most important determinate of how good your copy is.

Are you enthusiastic about the product? Do you believe in and are you fired up about your own abilities? Do you genuinely care about the prospect and want to help him or her arrive at the best decision?

N – NAME

There's tremendous power in giving something a name. Listerine made a fortune by naming bad breath "Halitosis."

The "12-cent cure" for back pain sounds more specific and intriguing than "a cure for back pain." So when possible, give names to your prospect's problems, your solutions, your techniques, your methods, your ingredients.

O – OVERBOARD

Go overboard in almost everything. Most copywriters err on the side of too little rather than too much— Too little emotion, too little persuasion, too little energy, too little proof, too little urgency.

Go overboard in getting your prospect's attention, in your promises and benefits (promise quantum leaps, not small steps), in creating urgency, in your guarantee, in your enthusiasm, in dramatizing the problem and your solution.

P – PAINT PICTURES

Paint pictures for your prospect: Of the problems caused by the lack of your product or service. Of

what it will be like when they have your product or service. And remember to make your pictures as specific as possible

Q- QUASH OBJECTIONS

Buying your product involves risk. Which is why if a prospect can find a reason not to buy, he will. So leave no objection unquashed! Make a list of every objection your prospect might conceivably have and be sure your copy addresses them..

R – ROYALTY

Envision your prospect as a king. Do as you would do for a king: Serve and represent him (even over your client or your company). Adore. Flatter. Make him look and feel good.

Bestow gifts. Show concern. Make his enemies your enemies. If you make your prospects feel like royalty, don't you think they might be more inclined to buy from you?

S – SALEMANSHIP

People who are good at writing don't make the best copywriters. People who are good at selling make the best copywriters. Study salesmanship.

Be a salesperson when you write by doing what salespeople do, such as bonding with your customer, continually closing, and not taking "no" for an answer.

T - TIME

Think about time in relation to your prospect and your product. Include more dimensions of time in your copy. What happened in the past? What's happening in the present?

What will happen in the future—if they use the product, or if they don't?

U – UNIQUE

Have you convincingly portrayed your company your product or service, or yourself as unique in some way? If not, why should anyone elect to use that product or service?

V – VERY SIMPLE

Simple sells. Very simple sells very well. Scientific studies show that what is simple is more convincing than what is complex. Use simple words, simple sentences, and simple logic.

And keep your offer simple as well, because a complex decision is often a delayed decision.

W – WHAT ARE YOU REALLY SELLING ??

Many information products are bought not just for the information, but because of how they make the buyer feel—like they are actiontakers, protected or knowledgeable.

Cars, of course, are often bought because of how they make the buyer feel. Dig deep and find out what you really sell.

X – Expose Show your readers what they usually don't see: a new way of looking to something, insights and revelations into themselves, their world, their problems, possible solutions.

Y – “You” and “Your” Your copy should be less about you and your company and your product than about your prospect.

Talk about them—their wants, their needs, their hopes, their dreams.

What would you rather read: A page of copy all about you, or a page of copy all about some other person or company?

Take note of how many times your copy says “I” or “we”.

Make sure that palls in comparison to the amount of times it says “you” or “your”.

Z – ZERO IN

Focus is a wonderful thing.

Zero in on that prospect’s biggest problem and zero in on the biggest benefits you have that solve that problem. Don’t try to shotgun your message to everyone who might possibly be interested.

Don’t try to be all things to all people.

FINAL WORDS

Well, that's it then. Now you know everything about Killer copy right?

Probably not. You'll make mistakes I'm sure. We all do. It's inevitable.

But remember this, I made a lot of those mistakes. But I didn't have a book like this! You do!

As long as you maintain the will to succeed and decide to do whatever it takes, it will happen. Maybe not today or tomorrow. But it will happen.

Although I tried to think of everything I could about copywriting and what you need to know about it, there is still much, much more for you to learn. I learn new stuff about copywriting and direct response advertising every day! Now, we can't "get back" copies of this book whenever we need to update it so you have two options.

Think of this book as a seed.

A seed in the fertile soil of your mind. How well it continues to grow (if at all) is up to you. It depends on how well you nurture it, feed it and tend to it.

By reading this book over and over again, you will be continuing to grow that garden in your mind.

