



# **MAGNETIC COPY** **MASTERY**

**THE SMALL BUSINESS OWNERS COPYWRITING GUIDE TO  
WRITING POWERFUL COPY THAT CONVERTS**

Module 3: How to Write Magnetic Sales Pages

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# Welcome

*"Copy is a direct conversation with the consumer."  
– Lethia Owens*

Today, in our digital world of visual content and immediacy, the ability to rise above the noise with compelling, powerful and relevant content is as important to businesses as ever. Magnetic copywriting is essential for communicating the value of your company's offering to potential customers. Content drives online marketing and sales, and copywriting is at the core of all content, whether it's a long-form sales page or a 140-character tweet.

Magnetic copy can make a significant difference in your sales and online conversions, while boring and mediocre writing can sabotage your marketing efforts. You could hire a cheap virtual assistant to write your copy but you get what you pay for and your brand is far too important to entrust your message to someone who doesn't get you, your customers or your offerings. Companies that understand the importance of copywriting hire professional copywriters, but copywriters aren't cheap. For businesses on a tight budget, being able to write their own copy is extremely helpful.

Luckily, while copywriting is definitely a skill you need to master, it isn't nearly as difficult as it's often believed to be. Much of what goes into it isn't the actual writing, but knowing the target audience well and choosing the right words that will appeal to that audience.

With this understanding of your audience and some of the basic copywriting skills you're going to learn in this program, you can improve your existing copy and write new copy that gets better results for your business. Let's get started!

*Lethia Owens*

If you have questions about this product or would like to chat with one of our team members about branding your brilliance, monetizing your message or dominating your market, send an email to [Support@Gamechangersint.com](mailto:Support@Gamechangersint.com)



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## 20 Prehead Templates

### 1. Shock your readers.

1a. \_\_\_\_\_ Have LIED to You!

- The Internet Marketing Gurus Have LIED to You!

1b. The Rumors are TRUE: \_\_\_\_\_ – and You Could be Next!

- The Rumors are TRUE: The Government is Spying on Citizens – and You Could be Next!

1c. \_\_\_\_\_ is DEAD!

- PPC Marketing is DEAD!

### 2. Ask a qualifying question.

2a. Are you having problems \_\_\_\_\_?

- Are you having problems getting pregnant?

2b. Do you ever dream of \_\_\_\_\_?

- Do you ever dream of building your own log home?

2c. Would you like to \_\_\_\_\_ that will amaze your frinds?

- Would you like to teach your dog tricks that will amaze your friends?

### 3. Make a statement to qualify the prospect.

3a. You're tired of \_\_\_\_\_!

- You're tired of the never-ending housework!

3b. Your \_\_\_\_\_ - if only there was an easier way!

- Your back aches from weeding the garden - if only there was an easier way!

3c. Your \_\_\_\_\_ makes you feel like you're at the end of your rope...

- Your teenager makes you feel like you're at the end of your rope...

#### 4. Tap into the prospect's wants.

4a. You just want to get rid of your \_\_\_\_\_ once and for all...

- You just want to get rid of your migraines once and for all...

4b. So you want to write \_\_\_\_\_

- So you want to write the next great American novel...

4c. You wish you had a \_\_\_\_\_

- You wish you had a bikini body...

#### 5. Mention a specific group.

5a. Attention, \_\_\_\_\_!

- Attention, arthritis sufferers!

5b. Heads up, \_\_\_\_\_ !

- Heads up, football fans!

5c. An open letter to \_\_\_\_\_...

- An open letter to aspiring Haiku poets...

## 6. Offer a statistic.

Note: These are mostly fictional examples, so DON'T use them.

6a. There's a \_\_% chance \_\_\_\_\_ already has \_\_\_\_\_...

- There's a 77% chance your cat already has worms...

6b. \_\_% of \_\_\_\_\_ give/recommend this \_\_\_\_\_ to their own families/friends/colleagues – shouldn't you be taking/using it too?

- 95% of doctors give this heart-healthy supplement to their own families – shouldn't you be taking it too?

6c. Only \_\_% of \_\_\_\_\_ will succeed – let's make sure [yours is]/[you are] one of them...

- Only 5% of new business starts up will succeed – let's make sure yours is one of them...

## 7. Offer a fact or expert opinion.

Note: Again, these are fictional, so DON'T use them.

7a. \_\_\_\_\_ predict that \_\_% of \_\_\_\_\_ will be \_\_\_\_\_ by \_\_\_\_\_ within \_\_\_\_\_...

- Security experts predict that 80% of all computers will be infected by the McNasty Virus within three months...

7b. \_\_\_\_\_ experts are predicting \_\_\_\_\_ – are you ready?

- Weather experts are predicting 23 major hurricanes this season – are you ready?

7c. \_\_\_\_\_ is considered one of the most \_\_\_\_\_ to \_\_\_\_\_ (but it doesn't have to be)...

- San Francisco is considered one of the most expensive places to live in the U.S. (but it doesn't have to be)...

## 8. Mention a specific problem.

8a. Researchers just discovered the cure to the \_\_\_\_\_!

- Researchers just discovered the cure to the common cold!

8b. New \_\_\_\_\_ turns your \_\_\_\_\_ into \_\_\_\_\_!

- New software turns your mediocre articles into traffic-sucking profit machines!

8c. Amazing breakthrough \_\_\_\_\_ virtually/literally/permanently/magically \_\_\_\_\_!

- Amazing breakthrough supplement virtually eliminates joint pain!

## 9. Warn the reader.

9a. WARNING: \_\_\_\_\_ could change your life!

- WARNING: This letter could change your life!

9b. Warning: You're only going to see \_\_\_\_\_ once!

- Warning: You're only going to see this offer once!

9c. Warning: \_\_\_\_\_ is downright dangerous in the wrong hands...

- Warning: This mind-control information is downright dangerous in the wrong hands...

## 10. Arouse the prospect's curiosity.

10a. You're about to discover which common \_\_\_\_\_ turns \_\_\_\_\_ into \_\_\_\_\_... instantly!

- You're about to discover which common fruit turns drab, dull hair into shiny, beautiful hair.. instantly!

10b. Do you make these common \_\_\_\_\_ mistakes?

- Do you make these common trout fishing mistakes?

10c. Has \_\_\_\_\_ ever said this to you?

- Has your teenager ever said this to you?

## 11. Give a benefit and a timeframe.

11a. In just \_\_\_ minutes/hours/days/weeks/months from now you'll finally know the truth about \_\_\_\_\_!

- In just two minutes from now you'll finally know the truth about getting into law school!

11b. You could be \_\_\_\_\_ by \_\_\_\_\_!

- You could be pulling in hundreds of targeted visitors by later this afternoon!

11c. Give me \_\_\_ minutes and I'll show you how to how to \_\_\_\_\_!

- Give me five minutes and I'll show you how to how to land your dream job!

## 12. Mention a credible source.

12. As seen on/in \_\_\_\_\_

- As seen on the Rachel Ray cooking show...
- As seen on CNN...
- As seen in the February issue of Prevention magazine...

### 13. Post part of a testimonial.

13a. "You'll never find a better way to \_\_\_\_\_!"

- "You'll never find a better way to whiten your teeth!"

13b. "If I can \_\_\_\_\_ this easy – and I \_\_\_\_\_ – anyone can!"

- "If I can lose weight this easy – and I LOVE desserts – anyone can!"

13c. "This \_\_\_\_\_ has/includes the \_\_\_\_\_ I've ever tried/used/seen!"

- "This recipe book includes the BEST French onion soup recipe I've ever tried!"

### 14. Post part of an endorsement / testimonial from a niche celebrity.

14a. \_\_\_\_\_ says, "\_\_\_\_\_"

- Tiger Woods says, "If you want to know the secrets of improving your golf game, grab this book!"

14b. \_\_\_\_\_ expert \_\_\_\_\_ says, "\_\_\_\_\_"

- Marketing expert Jimmy D. Brown says, "This is the best keyword tool on the market today!"

14c. Find out why famous \_\_\_\_\_ are absolutely RAVING about \_\_\_\_\_!

- Find out why famous chefs Emeril and Rachel Ray are absolutely RAVING about this new cookbook!

### 15. Use social proof by providing the stats.

15a. Find out why \_\_\_ other \_\_\_\_\_ couldn't wait to grab \_\_\_\_\_!

- Find out why 5735 other snowboarders couldn't wait to grab this book!

15b. \_\_\_ satisfied customers/members/users can't be wrong!

- 1838 satisfied customers can't be wrong!

15c. \_\_\_ other \_\_\_\_\_ are reading this page right now – but only \_\_\_ of you will get in.

- 7936 other back pain sufferers are reading this page right now – but only 77 of you will get in.

## 16. Make the sales letter forbidden.

16a. \_\_\_\_\_ wants to BAN this book!

- The Catholic Church wants to BAN this book!

16b. Here's what \_\_\_\_\_ doesn't want you to know!

- Here's what the government doesn't want you to know!

16c. Right now \_\_\_\_\_ around the city/country/world are trying to ban this book – get yours before it's banished from YOUR \_\_\_\_\_!

- Right now 214 schools around the country are trying to ban this book – get yours before it's banished from YOUR local bookstore and libraries!

## 17. Qualify the prospect by “disqualifying” others.

17a. If you are/have [already] \_\_\_\_\_, then you don't need to read this letter.

- If you're already a millionaire, then you don't need to read this letter.

17b. If \_\_\_\_\_ is ready for \_\_\_\_\_, then you can click the back button now.

- If your body is ready for swimsuit season, then you can click the back button now.

17c. If you've never \_\_\_\_\_, then you don't need to read \_\_\_\_\_...

- If you've never gotten a cold, then you don't need to read this startling new health report...

## 18. Qualify the prospect and urge them to keep reading.

18a. If you've ever dreamed of \_\_\_\_\_, then you'll want to read every word of this letter.

- If you've ever dreamed of piloting your own plane, then you'll want to read every word of this letter.

18b. If you've ever wanted to \_\_\_\_\_ but you thought it was \_\_\_\_\_, then you'll want to read every word of this letter.

- If you've ever wanted to go to Europe but you thought it was too expensive, then you'll want to read every word of this letter.

18c. If you've ever wanted to \_\_\_\_\_, then you'll want to read every word of this letter.

- If you've ever wanted to learn how to paint watercolor masterpieces, then you'll want to read every word of this letter.

## 19. Command the reader to do something.

19a. \_\_\_\_\_. \_\_\_\_\_. And then read every word of this letter...

- Turn off your phone. Lock the door. And then read every word of this letter...

19b. If you've ever wanted to \_\_\_\_\_, then \_\_\_\_\_ and read every word of this letter...

- If you've ever wanted to discover the secrets of writing a killer resume, then plant yourself firmly in your chair and read every word of this letter...

19c. If you suffer from chronic tension headaches, then read every word of this letter...

- If you suffer from chronic tension headaches, then read every word of this letter...

## 20. Get prospects to start imagining the benefits.

20a. Imagine you, \_\_\_\_\_.

- Imagine you, a rich and famous author.

20b. Imagine how would it feel/look \_\_\_\_\_ who/which is \_\_\_\_\_.

- Imagine how would it feel being a full-time RV'er who is just enjoying the good life.

20c. Imagine being a \_\_\_\_\_ who can \_\_\_\_\_...

- Imagine you, a master of persuasion who can sell anything to anybody...

## 30 Headline Templates

### 1. You Can \_\_\_\_\_ ... Even if \_\_\_\_\_!

- "You Can Lose Weight Fast... Even If You LOVE Going Out to Eat!"
- "You Too Can Change the Oil In Your Car... Even if You Don't Know the Difference Between Lipstick and the Dipstick!"
- "You Can Have a Beautiful Wedding... Even if You're on a Shoestring Budget!"

### 2. How to \_\_\_\_\_ in Just \_\_\_\_\_!

- "How to Safely and Easily Lose Five Pounds in Just Five Days!"
- "How to Get Rid of Your Dog's Fleas in Just One Afternoon!"
- "How to Get Your Ex Back in Just Seven Days!"

### 3. Discover the Secret(s) of \_\_\_\_\_!

- "Discover the Secrets of a Millionaire Online Marketer!"
- "Discover the Secrets of Buying a New Car Without Paying Too Much!"
- "Discover the Secrets of Getting Your Historical Romance Book in Print!"

### 4. How a \_\_\_\_\_ quickly and easily \_\_\_\_\_!

- "How a Truck Driver Quickly and Easily Turned \$892 into \$289,598!"

- "How a Former Shy Kid Quickly and Easily Became the Most Popular Kid in School!"
- "How a Pack-a-Day Smoker Quickly and Easily Gave Up Cigarettes!"

### 5. What Every \_\_\_\_\_ Ought to Know About \_\_\_\_\_!

- "What Every Woman Ought to Know About Breast Cancer!"
- "What Every Golfer Ought to Know About His Gold Clubs!"
- "What Every Pre-Med Student Ought to Know About Getting Into Medical School!"

### 6. Do You Want \_\_\_\_\_?

- "Do You Want to Know the Secrets of Looking Ten Years Younger?"
- "Do You Want to Drop a Dress Size Before Summer?"
- "Do You Want Your Dog to Live a Long, Healthy and Happy Life?"

### 7. You, a \_\_\_\_\_?

- "You, a Famous Author?"
- You, an Olympic Athlete?"
- You, a Wealthy Entrepreneur?"

### 8. \_\_\_\_\_ Swears Under Oath: \_\_\_\_\_!

Note: This one is a classic, swiped from a Gary Halbert ad.

- "Average Student Who Aced the SAT Test Swears Under Oath: I Didn't Cheat!"

- "Obscenely Wealthy Online Marketer Swears Under Oath: I Don't Sell Porn!"
- "Blackjack Player Routinely Beats the Casino But Swears Under Oath: I Never Count Cards!"

## 9. Here's How to Quickly and Easily \_\_\_\_\_!

- "Here's How to Quickly and Easily File Your Taxes!"
- "Here's How to Quickly and Easily Get Rid of Termites!"
- "Here's How to Quickly and Easily Make Your First \$173 Online!"

## 10. Who Else Wants to \_\_\_\_\_?

- "Who Else Wants to Grow Prize-Winning Watermelons?"
- "Who Else Wants to Cook Gourmet Meals That Surprise and Delight Your Friends?"
- "Who Else Wants to Travel to Paris on a Shoestring Budget?"

## 11. What Your \_\_\_\_\_ Doesn't Want You to Know About \_\_\_\_\_!

- "What Your Dentist Doesn't Want You to Know About Getting Whiter Teeth (from the Comfort of your Own Home)!"
- "What Your Competition Doesn't Want You to Know About Pay Per Click Marketing!"
- "What Your Exterminator Doesn't Want You to Know About Getting Rid of Ants!"
-

## 12. They Laughed When I \_\_\_\_\_, But Then \_\_\_\_\_!

Note: Here's another classic headline. The original: "They Laughed When I Sat Down at the Piano, But When I Started to Play...!"

- "They Laughed When I Said I Was an Online Marketer, But Then I Showed Them My Checks!"
- "This 400 Pound Linebacker Laughed When I Challenged Him to a Fight... But Then I Knocked Him Off His Feet!"
- "They Laughed When I Said I Applied to Harvard, But When I Showed Them My Acceptance Letter...!"

## 13. Here's What \_\_\_\_\_ Know(s) About \_\_\_\_\_!

- "Here's What the World's Richest Marketers Know About Writing a Killer Headline!"
- "Here's What an Award Winning Author Knows About Writing a Good Book!"
- "Here's What a Former Teacher-of-the-Year Knows About Homeschooling Kids!"

## 14. To People Who Want to \_\_\_\_\_ But Can't Get Started!

- "To People Who Want to Publish a Blog But Can't Get Started!"
- "To People Who Want to Lose 50 Pounds But Can't Get Started!"
- "To People Who Want to Clean and Organize Their House But Can't Get Started!"

## 15. At Last! You Can Get Rid of \_\_\_\_\_ Forever!

- "At Last! You Can Get Rid of Unsightly Stretch Marks Forever!"
- "At Last! You Can Get Rid of Ants Forever!"
- At Last! You Can Get Rid of Your Social Anxiety and Shyness Forever!"

## 16. \_\_\_\_\_ Your Way to a \_\_\_\_\_!

- "Twist Your Way to a Flatter Stomach!"
- "Dance Your Way to Lower Blood Pressure!"
- "Outsource Your Way to a Six-Figure Income!"

## 17. Now You Can Discover How to \_\_\_\_\_ Like \_\_\_\_\_!

- "Now You Can Discover How to Ski Like an Olympic Athlete!"
- "Now You Can Discover How to do Street Magic Like David Blaine!"
- "Now You Can Discover How to Write Horror Stories Like Steven King!"

## 18. How I \_\_\_\_\_ -- And How You Can Too!

- "How I Traded My Dumpy Apartment for a 6700 Square Foot Mansion... And How You Can Too!"
- "How I Made a Fortune in the Stock Market... And How You Can Too!"

- "How I Learned to Love Again After a Bad Relationship (And How You Can Too)!"

## 19. Now You Can \_\_\_\_\_!

- "Now You Can Catch Your Cheating Husband!"
- "Now You Can Learn a Supermodel's Beauty Secrets!"
- "Now You Can Get Rid of Acne!"

## 20. Stop \_\_\_\_\_ and Start \_\_\_\_\_!

- "Stop Dreaming and Start Working for Yourself!"
- "Stop Feeling Guilty and Start Loving Yourself!"
- "Stop Making Excuses and Start Taking Action!"

## 21. Are You Tired of \_\_\_\_\_? Do You Want to \_\_\_\_\_? Then Read on to Discover How to \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ in Just \_\_\_\_\_!

- "Are You Tired of Getting Winded Every Time You Climb the Stairs? Do You Want to Get in Shape Fast? Then Read on to Discover How to Melt the Fat, Get in Shape and Restore Your Health In Just 20 Minutes a Day!"
- "Are You Tired of Spending Long Hours Online With Nothing to Show For It? Do You Sometimes Just Want to Quit? Then Read on to Discover the Quick and Easy Way to Create In-Demand Products, Drive Hordes of White Hot Traffic and Fill Up Your PayPal Account With Cash In Just 31 Short Days From Now!"
- "Are You Tired of Spending Saturday Nights Alone With the TV? Do You Wish You Could Find Your Soul Mate? Then Read on to Discover How to Start Getting Phone Numbers, Start Getting Called and Start Getting Dates... As Early as Tonight!"

## 22. Here's the Easiest Way to Turn Your \_\_\_\_\_ Into \_\_\_\_\_ So That You Can \_\_\_\_\_!

- "Here's the Easiest Way to Turn Your Old Rustbucket Car Into a Shiny Showboat So That You Can Be Proud to Drive it Around Town Again!"
- "Here's the Easiest Way to Turn What You Know About Your Hobby Into a High-Traffic Blog So That You Can Easily Make a Fortune Online!"
- "Here's the Easiest Way to Turn Your Garage Full of Junk Into a Bank Account Full of Cash So That You Can Finally Pay Off Your Mortgage!"

## 23. You're About to Discover How to \_\_\_\_\_ . No \_\_\_\_\_ . No \_\_\_\_\_. You Don't Even Need to \_\_\_\_\_. Just \_\_\_\_\_ and/to \_\_\_\_\_!

- "You're About to Discover How to Lose Weight the Easy Way. No Starving Yourself. No Vomit-Inducing Hard Exercise. You Don't Even Need to Pop any Pills. Just Eat These Delicious Meals and Watch the Fat Disappear!"
- "You're About to Discover How to Start Connecting With Your Teenage Daughter Again. No More Fighting. No More Screams of, "I HATE You!" You Don't Even Need to Nag Her Any More. Just Say These Eleven Words to Her and See Your Relationship Blossom!"
- "You're About to Discover How to Restore Your Vision. No Glasses. No Contacts. You Don't Even Need to Visit a Doctor. Just Follow This Simple Guide to Start Seeing Clearly Again!"

## 24. Here's Your Complete No Fluff, No Filler, No B.S. Guide to \_\_\_\_\_! Your \_\_\_\_\_ Buddies Will be Green With Envy Once \_\_\_\_\_!

- "Here's Your Complete No Fluff, No Filler, No B.S. Guide to Catching Bass! Your Fishing Buddies Will be Green With Envy Once They See You Reeling In the Biggest Fish in the Lake!"
- "Here's Your Complete No Fluff, No Filler, No B.S. Guide to Getting Huge Biceps! Your Weight-Lifting Buddies Will be Green With Envy Once You Reveal Your New Guns!"
- "Here's Your Complete No Fluff, No Filler, No B.S. Guide to Saving Gas! Your Hypermiling Friends Will be Green With Envy Once They See Your Amazing Mileage!"

## 25. You're \_\_\_\_\_. You're \_\_\_\_\_. You're \_\_\_\_\_. At Last, Here's an Easy Way to \_\_\_\_\_.

- "You're Tired. Your Head Throbs Like a Jackhammer. You're as Angry as a Cat Taking a Bath. At Last, Here's an Easy Way to Get Rid of Your PMS Forever!"
- "You're PC Just Flashed the Blue Screen of Death. Your Hard Drive is Taking Its Final Breath. You're About to Totally Freak out. Good News! Here's an Easy Way to Recover Your Data and Save All Your Emails, Documents and Pictures!"
- "You're Coughing. You're Achy. Your Nose is Red and Raw From Blowing it So Often. At Last, Here's an Easy Way to Alleviate Symptoms of the Common Cold!"

## 26. Imagine This: You \_\_\_\_\_. Wouldn't You \_\_\_\_\_?

Note: This is the type of headline where you seek to push your prospect's emotional buttons by getting them to imagine an emotionally laden scenario.

- "Imagine This: You're Home Alone. It's Midnight. And Suddenly You Hear Glass Breaking In a Back Room. Wouldn't You Feel Better Knowing That the Police Are Already On Their Way?"

- "Imagine This: You Just Found Out Your Drop-Dead Gorgeous Ex Boyfriend is Coming to Town Next Month. You Haven't Seen Him in a Year. Wouldn't You Love to Make His Jaw Drop to the Floor When He Sees Your New Slimmer Figure In Your Favorite Little Black Dress?"
- "Imagine This: Your Mechanic Just Dropped a \$1500 Car Repair Bill In Your Lap. Then the Water Heater Breaks. You Need a New Computer. And the Mortgage is Due in Seven Days. Wouldn't It Feel Great Knowing You Could Quickly and Easily Pay Off All These Bills With Your Big Affiliate Marketing Checks?"

### **27. You Won't Find These \_\_\_\_\_ Secrets Anywhere Else: Here's A Sneaky Way to \_\_\_\_\_, Get \_\_\_\_\_ and \_\_\_\_\_!**

- "You Won't Find These Search Engine Optimization Secrets Anywhere Else: Here's a Sneaky Way to Trick Google, Get Top Rankings and Start Pulling in a Stampede of Targeted Traffic!"
- "You Won't Find These Weight Loss Secrets Anywhere Else: Here's a Sneaky Way to Lose the Love Handles, Get Cut and Become Dangerously Attractive to Every Woman With a Pulse!"
- "You Won't Find These Pest-Control Secrets Anywhere Else: Here's a Sneaky Way to Virtually Eliminate Mice, Get the Ants Out Of Your House and Destroy the Termites!"

### **28. How a \_\_\_\_\_ With No \_\_\_\_\_, No \_\_\_\_\_ and No \_\_\_\_\_ Discovered the Secrets of \_\_\_\_\_!**

- "How a Total Slacker With No Money, No Skills and No Diploma Discovered the Secrets of Making a Fortune Online!"
- "How a Self-Taught Mechanic With No Professional Tools, No Garage and No Experience Discovered the Secrets of Overhauling a Chevy Engine!"

- "How a Stay at Home Mom With No Experience, No Connections and No Business Know-How Discovered the Secrets of Raising \$73,444 For Her Son's School Fundraiser!"

**29. Many \_\_\_\_\_ Will Try \_\_\_\_\_. Most Will Fail. But Those Who Succeed Will Get \_\_\_\_\_ Because They Know This Amazing Secret About \_\_\_\_\_!**

- Many Marketers Will Try to Write a High-Response Sales Letter. Most Will Fail. But Those Who Succeed Will Build a Huge Customer List Because They Know This Amazing Secret About Crafting Cash-Pulling Headlines!
- "Many Hardgainers Will Try to Bulk Up. Most Will Fail. But Those Who Succeed Will Pack on the Muscle Fast Because They Know This Amazing Secret Natural Supplements!"
- "Many Casual Runners Will Try to Train for a Marathon. Most Will Fail. But Those Who Succeed Will Place in the Top of Their Category Because They Know This Amazing Secret About Developing Endurance!"

**30. If You Would Like to Know the Secrets of \_\_\_\_\_ That Could Make You \_\_\_\_\_, Then Listen Up! If You're One of the Next \_\_\_\_\_ People to Act Now, You'll Get \_\_\_\_\_ Worth of \_\_\_\_\_ for a TINY Fraction of the Price!**

- "If You Would Like to Know the Secrets of PLR Content That Could Make You Rich, Then Listen Up! If You're One of the Next 27 People to Act Now, You'll Get \$1500 Worth of High-Quality PLR Content for a TINY Fraction of the Price!"
- "If You Would Like to Know the Secrets of Seduction That Could Make You the Most Popular Guy On Campus, Then Listen Up! If You're One of the Next 43 People to Act Now, You'll Get \$587 Worth of Seduction Videos for a TINY Fraction of the Price!"
- "If You Would Like to Know the Secrets of Dog Training That Could Make You and Your Poodle the Envy of Everyone at Your Dog Obedience Class, Then Listen Up! If You're One of the Next

17 People to Act Now, You'll Get \$377 Worth of Poodle Training Secrets for a TINY Fraction of the Price!"

## 20 Posthead Templates

### 1. Tell the prospect he can do it too.

1a. Yes! You Too Can \_\_\_\_\_!

- Yes! You Too Can Improve Your Bowling Score!

1b. I Discovered the Secrets of \_\_\_\_\_ – And You Can Too!

- I Discovered the Secrets of Making a Living Selling Other People's Junk – And You Can Too!

1c. At Last! Now You Too Can Quickly and Easily \_\_\_\_\_!

- At Last! Now You Too Can Quickly and Easily Build Your Own Swimming Pool Solar Panels!

### 2. Assure the prospect that it's easy to receive the benefit.

2a. Now You Can Learn to \_\_\_\_\_ – And It's Easier Than You Ever Thought Possible!

- Now You Can Learn to Sail Like a Seasoned Captain – And It's Easier Than You Ever Thought Possible!

2b. Here's How to Effortlessly/Easily/Magically/Automatically \_\_\_\_\_!

- Here's How to Effortlessly Save for Your Child's Harvard Education!

2c. Here's the Easy Way to \_\_\_\_\_!

- Here's the Easy Way to Learn to Speak Spanish!

### 3. Mention something surprising about the benefit and crush an objection.

3a. Now You Too Can R \_\_\_\_\_ – Even If You Can't \_\_\_\_\_!

- Now You Too Can Remodel Your Own Kitchen – Even If You Can't Read a Measuring Tape!

3b. Now You Too Can \_\_\_\_\_ – Even If You're Already \_\_\_\_\_!

- Now You Too Can Retire as Millionaire – Even If You're Already 55!

3c. Now You Too Can \_\_\_\_\_ – Even If You Can Only \_\_\_\_\_!

- Now You Too Can Become an Artist – Even If You Can Only Draw Stick Figures!

#### 4. Create a sense of urgency using a discount and a deadline.

4a. Hurry, \_\_\_\_\_ Ends \_\_\_\_\_!

- Hurry, 50% Discount Ends Tonight!

4b. Heads Up: Leave This Page and This \_\_\_% Off Discount Disappears!

- Heads Up: Leave This Page and This 60% Off Discount Disappears!

4c. Act Now and I'll \_\_\_\_\_!

- Act Now and I'll Slice a Full 40% Off the Regular Price!

#### 5. Create a sense of urgency using scarcity.

5a. Hurry, Only the Next \_\_\_ People Who Act Now Will \_\_\_\_\_!

- Hurry, Only the Next 27 People Who Act Now Will Lock In Their Membership!

5b. \_\_\_ Members/Copies Are/Were Allowed/Printed/Produced – But Only \_\_\_ Remain! Grab Yours Now Before They're All Gone!

- 350 Copies Were Printed – But Only 73 Remain! Grab Yours Now Before They're All Gone!
- 500 Members Are Allowed – But Only 47 Remain! Grab Yours Now Before They're All Gone!

5c. Just \_\_\_\_ Copies are Left in Stock – Get Yours Now to \_\_\_\_\_!

- Just Three Copies are Left in Stock – Get Yours Now to Avoid Printing Delays!

## 6. Mention a limited-time bonus.

6a. Act Now and You'll Get \_\_\_\_\_ That Shows/Gives You \_\_\_\_\_!

- Act Now and You'll Get a FREE Report That Shows You How to Get Rid of Age Spots!

6b. Today Only: Order Now and You'll Get \_\_\_\_\_ Absolutely FREE!

- Today Only: Order Now and You'll Get the Audio Version of This Shocking Report Absolutely FREE!

6c. Plus if You Order Within \_\_\_\_\_ You'll Get a Free \_\_\_\_\_!

- Plus if You Order Within the Next 30 Minutes You'll Get a Free Low-Calorie Recipe Book!

## 7. Mention a bonus limited to X number of people.

7a. If You're One of the Next \_\_ People to Act Now, You'll Get \_\_\_\_\_!

- If You're One of the Next 27 People to Act Now, You'll Get a FREE Dog Training DVD!

7b. Heads Up! Be One of the Next \_\_ People to Join/Order/Signup and You'll Get a \_\_\_\_\_ Absolutely FREE!

- Heads Up! Be One of the Next 9 People to Join and You'll Get a Gold Panning Training Guide Absolutely FREE!

7c. Hurry, the Next \_\_\_ People to Act Now Will Get \_\_\_\_\_!

- Hurry, the Next 23 People to Act Now Will Get a Free Wedding Planning Guide!

## 8. Mention the price.

8a. Just \$\_\_.\_ - You Won't Find a Lower Price Anywhere!

- Just \$14.97 - You Won't Find a Lower Price Anywhere!

8b. And You'll Get It All for Just \$\_\_!

- And You'll Get It All for Just \$27!

8c. Why Pay More Somewhere Else? Get Yours Here for Just \$\_\_!

- Why Pay More Somewhere Else? Get Yours Here for Just \$7!

## 9. Mention the guarantee.

9a. \_\_\_\_\_ or You'll Get Double Your Money Back!

- Lose 20 Pounds or You'll Get Double Your Money Back!

9b. You'll Make at Least \$\_\_\_ in the Next \_\_\_ Days - GUARANTEED!

- You'll Make at Least \$1377 in the Next 60 Days - GUARANTEED!

9c. If Your \_\_\_\_\_ Don't Disappear in \_\_\_ Days, I'll Buy This Book Back From You - Guaranteed!

- If Your Stretch Marks Don't Disappear in 60 Days, I'll Buy This Book Back From You - Guaranteed!

## 10. Command the prospect to keep reading.

10a. Keep Reading to Discover How You Can Learn to \_\_\_\_\_!

- Keep Reading to Discover How You Can Learn to Build a Birdhouse!

10b. Keep Reading to Find Out the Secrets of \_\_\_\_\_!

- Keep Reading to Find Out the Secrets of Improving Your Memory!

10c. Keep Reading to Learn \_\_\_\_\_ Your Competitors Don't Want You to Know!

- Keep Reading to Learn the Wrestling Moves Your Competitors Don't Want You to Know!

## 11. Tell the prospect what the letter (or product) is NOT about.

11a. This Isn't About \_\_\_\_\_. It's Not About \_\_\_\_\_ or \_\_\_\_\_. In Fact It's Unlike Anything You've Ever Seen Before!

- This Isn't About Search Engine Scraping. It's Not About Splash Pages or Keyword Stuffing. In Fact It's Unlike Anything You've Ever Seen Before!

11b. You Don't Have to \_\_\_\_\_. You Don't Have to \_\_\_\_\_. You Don't Even Have to \_\_\_\_\_! You'll Be Amazed When You Discover Just How Easy It Is to \_\_\_\_\_...

- You Don't Have to Starve Yourself. You Don't Have to Undergo Painful Lapband Surgery. You Don't Even Have to Exercise! You'll Be Amazed When You Discover Just How Easy It Is to Lose Weight...

11c. You Can \_\_\_\_\_ and \_\_\_\_\_ Without \_\_\_\_\_! \_\_\_\_\_:

- WITHOUT \_\_\_\_\_!
- WITHOUT \_\_\_\_\_!
- And WITHOUT \_\_\_\_\_!

- You Can Save Money and Help the Environment Without Going to Extremes! Go Green Now:
  - WITHOUT Becoming a Vegetarian!
  - WITHOUT Driving Like an 80 Year Old Grandmother!
  - And WITHOUT Trading In Your Beloved SUV!

## 12. Offer proof of your headline by using a testimonial.

12. Read on to discover why satisfied customers like \_\_\_\_\_ say/rave, "\_\_\_\_\_"

- Read on to discover why satisfied customers like Katherine Ross say, "I never knew raising alpacas would be so easy!"
- Read on to discover why satisfied customers like Greg Miller rave, "I built my 1835 member downline in just two weeks!"
- Read on to discover why satisfied customers like Jose Rodriguez say, "I'm IMPRESSED! I lowered my cholesterol in just 30 days using the WowzaZipBamBoom System!"

## 13. Raise the "skeptical" objection.

13a. "You're Probably \_\_\_\_\_ Right Now (And I Don't Blame You). But Give Me Just \_\_\_ Minutes/Days/Weeks and I'll Prove That You Too Can \_\_\_\_\_!"

- "You're Probably as Skeptical as an Atheist In Church Right Now (And I Don't Blame You). But Give Me Just Two Minutes and I'll Prove That You Too Can Put a Profit In Your Pocket Simply By Flipping Foreclosure Properties!"

13b. "It Seems \_\_\_\_\_, Right? \_\_\_ Ago I Thought the Same Thing..."

- "It Seems Almost TOO Good to be True, Right? One Year Ago I Thought the Same Thing..."

13c. "You Probably Don't Believe Me – Most People Don't. But \_\_\_\_\_"

- “You Probably Don’t Believe Me – Most People Don’t. But Those Who Do Start Pulling Down Checks Like This:” [insert some sort of proof]

## 14. Raise the “price” objection.

14a. And Best of All You Can Get \_\_\_\_\_ for the Price of \_\_\_\_\_!

- And Best of All You Can Get This Complete Package of 15 Products for the Price of ONE!
- And Best of All You Can Get This Incredible Software for the Price of a Small Pizza!

14b. And Just Wait Till You See the Ridiculously Low Price – You’ll Think \_\_\_\_\_!

- And Just Wait Till You See the Ridiculously Low Price – You’ll Think I’ve Lost My Mind!

14c. You’re Getting \_\_\_\_\_ Quality for a \_\_\_\_\_ Price!

- You’re Getting Ferrari Quality for a Yugo Price!

## 15. “Disqualify” the prospect.

15a. If You’re Already \_\_\_\_\_, Then This Isn’t For You. But If You Want Award-Winning Pumpkins That Also Taste Great In Pies, Then Read On!

- If You’re Already Raising Big Pumpkins That Win Awards at the County Fair, Then This Isn’t For You. But If You Want Award-Winning Pumpkins That Also Taste Great In Pies, Then Read On!

15b. If You Already Have/Are \_\_\_\_\_, You Can Hit the Back Button Because These \_\_\_\_\_ Secrets Aren’t For You...

- If You Already Have 20/20 Vision, You Can Hit the Back Button Because These Vision Secrets Aren’t For You...

15c. If You Already Know How to \_\_\_\_\_, Then You Won’t Be Interested In This \_\_\_\_\_...

- If You Already Know How to Sing Like an Opera Star, Then You Won't Be Interested In This Eye-Opening Video...

## 16. Tell the prospect how fast they can get the benefits.

16a. You Could Have Your First \_\_\_\_\_ Up and Running Before \_\_\_\_\_!

- You Could Have Your First Blog Up and Running Before Your Head Hits the Pillow Tonight!

16b. In Just \_\_\_ Hours/Days/Weeks/Months From Now You Could Be \_\_\_\_\_!

- In Just Seven Days From Now You Could Be Finished Knitting Your First Afghan!

16c. By \_\_\_\_\_ Your \_\_\_\_\_ Could Be \_\_\_\_\_!

- By Tomorrow Morning Your Acne Could Be Visibly Reduced!

## 17. Tell the prospect about another benefit.

17a. You'll Also Find Out \_\_\_\_\_ in \_\_\_\_\_ Flat!

- You'll Also Find Out How to Cook a Gourmet Meal in 15 Minutes Flat!

17b. Plus You'll Even Discover \_\_\_\_\_ Virtually/Literally \_\_\_\_\_!

- Plus You'll Even Discover Which Little Known Herbal Spray Virtually Eliminates 98% of the Pests In Your Garden!

17c. Plus You'll Even Learn \_\_\_\_\_!

- Plus You'll Even Learn How to Line Dance Like a Country Music Star!

## 18. Qualify the prospect with an easy test.

18a. If You Can \_\_\_\_\_, Then You'll Want to Read Every Word of This Letter to Discover How You Too Can \_\_\_\_\_!

- If You Can Copy and Paste, Then You'll Want to Read Every Word of This Letter to Discover How You Too Can Make Money Online!

18b. Do You Ever Wish You Could Learn to \_\_\_\_\_ Like a Pro? Then You've Come to the Right Place!

- Do You Ever Wish You Could Learn to Salsa Dance Like a Pro? Then You've Come to the Right Place!

18c. Do Your \_\_\_\_\_ Ever \_\_\_\_\_? Then You'll Be Happy to Know That \_\_\_\_\_ Is Just a Click Away...

- Do Your Legs Ever Ache After a Long Day On Your Feet? Then You'll Be Happy to Know That Total Relief Is Just a Click Away...

## 19. Raise an objection.

19a. "Here's Your No Fluff, No Filler, No B.S. Guide to \_\_\_\_\_!" *[This one is for a product that might be perceived as too short.]*

- "Here's Your No Fluff, No Filler, No B.S. Guide to Avoiding Bankruptcy!"

19b. These are \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ Audios! *[This is for an audio product that hasn't been professionally edited to remove things like the occasional coughing, dogs barking, etc.]*

- These are Raw, Uncut and Uncensored Audios!

19c. I'm No \_\_\_\_\_, So If You're Looking for Beautiful Prose You Better Look Elsewhere. But If You're Looking for the Most Jealously Guarded \_\_\_\_\_ Secrets, Then Read On... *[This sort of posthead might be appropriate for a seller who's selling a book in a language that's not his first language.]*

- I'm No Shakespeare, So If You're Looking for Beautiful Prose You Better Look Elsewhere. But If You're Looking for the Most Jealously Guarded Money-Making Secrets, Then Read On...

## 20. Whet your prospect's appetite or arouse curiosity.

20a. Read On to Discover \_\_\_\_\_...

- Read On to Discover the Startling Details...

20b. Read On to Discover the Miraculous/Fabulous/Unbelievable Story of \_\_\_\_\_...

- Read On to Discover the Miraculous Story of How a Man Born Without Legs Won a Marathon...

20c. You're About to Learn \_\_\_\_\_ On \_\_\_\_\_... Without \_\_\_\_\_!

- You're About to Learn How to Save \$128 On Your Next Visit to the Grocery Store... Without Clipping a Single Coupon!

## 20 Ways to Open Your Letter

### 1. Ask the prospect to imagine past hurts.

Here are a few examples:

- Do you remember what it felt like the last time you stuttered in front of strangers? You wanted to just run away and hide under a rock. Do you remember how it felt when they smirked and laughed at you?
- Think back to the last time you were forced to give a public speech. Your palms were wet. Your mouth dry. Your knees were shaking so bad you thought you'd fall down. And your heart was pounding so loud you swore they could hear it in the back of the room...
- Do you remember what it was like the first time you threw a dinner party that flopped? Maybe the Beef Wellington was dry and overcooked, and your guests were too polite to mention it. But you could tell they knew... and you were so embarrassed.

### 2. Tell the prospect your (painful) story.

For example:

- I was 300 pounds and I couldn't even bend over to tie my own shoes...
- I still remember all the rejection letters from publishing houses. If I put them end-to-end I bet they would have made a path from New York to San Francisco...
- The first time I tried to arrange flowers, it looked like a five year old put the vase together...

### 3. Tell the prospect someone else's (painful) story.

Here are three examples to help you think about how you might open your letter with a story:

- Jack was fat. No, take that back – he was obese. And worst of all, Jack was only 13 years old..
- Raul's house was sitting on the market for nearly a year. And for nearly a year, Raul ate up his savings account trying to pay for a mortgage on this vacant house while paying rent for an apartment some 500 miles away. Soon the creditors were calling, hounding him..
- Every time Lee got to the free throw line during a basketball game, he choked. He couldn't stand the jeering audience and the fact that everyone was staring at him..

#### 4. Empathize with the reader.

For example:

- I know what it's like to wander around the parking lot trying to remember where you parked the car. I know how embarrassing it can be to forget someone's name..
- I know what it's like to have the creditors calling you every day. You just want to take the phone off the hook and crawl under the covers for a few weeks. And that knot in the pit of your stomach just won't go away..
- I know what it's like to get that first age spot, that first gray hair, the first wrinkle. You don't feel "wise" and experienced. No, you just feel old..

#### 5. Open with a related news story / current event.

Here are a few examples of opening your stories with news...

- Could you really be "crazy in love?" Brain researchers in Germany think so..
- Getting old means getting senile, right? Not so, say a team of scientists..

- Doctors and researchers are hard at work trying to predict - and prevent - the next flu pandemic...

## 6. Get the prospect to imagine life without the problem.

For example:

- Imagine what life will be like when you find your soul mate. No more lonely Saturday nights. No more checking “just me” on those wedding RSVPs. No more awkward conversations with mom when she asks, “So are you seeing anyone special?”
- Imagine how you’ll feel when you finally get rid of the flea problem in your house! No more itchy flea bites. No more toxic flea sprays! And finally your dog will stop scratching and suffering...
- Imagine how you’ll feel when you’re free from joint pain! At last you’ll be able to play with the grandkids without crippling pain. Finally you’ll be able to start taking regular walks again...

## 7. Open with a statistic.

For example:

- If you live in Florida, there’s a 38% chance that you’ll lose your home within the next two years.
- Four out of five researchers agree that the best way to reduce your blood pressure is to exercise and eat right. So why is your doctor pushing expensive and even dangerous medication on you?
- A whopping 67% of teenagers admit to trying drugs and alcohol in the past three months. Would you know if your son was addicted?

## 8. List reasons why the problem is so bad.

8a. You \_\_\_\_\_. You \_\_\_\_\_. And \_\_\_\_\_.

For example:

- You can't fit into your clothes. You get winded going up the stairs. And your toddler just asked, "why are you so fat, mommy?"
- You're getting gray hair. You're starting to get those unsightly age spots. And you try to tell yourself that those wrinkles are just delightful "laugh lines."
- You feel light-headed sometimes. Your spouse is harping on you about your eating habits. And your doctor said your blood pressure just entered the "stroke zone"...

## 9. Engage the reader's senses.

For example:

- Before you developed seasonal allergies, you used to love going outside on a beautiful spring day, drawing in a breath of fresh air and letting the sun warm your face. You loved the smell of the fresh-cut grass and the flowers blooming. But these days you feel like a prisoner trapped in your own home...
- Do you remember what it was like the first time you rode a horse? The powerful stallion beneath you, the smooth leather reins in your hand, the wind in your face...
- Your chest tightens and you get a shot of pain near your breastbone. You notice you're breathing shallow, fast. Your hands are clammy. Is this a heart attack... or a panic attack?

## 10. Raise and handle the skepticism objection.

For example:

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- I know – that’s a pretty bold promise. But the reason I can make this promise to you is because I’ve personally coached dozens of people just like you who learned how to overcome their fear of heights. If they can do it, you can too..
- You’re probably a little skeptical right now – can’t say I blame you. But that’s because no one ever told you the truth about making money online..
- This sounds almost too good to be true, right? That’s because you’ve never seen anyone make such bold claims. But you’ve also never seen anyone who’s offered such compelling proof..

## 11. Raise and handle another big objection.

11a. I know what you’re thinking -- \_\_\_\_\_...

For example:

- I know what you’re thinking – “what can this kid teach me about making money online?” Well, if you already have at least two million dollars worth of sales under your belt, then there’s probably not much I can teach you. But if you’re still struggling to get to the six or seven figure mark, then you’ll want to pay attention to every word of this letter..
- I know what you’re thinking – “what does an oil tycoon know about saving the planet and going green?” As it turns out, plenty. And here’s why..
- I know what you’re thinking – “of COURSE this dude can make money online – he’s got a list of guru buddies a mile long!” Sure, maybe that’s true today. But I started out just like you – without money and without connections. And just 12 short months later I built my million dollar empire..

## 12. Share a case study.

For example:

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- Joanne had never even held a pair of knitting needles before her “Knitting Made Easy” DVDs arrived in the mail..
- Rick heard about folks making money online, but he didn’t believe it. Before he joined the “Making Money Made Easy” webinar, the only thing he did online was send email to the grandkids..
- Sarah spent ten long years dreaming of writing a book..

### 13. Tell a story that elicits the “if he can, I can too” reaction.

For example:

- Imagine for a moment a high school dropout. He doesn’t have a fancy diploma. He doesn’t have connections. And yet this is a guy who’s made over \$1,628,993 in the last six months. If a dropout can make that much, just imagine what you can do!
- Sally would never give up her nightly chocolate indulgence. And yet she’s lost 36 pounds so far. If a chocoholic can lose weight, just imagine what you can do!
- Jose just completed his first marathon, coming in 50th out of 3872 other runners. What’s so extraordinary about that is that Jose is a double amputee..

### 14. Ask a question.

For example:

- Are you ever embarrassed when you get unsightly cold sores on your lip?
- Have you ever worried about having a heart attack?
- Are you sick and tired of yo-yo dieting?

## 15. Offer a proposition: If I could show you a way to \_\_\_\_, would you be interested?

For example:

- If I could show you a way to make money without leaving the comfort of your home, would you be interested?
- If I could show you a way to get rid of writer's block forever, would you be interested?
- If I could show you a way to dress like a millionaire on a blue-collar budget, would you be interested?

## 16. Arouse curiosity.

For example:

- Steve just won his local "strongest man" contest - and he doesn't even own a barbell set!
- Here's a guy who makes at least \$11,385 every month - and he doesn't have to sell anything!
- How does this one-armed basketball player sink more free throws than all of his teammates?

## 17. Share a breakthrough discovery.

For example:

- I used to struggle to on the first page of Google, even for long-tail keywords. But that was before I made a startling discovery about Google's algorithm..
- Researchers have just uncovered a way for you to rev up your metabolism for the entire day.. and all it takes is 12 quick minutes in the morning!

- Scientists just discovered a food that practically stops the clock on aging...

## 18. Establish a connection with the prospect: If you're like me, then \_\_\_\_\_...

For example:

- If you're like me, then you're always looking for new ways to save money...
- If you're like me, then you love impressing your friends with fantastic recipes...
- If you're like me, then you're always on the lookout for copywriting tricks that can skyrocket your conversion rates and put more money in your pocket...

## 19. Make the prospect feel special.

For example:

- You're a savvy online marketer...
- You're part of a very special group of folks who're doing your part to live an earth-friendly lifestyle...
- You're smart. And that's why you know that every weight-loss plan must include good nutrition...

## 20. Teach your prospect something to help solve his problem.

For example:

- There are three steps you need to take if you want to master AdWords marketing. These three steps include...

- If your dog has an ear infection, you can alleviate her suffering by mixing three drops of tea tree oil with 5 ML of water...
- People say if you eat fat you'll get fat - but they're dead wrong. That's because your body needs the "good" fats, which you can find in the following foods...

## 15 Ways to Introduce an Offer

### 1. Introduce the offer directly (especially if your product name conveys a benefit).

For example:

- Introducing "Hang-Gliding Made Easy!"
- Introducing "Small Reports Fortune"!
- Introducing "How to Housetrain Your Puppy in Just Three Days!"

### 2. State your USP.

For example:

- Announcing the only online marketing course that comes with a "triple your money back" guarantee!
- Announcing the only search engine optimization software that comes with free installation and free 24/7 telephone support!
- Introducing "The Wowie Online Marketing Course," the only home-study course that comes with your choice of audio, video or text versions of these eye-opening secrets!

### 3. State the main benefits.

For example:

- Introducing "Whizbang Dieting," the quick and easy way to burn fat fast!
- Introducing "Dr. Feelgood's Joint Health Remedies," the quick and easy way to get rid of joint pain!
- Introducing "One Million by 65," the pain-free way to save for retirement!

#### 4. Share a discovery.

For example:

- Announcing the top-secret SEO tool that cracks the Google code and puts you on the front page for nearly any keyword you choose!
- Introducing “No More TMJ,” the ONLY place you can get your hands on my breakthrough discovery that gets rid of TMJ jaw pain in just 15 minutes...
- I finally discovered the secret of getting more energy – and now you can too when you read my brand new book, “Energy for Life!”

#### 5. Educate the prospect.

For example:

- ...You’ve already discovered the first two steps you need to do to get top Google rankings. The third step is simple: Read my brand new report...
- ...Once you’ve put together the decorations for your theme party, there’s just one thing left for you to do – cook a great meal. And you can get 293 recipe ideas when claim your copy of this brand new book...
- So far you’ve discovered 15 alternative remedies you can use to avoid a trip to the doctor. But that’s just the tip of iceberg. When you order your copy of “Home Remedies for Everyone,” you’ll get a whopping 497 tips, treatments and cures for whatever ails you...

#### 6. Let the prospect know what they’re NOT getting. (Introducing \_\_\_\_\_. This isn’t about \_\_\_\_\_.)

For example:

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- Introducing “Overcoming PTSD.” This isn’t about popping pills...
- Introducing “Healing a Broken Family.” This isn’t about getting back together for the sake of the kids or pretending like the divorce never happened...
- Introducing “Get a Good Night’s Sleep.” This isn’t about counting sheep or drinking warm milk before bed...

## 7. Get the reader to imagine the benefits. (Imagine \_\_\_\_\_. Now you can \_\_\_\_\_!)

For example:

- Imagine how much money you’ll save once you learn how to fix your own motorcycle. Now you can with “Motorcycle Repair and Maintenance Made Easy!”
- Imagine landing the starring role in your community theater productions. Now you can when you claim your copy of “Landing the 2nd Audition!”
- Imagine touring the Forbidden City and the Great Wall of China. Now you can, once you know the secrets revealed in “China on a Budget!”

## 8. Refer to tips, secrets and strategies shared inside your product.

For example:

- Inside this brand new report you’ll discover how eating fat burns fat, plus you’ll discover which 27 fats you should include in your diet. (Peanuts, almonds, salmon and 24 others!)
- Introducing “Masterpiece Cleaning and Restoration,” where you’ll find out how to clean and restore an antique painting to actually increase its value! Plus you’ll discover...

- Introducing “The Rockhounder’s Guidebook,” your guide to uncovering and identifying some of the world’s most valuable rocks, gems and minerals, including...

## 9. Compare the product to the competitor’s product.

For example:

- You know how other guidebooks require that you practice for two hours a day? You can cut that down to just 30 minutes when you claim your copy of “Learning to Play the Guitar Like a Rockstar.”
- You know how other diets make you eat rice cakes and carrot sticks for snacks? You can eat chocolate when you follow my new diet plan...
- Just look at the chart below to see how my software offers 19 features you won’t find in the competitor’s software (and you get it all for a lower price!)

## 10. Share specific results you’ve achieved using the product.

For example:

- This traffic generation strategy took me from \$3845 per month to \$13,890 in just 60 days - imagine what it can do for you!
- I went from being a wallflower to the life of the party - just imagine what it can do for you!
- I sold my home for top dollar in just 72 hours - and it never even made it into the regular MLS listings!

## 11. Share specific results someone else has achieved using the product.

For example:

- Paul didn't have a date for six months. But things changed fast -- he set up three dates in the first 24 hours after reading this book!
- Amanda used to get a tension headache at least twice a week due to her stressful job. She's been headache-free now for six weeks - and she didn't have to change jobs!
- Carrie has started getting asked for her identification when she buys wine - and she's 33 years old! That's the power of the anti-aging secrets you'll find inside this book...

## 12. Tell why you're uniquely qualified to offer this product.

For example:

- I'm a former schoolteacher with 15 years of experience under my belt. That's why you can trust the homeschooling information you find inside my brand new report...
- I'm a registered nurse, so you can bet I know a thing or two about getting rid of knee pain...
- Over the past 20 years I've helped my clients make over \$591 million...

## 13. Share something interesting about how the product was created.

For example:

- You don't just get one guy's trading strategy. You get 37 stock-trading strategies from 37 of the world's best traders!
- What's so unusual about this book? Just this: We pulled 100 people off the street and showed them how to make money online using the strategies inside this book. Every single one of them made \$75 within 24 hours...

- I searched high and low for the perfect membership script. Three years, 17 scripts, and \$21,938 later, I knew there was only one solution: develop my own script. And now for the first time ever I'm letting you use the script that's put \$753,112 into my pocket...

#### **14. Tell readers why they should listen to you. (Establish credibility with proof.)**

For example:

- I hold the top spots in Google for the most competitive keywords in some of the most cutthroat markets. Go ahead and search the following words in Google to see for yourself that I know what I'm talking about...
- But you don't have to believe me. Instead, search for my name in Google. There you'll see my entire 10 year, rock-solid history of putting out best sellers. You'll see that I've worked with some of the top people in the business, including...
- Click here to see the current New York Times bestseller list and you'll see my book near the top of the list...

#### **15. Engage the reader by having them take a quiz or think about something specific.**

For example:

- What are your "going green" sticking points? Check all that apply:
  - It's too expensive to buy a hybrid car.
  - I need a 4X4 to get around safely in the winter.
  - Hybrid cars are too small for my family...
- What features would you like in a blogging script? Check all that apply:
  - I want to post to my blog from my email account.

--I want to post to my blog from my iPhone.  
--I want to create a search engine optimized blog..

- What would make it easier for you to stick to a diet?
  - I need to eat dessert every day, otherwise I feel deprived.
  - I need to occasionally eat my favorite foods, like pizza and cheeseburgers.
  - I need a diet that's flexible enough to let me go out to my favorite restaurants for dinner at least once a week...

# 15 Ways to Offer Proof

## 1. Post a screenshot.

### Examples:

- Post a screenshot of your PayPal account to show proof for an online marketing product.
- Post a screenshot of your top Google rankings for competitive keywords to give proof of your search engine optimization expertise.
- Post a screenshot of your Twitter account to show how many followers you have.

## 2. Show a video that offers proof beyond that of a simple screenshot.

### Examples:

- Post a video of you logging into your ClickBank accounts to show your affiliate sales for an affiliate marketing product.
- Post a video of you installing software to show just how easy it is to install and customize (even if the buyer doesn't have any technical know-how).
- Post a video of you logging into your bank account to show proof of income for a real estate flipping course.

## 3. Show a “results” video.

### Examples:

- Post a video of a dog doing tricks for a trick-training product.

- Post a video of a couple dancing beautifully at their wedding to provide proof for your “how to dance” product.
- Post a video of you (or someone else) doing a heavy bench press as proof of a strength training course.

#### **4. Show “before” and “after” videos. (These are more compelling than static pictures.)**

##### Examples:

- For a “do it yourself” home project product: Show a video tour of an old kitchen. Then post the “after” video that shows the newly remodeled, beautiful kitchen with new cabinets, countertops.
- For a “do it yourself” restoration product: Post a before video showing a rundown (but classic) car. Then post the “after” video of the newly restored car.
- For a golf product: Post a video of someone teeing off repeatedly (but not doing very well). Then post an “after” video showing the same person driving the golf ball long and hard.

#### **5. Get an endorsement from an authority figure or expert.**

##### Examples:

- Get one or more doctors to endorse your book on dealing with Alzheimer’s Disease.
- Get one or more police officers to endorse your self-defense training guide.
- Get one or more psychologists to endorse your book about beating anxiety.

## 6. Post “before” and “after” pictures.

Examples:

- Post before and after pictures to show how your hair-care product turns dull, lifeless hair into beautiful, shiny and full hair.
- Post before and after pictures of scrawny young men who “bulked up” and got muscular using your bodybuilding product.
- Post before and after pictures showing poodles with unruly hair transformed into perfectly groomed pups (as proof that your “how to groom a poodle” product works).

## 7. Post testimonials that offer compelling proof of whatever claim you’re making.

Examples:

- Your claim: Even average cooks can create gourmet meals. Your proof: Post a testimonial from a satisfied customer of your African recipe book who raves about how easy it is to cook these recipes.
- Your claim: You don’t need to bend like a rubber band in order to enjoy yoga. Your proof: A testimonial from a woman with arthritis and limited mobility who’s enjoyed the benefits of yoga using your product.
- Your claim: You don’t need to have the money to buy real estate investment properties. Your proof: The testimonial from a satisfied customer talking about how he bought his first property with no money down.

## 8. Get video testimonials.

Examples:

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- Hold a local marketing workshop and pull aside participants to give video testimonials. These testimonials can then be used to sell the workshop DVDs.
- Post videos of unlikely people getting results. For example, post a video of a grandmother winning a video game versus a teenage boy.
- Post videos of satisfied customers giving their testimonial for your juggling product... while they're juggling.

## 9. Support your claims with statistics.

### Examples:

- No method is guaranteed. But 89% of the couples who used these fertility strategies became pregnant within three months...
- Most people get a lousy 34% retention rate. But when you use the strategies outlined in my book, you can expect your retention rate to rise to at least 67% -- and maybe more!
- You can expect a 339% boost to your conversion rate when you use an ecover graphic. And now you can make your own ecovers using this incredibly easy to use software!

## 10. Offer social proof using numbers.

### Examples:

- This is the #1 book on the New York Times bestseller list for six weeks straight - half a million copies have already flown off the shelf...
- Find out what 7222 of your fellow farmers know about growing high-yield corn!
- Over 37,991 other people have used these car-buying secrets to save an average of \$1794...

## 11. Show real-time proof that your strategies work.

### Examples:

- Let me prove to you right now that this works. Bring your dog in the room, briefly make eye contact, and then let out an exaggerated yawn. Did you see his reaction? Did you notice that he perked up because you were finally “speaking” his language?
- Here, let me give you just one tip to prove to you that these tension-releasing strategies work. Take a moment right now and smile the biggest, goofiest grin you can. Keep going. Do it for 30 seconds. Try to make it even bigger, even goofier. Ok, what happened? How did you feel? You instantly felt better, right? That’s because...
- I guarantee that you can use this software to uncover at least 250 long-tail keywords in any niche. In fact, you can try it out right now for free. Go ahead and enter a broad search term in the form below and hit enter...

## 12. Offer case study evidence to support your claims.

### Examples:

- Let me share with you a case study of how this young man pulls in \$5338 each and every month using these passive income strategies...
- Here’s a case study that shows you how one woman used the strategies in this book to successfully juggle taking care of her small children and her elderly parents...
- We put Jack alone in the Alaskan wilderness for 30 days - just look at what he learned about living off the land...

### 13. Show real-time information about other customers, your product, or some statistic.

#### Examples:

- Show on real-time counter on your site that shows how many other visitors are currently on the site. For example: 18,398 other mothers are viewing this site right now...
- For a product that shows women how to recognize dangerous relationships: Post a "ticker" that updates every few seconds to indicate every time a woman is physically or mentally abused by her partner.
- Post a scrolling marquee that announces new customers as they join (first names only). For example: "Welcome John from Dallas, Texas!" ... "Welcome Mary from London, England!"

### 14. Provide audio testimonials.

#### Examples:

- Provide audio testimonials from satisfied customers about your "how to teach a parrot to talk" product. Be sure every testimonial includes a clip of the bird talking.
- Post audios of satisfied customers first giving a testimonial and then offering a singing sample for your "how to sing" product.
- You get testimonials from satisfied customers for your "how to tell a great story" product - each testimonial includes short story from the customer.

### 15. Provide "lifestyle" pictures.

#### Examples:

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- Post pictures of your beautiful home and expensive sports car as proof of how you can live when you get your online business up and running.
- Post pictures of you and your gorgeous spouse as proof that your “how to find your soul mate” product works.
- Post pictures of you next to some of the most well-known landmarks from around the world (as proof of taking luxury vacations on a shoestring budget).

## 50 Fill-In-The-Blank Bullet Points

### 1. See page [page #] to discover a little-known way to [get benefit]!

For example:

- See page 7 to discover a little-known way to build a beautiful garden arbor that will leave your neighbors green with envy!
- See page 129 to discover a little-known way to put a stop to your toddler's temper tantrums!
- See page 86 to discover a little-known way to teach your parrot to talk!

### 2. At last! Find out what thousands of other successful [niche group members] know about [benefit]!

For example:

- At last! Find out what thousands of other successful online marketers know about attracting joint venture partners!
- At last! Find out what thousands of other successful teachers know about creating lesson plans that both you and your students will enjoy!
- At last! Find out what thousands of other successful real estate agents know about getting top dollar for ANY property!

### 3. Revealed: Why [common activity] will NEVER [get benefit] – and what you need to do instead!

For example:

- Revealed: Why traditional bench presses will NEVER give you big pecs – and what you need to do instead!

- Revealed: Why dating sites will NEVER help you find your soul mate – and what you need to do instead!
- Revealed: Why nicotine gum will NEVER help you stop smoking – and what you need to use instead!

#### 4. Here's how the professional [group] [benefit]!

For example:

- Here's how the professional French chefs prepare a gourmet meal in less than 30 minutes!
- Here's how the professional copywriters create killer headlines!
- Here's how the professional gardeners keep raccoons away from their sweet corn!

#### 5. You'll find out [number] surprisingly easy ways to [benefit]!

For example:

- You'll find out 7 surprisingly easy ways to pay down your credit card debt!
- You'll find out 3 surprisingly easy ways to prevent an ear infection!
- You'll find out 10 surprisingly easy ways to winterize your home!

#### 6. Here's how to get [benefit] – for free!

For example:

- Here's how to get more energy – for free!

- Here's how to get hordes of white-hot, ready-to-by traffic - for free!
- Here's how to get your hands on all the sheet music you want - for free!

## **7. The real secret to [Topic] - almost everyone gets this wrong! This often overlooked idea will certainly get you [Desired Result].**

For example:

- The real secret to soothing your sore throat - almost everyone gets this wrong! This often overlooked idea will certainly get you through the cold and flu season!
- The real secret to reupholstering furniture - almost everyone gets this wrong! This often overlooked idea will certainly make your old couch look brand-spanking new!
- The real secret to reducing stress - almost everyone gets this wrong! This often overlooked idea will certainly melt the tension right out of your body!

## **8. WARNING: These [number] common [niche] mistakes will absolutely [bad end result]! See page [page #] to find out what you should do instead to get [benefit]!**

For example:

- **WARNING:** These 7 common copywriting mistakes will absolutely destroy your conversion rate! See page 18 to find out what you should do instead to create high-response sales letters!
- **WARNING:** These 15 common dog-training mistakes will turn your dog into an absolute monster! See page 66 to find out what you should do instead to create a well-trained pup that everyone loves!

- **WARNING:** These 27 common relationship mistakes will destroy your marriage! See page 5 to find out what you should do instead to quickly restore the spark!

## **9. Here's a sneaky little trick you can use to immediately [get benefit]!**

For example:

- Here's a sneaky little trick you can use to immediately banish bad breath!
- Here's a sneaky little trick you can use to immediately get your toddler to fall asleep in her own bed (and stay there)!
- Here's a sneaky little trick you can use to immediately spy on your competition!

## **10. What [unusual or mystery person, place, thing] can teach you about [desired outcome]!**

For example:

- What a Walt Disney movie can teach you getting more done in less time!
- What a German Shepherd named Spike can teach you about preventing heart attacks!
- What the miraculous story of a five year old boy can teach you about overcoming adversity and getting everything you want out of life!

## **11. Here's the quick and easy way to get [benefit] – it works so well you'll swear it must be magic!**

For example:

- Here's the quick and easy way to get rid of back pain – it works so well you'll swear it must be magic!

- Here's the quick and easy way to get a big raise and a promotion at work – it works so well you'll swear it must be magic!
- Here's the quick and easy way to get grow big, juicy strawberries – it works so well you'll swear it must be magic!

## **12. You'll discover a legal way to [get big benefit] – it's like stealing candy from a baby!**

For example:

- You'll discover a legal way to siphon off your competition's traffic – it's like stealing candy from a baby!
- You'll discover a legal way to profit from other marketer's content – it's like stealing candy from a baby!
- You'll discover a legal way to beat your fellow poker players – it's like stealing candy from a baby!

## **13. You'll find out an easy way to take advantage of [person, place, thing] to get [benefit], fast!**

For example:

- You'll find out an easy way to take advantage of Google to get an almost unlimited supply of cash-in-hand customers, fast!
- You'll find out an easy way to take advantage of your body's natural hormones to get rid of your anxiety, fast!
- You'll find out an easy way to take advantage of the debt regulations to get your creditors off your back, fast!

## **14. [Group of people] have lied to you about [topic]! Here's the one thing they hoped you'd NEVER find out about [benefit]!**

For example:

- The marketing gurus lied to you about PPC marketing! Here's the one thing they hoped you'd NEVER find out about getting instant AdSense traffic for dirt cheap!
- Your doctor lied to you about your blood pressure medication! Here's the one thing he hoped you'd NEVER find out about dropping your blood pressure WITHOUT drugs!
- The government lied to you about tax deductions! Here's the one thing they hoped you'd NEVER find out about keeping more of your money in YOUR pocket!

## 15. You'll discover [number] deceptively simple ways to [benefit]!

For example:

- You'll discover 3 deceptively simple ways to instantly improve your jump shot!
- You'll discover 2 deceptively simple ways to get rid of your dog's mange problem!
- You'll discover 7 deceptively simple ways to close more sales, pocket bigger commissions and impress your boss!

## 16. Revealed: Here's what [group] knows about [benefit]! (You won't find this information ANYWHERE else!)

For example:

- Revealed: Here's what the world's best gardeners know about creating a lush, beautiful garden - even in the desert! (You won't find this information anywhere else!)
- Revealed: Here's what antique collectors know about cleaning and restoring paintings to instantly (and significantly) increase their value! (You won't find this information anywhere else!)
- Revealed: Here's what dentists know about getting a whiter, brighter and more attractive smile! (You won't find this information anywhere else!)

## 17. See page [page number] to discover the startling truth about [benefit]!

For example:

- See page 77 to discover the startling truth about saving your marriage!
- See page 19 to discover the startling truth about reducing the pain of arthritis!
- See page 10 to discover the startling truth about saving on your home heating bill!

## 18. You'll discover my [number]-step secret [topic] formula/process – this is the truly lazy way to [benefit]!

For example:

- You'll discover my 3-step secret housetraining process – this is the truly lazy way to housebreak your pup in just 72 hours!
- You'll discover my 7-step secret traffic formula – this is the truly lazy way to create a stampede of targeted, hungry buyers!
- You'll discover my 5-step secret "call to action" formula – this is the truly lazy way to instantly boost your conversion rate and put more money in your pocket!

## 19. Here's a dead-simple way to [benefit] – it's so easy a child could do it!

For example:

- Here's a dead-simple way to make beautiful necklaces, bracelets and rings – it's so easy a child could do it!
- Here's a dead-simple way to learn to play the guitar – it's so easy a child could do it!

- Here's a dead-simple way to design and sew your own clothes – it's so easy a child could do it!

## **20. You'll discover how to use the closely guarded secrets of [niche experts] to quickly and easily [get benefit]!**

For example:

- You'll discover how to use the closely guarded secrets of some of the best-known published authors to quickly and easily get your own book into print!
- You'll discover how to use the closely guarded secrets of the 'Net's wealthiest bloggers to quickly and easily turn your blog into a money machine!
- You'll discover how to use the closely guarded secrets of professional photographers to quickly and easily start turn your photography hobby into a lucrative cash cow!

## **21. You'll find out how to master the art of [topic] to [get benefit] in as little as [timeframe]!**

For example:

- You'll find out how to master the art of writing a screenplay to get your first script accepted in as little as 30 days!
- You'll find out how to master the art of juggling to have you throwing knives and flaming torches in as little as 14 days!
- You'll find out how to master the art of positive thinking to start feeling happier in as little as 30 minutes from now!

## **22. You'll discover how to almost instantly [get benefit] – even if you [don't have some required experience, tool, knowledge, etc]!**

For example:

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- You'll discover how to almost instantly kick your sugar cravings - even if you can't imagine life without chocolate!
- You'll discover how to almost instantly beat insomnia - even if you haven't had a good night's sleep in years!
- You'll discover how to almost instantly start hitting the bulls eye with your arrows - even if you've never shot a compound bow before!

**23. After [bad result], a [person] finally discovers the truth about [topic] – and now you can use his/her startling discovery to [get benefit]!**

For example:

- After nearly losing her home to foreclosure, a divorced mom finally discovers the truth about raising money fast - and now you can use her startling discovery to save your home too!
- After yo-yo dieting for 15 years, an Ohio woman finally discovers the truth about safe and effective weight loss - and now you can use her startling discovery to melt the pounds and keep them off!
- After nearly dying from a heart attack, a 45 year old man finally discovers the truth about preventing heart disease - and now you can use his startling discovery to significantly lower your risk of premature death!

**24. You'll discover a proven way to [get benefit] starting as soon as /in as little [time frame]!**

For example:

- You'll discover a proven way to beat shyness starting as soon as today!
- You'll discover a proven way to detoxify your body and get more energy starting in as little as 36 hours from now!

- You'll discover a proven way to develop your intuition starting as soon as this afternoon!

## **25. You'll find out how to [get benefit] without [doing what most will think they need to do]!**

For example:

- You'll find out how to save big on your taxes without cheating, lying or defrauding the government!
- You'll find out how to plan a luxury vacation to Greece without spending a fortune!
- You'll find out how to save for your dream home without sacrificing your current lifestyle!

## **26. You'll find out how to [get benefit] just by [doing an activity] – ANYONE can do this!**

For example:

- You'll find out how to do amazing card tricks just by watching this video – ANYONE can do this!
- You'll find out how to get more customers, sales and money just by writing a few simple articles – ANYONE can do this!
- You'll find out how to overcome post traumatic stress disorder just by spending 15 minutes a day doing this simple exercise – ANYONE can do this!

## **27. If you thought you needed [common tool, activity, knowledge, etc] to [benefit], then you're going to be SHOCKED by the [topic] secrets you find on page [number]!**

For example:

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- If you thought you needed to be filthy rich to stay in five-star hotels, then you're going to be SHOCKED by the luxury-vacations secrets you find on page 15!
- If you thought you needed a degree in English to write a best-selling book, then you're going to be SHOCKED by publishing secrets you find on page 99!
- If you thought you needed a big advertising budget to get a lot of traffic, then you're going to be SHOCKED by press release secrets you find on page 3!

## **28. No more guesswork! You'll get instant access to my top-secret [topic] formula that will help you instantly determine [topic]!**

For example:

- No more guesswork! You'll get instant access to my top-secret fat-loss formula that will help you instantly determine how many calories you should be eating each day!
- No more guesswork! You'll get instant access to my top-secret "time is money" formula that will help you instantly determine whether you should do a task yourself or outsource it!
- No more guesswork! You'll get instant access to my top-secret wedding-planner formula that will help you instantly determine how much you need to budget for your dream wedding!

## **29. You'll discover a little-known trick to [get benefit] – even if [common objection]!**

For example:

- You'll discover a little-known trick to quickly and easily build a backyard shed – even if you can't hammer a nail in straight!

- You'll discover a little-known trick to learn to ride a unicycle - even if you barely have the balance to ride a two-wheeler!
- You'll discover a little-known trick to make money from your photographs - even if you're using dirt-cheap equipment!

**30. See page [number] to find out what one thing you MUST do before you even think about [getting niche benefit]!**

For example:

- See page 15 to find out what one thing you MUST do before you even think about challenging someone to a game of chess!
- See page 55 to find out what one thing you MUST do before you even think about scavenging for re-sellable treasures at estate sales!
- See page 30 to find out what one thing you MUST do before you even think about restoring your antiques!

**31. You'll discover the ridiculously easy way to [get benefit] - even if you can't tell / don't know a [niche object] from a [totally unrelated object]!**

For example:

- You'll discover the ridiculously easy way to change your car's spark plugs - even if you can't tell a wrench from a bar of soap!
- You'll discover the ridiculously easy way to build your own sauna - even if you can't tell a 2 X 4 from a piece of garlic toast!
- You'll discover the ridiculously easy way to build a website - even if you can't tell HTML code from your Aunt Sally's letters!

### **32. You'll learn about a shocking [niche topic] loophole that you can easily exploit to [get desired result]!**

For example:

- You'll learn about a shocking Google loophole that you can easily exploit to get more traffic!
- You'll learn about a shocking tax loophole that you can easily exploit to save \$1873 on your taxes this year!
- You'll learn about a shocking legal loophole that you can easily exploit to stay in your foreclosed home!

### **33. You'll find out how to quickly recognize and avoid [bad thing]!**

For example:

- You'll find out how to quickly recognize and avoid con artists who are posing as legitimate freelancers!
- You'll find out how to quickly recognize and avoid deadly snakes you'll meet while hiking in the Arizona desert!
- You'll find out how to quickly recognize and avoid symptoms of low blood sugar!

### **34. You'll get my personal list of [topic] where you can tap into an almost endless supply of [desired product, resource, info]!**

For example:

- You'll get my personal list of scrapbook resources where you can tap into an almost endless supply of scrapbooking ideas!
- You'll get my personal list of websites where you can tap into an almost endless supply of free traffic simply by posting tiny ads!

- You'll get my personal list of drop-shippers where you can tap into an almost endless supply of profitable products from reputable suppliers!

### **35. You'll discover the [number] laws/rules of [topic] that no one else is telling you! Once you know these secrets, you can [get benefit]!**

For example:

- You'll discover the 3 laws of meditation that no one else is telling you! Once you know these secrets, you can meditate for hours on end like a Zen master!
- You'll discover the 5 rules of anti-again nutrition that no one else is telling you! Once you know these secrets, you can turn back the clock ten years!
- You'll discover the 7 laws of attraction that no one else is telling you! Once you know these secrets, you can get a date every night of the week for the rest of the year!

### **36. Are you [bad result]? Here's a fast and easy way to [eliminate bad result] so that you can start [getting good result]! (See page [number] for the eye-opening details!)**

For example:

- Are you tired all the time? Here's a fast and easy way to boost your energy so that you can start getting more done in less time! (See page 123 for the eye-opening details!)
- Are you frustrated by the high cost of electricity? Here's a fast and easy way to seal up your home so that you can start saving big money on your heating and cooling bills! (See page 33 for the eye-opening details!)
- Are you holding a grudge? Here's a fast and easy way to forgive and forget so that you can start enjoying life again! (See page 9 for the eye-opening details!)

### **37. Beware of this common [niche topic mistake – you'll discover how to avoid it so you [can start getting good result]!**

For example:

- Beware of this common hoof-trimming mistake - you'll discover how to avoid it so you can take care of your horse's feet without getting kicked!
- Beware of this common tattoo mistake - you'll discover how to avoid it so you get a tattoo that you can live with (and love) forever!
- Beware of this common scuba diving - you'll discover how to avoid it so you can breathe freely and enjoy your dives!

### **38. In just [time frame] from now you could be [getting desired benefit] – see page [number] to find out how!**

For example:

- In just 35 minutes from now you could be penning the first words of your romance novel - see page 11 to find out how!
- In just 10 minutes from now you could be easing your dog's joint pain - see page 45 to find out how!
- In just 20 minutes from now you could be creating a million-dollar business plan - see page 13 to find out how!

### **39. How [some object] can [get you good result]!**

For example:

- How five little words on your resume can get you your dream job!
- How a simple seasoning (that you probably already have in your cupboard) can stop your spouse from snoring!

- How a simple poem can help you overcome grief!

#### **40. What the “[name of formula/secret]” is and how you can use it to [get result]!**

For example:

- What the “4T Formula” is and how you can use it to get as much targeted traffic as you want!
- What the “DD Formula” is and how you can use it to find the most reliable freelancers who turn out the highest quality work!
- What the “Piggyback” formula is and how you can use it to get a buzz going about your short report!

#### **41. Why it’s NOT your fault if [you have bad result] – and what you can do starting today to [get good result]!**

For example:

- Why it’s NOT your fault if you’re not making money online – and what you can do starting today to put money into your PayPal account!
- Why it’s NOT your fault if you can’t keep the weight off – and what you can do starting today to lose weight so you can throw away your fat clothes forever!
- Why it’s NOT your fault if you can’t land a part in a play – and what you can do starting today to get the leading roles!

#### **42. Prepared to be SHOCKED! You’ll discover the stunning [topic] secret that you can use to [specific result]!**

For example:

- Prepare to be SHOCKED! You'll discover the stunning health secret that you can use to live a longer, healthier life!
- Prepare to be SHOCKED! You'll discover the stunning rock hounding secret that you can use to easily find the biggest Lake Superior agates!
- Prepare to be SHOCKED! You'll discover the stunning GRE test secret that you can use to skyrocket your test scores and get into the graduate school of your choice!

### **43. [Specific benefit] is possible – but only when you know these [number] [niche topic] secrets revealed in chapter [number]!**

For example:

- Teaching your baby to "speak" is possible – but only when you know these 3 sign-language secrets revealed in chapter 5!
- A life without pain is possible – but only when you know these 4 leg therapy and rehabilitation secrets revealed in chapter 1!
- Making money online is possible – but only when you know these 5 entrepreneurial mindset secrets revealed in chapter 11!

### **44. You'll learn the amazing [number] step system that transforms you from [current state] to [desired state]!**

For example:

- You'll learn the amazing 5-step system that transforms you from a lazy couch potato to a trophy-winning tri-athlete!
- You'll learn the amazing 3-step system that transforms you from a one-hit wonder to a chart-topping country musician!
- You'll learn the amazing 7-step system that transforms you from a Plain-Jane girl to beauty queen knockout!

**45. See page [number] to learn about the breakthrough [topic] discovery that [delivers desired result]!**

For example:

- See page 37 to learn about the breakthrough arthritis discovery that could allow you to start leading a life without pain!
- See page 12 to learn about the breakthrough health discovery that could drop your bad cholesterol levels to normal in just six short weeks!
- See page 54 to learn about the breakthrough ADHD discovery that could allow your child to start focusing again in school – WITHOUT taking Ritalin!

**46. You'll learn the easiest way to get rid of [bad results] for good!**

For example:

- You'll learn the easiest way to get rid of unsightly cellulite for good!
- You'll learn the easiest way to get rid of migraine headaches for good!
- You'll learn the easiest way to get rid of toxic mold for good!

**47. After [length of time] of trial and error and [(losing) amount of money], I finally discovered the secret of [benefit] – and you get instant access to these stunning discoveries when you order now!**

For example:

- After five years of trial and error and \$15,827, I finally discovered the secret of making money online – and you get

INSTANT access to these stunning discoveries when you order now!

- After 10 years of trial and error and overpaying by at least \$5372 on every car I purchased, I finally discovered the secret of beating the car sales people at their own game – and you get INSTANT access to these stunning discoveries when you order now!
- After three years of trial and error and paying over \$7377 in interest fees, I finally discovered the secret of getting dirt-cheap loans – and you get INSTANT access to these stunning discoveries when you order now!

#### **48. Here's a lightning-fast, simple way to [get benefit] – it's as easy as painting-by-the-numbers!**

For example:

- Here's a lightning-fast, simple way to score a callback every time you audition for any part – it's as easy as painting-by-the-numbers!
- Here's a lightning-fast, simple way to change the oil in your car – it's as easy as painting-by-the-numbers!
- Here's a lightning-fast, simple way to do your spring cleaning – it's as easy as painting-by-the-numbers!

#### **49. If you think you can't [get result] without/unless [having certain knowledge, tool, etc], think again! You're about to learn a little-known [topic] shortcut!**

For example:

- If you think you can't get a novel published unless your name is "Steven King," think again! You're about to learn a little known publishing shortcut that will get your manuscript out of the slush pile!

- If you think you can't get traffic without a big advertising, think again! You're about to learn a little known traffic-generation shortcut!
- If you think you can't get rid of your hay fever without painful shots, think again! You're about to learn a little known "breathe free" shortcut that doesn't require a trip to the doctor!

## **50. Find out the truth about [topic] and why almost everything you've heard about [getting benefit] is dead wrong!**

For example:

- Find out the truth about fever blisters and why almost everything you've heard about getting rid of cold sores is DEAD WRONG!
- Find out the truth about deer hunting and why almost everything you've heard about bagging a big buck is DEAD WRONG!
- Find out the truth about "going green" and why almost everything you've heard about squeezing more miles per gallon out of your car is DEAD WRONG!

## 15 Ways to Call the Prospect to Action

### 1. Justify the price.

- Would you trade a pizza for these money-making secrets?

If you act now, you get everything you see on this page for the price of a medium pizza – just \$14.97! You won't find a better deal around. So take out your credit card and click the buy now button to get started...

- You can't afford to NOT get this hurricane preparation book today. Just imagine what would happen if a hurricane hit before you were ready. Imagine not having the necessary food and water or the access to medical help in the event of an emergency. This book is just \$9.99 – and it's a small price to pay for peace of mind. Click here now to download this life-saving information...
- You get the complete "Make Money at Home" DVD set for the low price of \$27. Think of it: If you use just one strategy from this course you can easily recoup your investment and start putting a profit in your pocket. So take out your credit card now and click the "buy now" button below to get started...

### 2. Reverse risk by offering a free trial.

- You don't have to say "yes" today. You don't even have to send any money! Simply join now and try it absolutely free for one week. If you love it – and I'm sure you will – then do nothing and your credit card will be charged \$27 for next month's membership... and you'll get uninterrupted access!

Click the "join" button below right now to get started...

- Look around and you'll see others charging \$50 a month or more for their home study courses – and none of them guarantee results like I do. Now I'm going to sweeten the pot further by making you an offer you can't refuse: Join now and your first month is free. If you agree that this is the best money making

course, do nothing and you'll get uninterrupted access to these materials for just \$19 a month...

Click the join button to get started...

- I'm going to make you an irresistible offer: Try out the "Alternative Home Remedies" course now for FREE for 30 days. If you like it, do nothing and it's yours to keep for just \$19. Otherwise ship it back to me at my expense without obligation.

Click the order button to get started now...

### 3. Reverse risk by offering a low-cost trial (\$1).

- Most people pay \$47 a month for their membership. But if act now I'll give you a one month trial for just \$1. If you're not absolutely thrilled with the affiliate marketing training guides - if you don't agree that this site will turn you into a successful affiliate - then simply contact me within 29 days and you won't get billed for the 2nd month. If you love it (and I'm sure you will) then do nothing - your credit card will be charged just \$47 next month and you'll get uninterrupted access to everything we've talked about on this page! Click the "join" button below to get started...
- Here's an unbeatable offer: Join now and you get the first month's issue of this affiliate training newsletter for just \$1. If you agree that this newsletter reveals money-making tips that you've never seen anywhere else, then do nothing and your subscription will continue for just \$17 per month. Otherwise cancel within 29 days and keep the first issue as my gift to you.

Fair enough? Then take out your credit card and click the order button below now to get started...

- You're getting \$99 worth of marketing secrets - and if you act right now, you can access to the site for just \$1 for the first month. If you agree that this is your ticket to quitting your day job, then you can continue your subscription for just \$17 a month.

You won't find this sort of information anywhere else! So get out your credit card and order now to get instant access!

#### 4. Create urgency by offering limited quantities.

- The fewer people I let get access to these PLR licenses, the more money you'll make. That's why this offer is only limited 100 members - and there are only 37 spots left. Hurry and claim your membership now for just \$17 before they're all gone - click here to get started!
- These money-making secrets are so valuable that I've only printed 500 copies of this course - and once they're gone, they're gone. You'll never again have an opportunity to see my marketing blueprints in detail. Make sure you're one of the lucky few to grab this course now for just \$297...
- This is the last online software programming class I'll ever teach before I retire. If you let this opportunity slip by today, you'll kick yourself. Take out your credit card now to get started - but hurry, because just 19 virtual seats remain open...

#### 5. Create urgency by offering temporarily limited quantities or possible delays.

- Just 4 copies remain in stock, so order now to avoid shipping delays! Take out your credit card and click the order button to claim your copy now...
- If you don't join the class today, you'll have to wait 12 weeks before you get another chance to learn how to take care of your loved one who has Alzheimer's Disease. A lot can change in three months, so take out your credit card now to join this class today...
- Our shipping and distribution company closes for two weeks over the holiday season. That means if you don't order now, you'll have to wait more than two weeks to get your DVDs. But if you act now, I'll send them by overnight express at my expense...

## 6. Create “fear of loss” by reminding prospects of what they’ll miss out on if they don’t purchase now.

- If you keep doing what you’re doing, you’ll get the same result. That’s why each moment you hesitate is another moment you’ll struggle with your weight. Each day that you’re not using this remarkable diet is a missed opportunity. Take out your credit card and click here to get started – because you deserve to be thin...
- Right at this moment there are people all over the world who’re sitting down to write the first line of their first novel. That could be you. You could be the one penning the novel. You could be the one winning literary awards. You could be the one with a book on the New York Times Bestseller list.

There’s only way path to those dreams – and it starts right here when you click the “order now” button below...

- Isn’t it time you learned the truth about affiliate marketing? If you hesitate today, you’re missing an opportunity to make a sale and put money in your pocket. And every day you’re not using this course is a day of more missed opportunities and lost income. Get started now by clicking here...

## 7. Create urgency by offering special pricing for a limited time.

- The doors don’t officially open until tomorrow. But if you act now you can get in for the special pre-launch price of just \$27! Click here to order now – if you wait, you’ll pay triple the price tomorrow!
- Order now and you’ll get the entire “Plan a Caribbean Wedding” package for just \$100 \$49.99! That’s a whopping 50% discount – but you need to be quick, because this offer ends in 24 hours!

Click the PayPal button to order and get instant access to package...

- If you act now, you can get this entire “Beat Social Anxiety and Shyness” package for just \$27. But order now because this

half-off introductory pricing is only good until Sunday at midnight...

## 8. Create urgency by offering special pricing to the next X number of customers.

- Here's an unbeatable offer: If you're one of the next 7 people to say "yes" to this offer, you'll lock in a low price of just \$14.97 per month. But once these seven spots are gone, the price shoots to \$29.97. It's a steal at that price - but why pay more? Click the "Join" button below to lock in your low price...
- If you're quick, you can get this amazing package and all the bonuses for just \$197. But you need to act now, because this offer is only available to the next 9 customers who click here to order!
- I think you'll agree that this is an extraordinary deal for just \$99. But let me make this a total no brainer - if you're one of the next 22 people to order right now, you'll get this amazing book and all the bonuses for just \$47. Click here to get started before this offer disappears!

## 9. Close the sale by offering a bonus.

- I think you'll agree that this is an absolute bargain at just \$17. But I'm going to sweeten the pot - if you order now, I'll also toss in a free keyword research tool...
- You're smart, so you can see that you're getting \$387 worth of value for just \$77. But to make this decision brain-dead simple, I'm going to take it a step further - if you act now, you'll also get two free bonus recipe books absolutely free...
- Even though you're getting an extraordinary deal, here's an unbeatable offer: If you order right now, I'll add a "How to Get Rid of Moles" ebook for free! No matter what, it's yours

to keep as my way of saying thank you for trying out this offer.

Click here to get started right now...

## 10. Create urgency by offering a bonus (or bonuses) to the next X number of customers.

- **Fast Action Bonus Alert:** If you're one of the next 8 people to claim your copywriting package right now, I'll throw in a headline critique absolutely FREE! But you need to be quick, so click here to claim yours now before they're all gone...
- **Let me make you an irresistible offer:** If you're one of the next 32 people to click this link and say "yes" to financial freedom, I'll throw in my personal financial freedom planner absolutely free...
- **HEADS UP:** 460 aspiring marketers just like you have already claimed their online marketing home study course - that means only 40 fast action bonuses remain! Click here to claim your course - and if you're quick enough to be one of the next 40 customers, you'll get the London Seminar DVDs absolutely free!

## 11. Create urgency by offering a bonus (or bonuses) for a limited time.

- **Now I'm going to sweeten the pot:** If you act now, you'll also get the "Avoiding Foreclosure" workbook absolutely free. But hurry, this offer ends Wednesday at noon...
- **You're getting this amazing package for just \$67.** But let me sweeten the pot: If you order the "Go Green" kit right now, I'll throw my brand new report, "How to Save a Bundle On Your Home Cooling Bills" absolutely free! That's a \$37 value - and it's yours free if you click here to order within the next 30 minutes...

- I know - this offer is so good it almost feels like you're stealing it. But let me put the cherry on top: If you order right now, you'll get my personal list of children's book publishers and agents absolutely FREE! But hurry, this offer ends in 24 hours, so click here to claim yours now!

## 12. Use the “do you agree?” close and call to action.

- Do you agree that this course is your ticket to learning how to blog for a living? And do you agree that you can't beat the price? Then take out your credit card and click here to get started now...
- Do you agree that the sooner you sell your home, the better? Do you agree that the more money you make on the deal, the happier you'll feel? And do you agree that you want the whole transaction to be quick, easy and painless?

If so, then click here to order your package now, because this is the book you've been searching for!

- Do you agree that you'd look better on the beach this summer if you had ripped abs? Do you agree that you'd like to see the same sort of results I've shown you in the video above? If so, here's your chance - take out your credit card and click here to get started right now...

## 13. Close the sale by summarizing the offer.

- Let's quickly recap what you get when you order now:
  - You get the “Coping With Multiple Sclerosis” guidebook.
  - You get the “Learning to Enjoy Life Again” DVDs.
  - And you get the free caretaker's book that you can give to your loved ones to help them cope with your illness.

And if you act now, you get the entire package for just \$27. Your next step is simple: Take out your credit card and click the “order now” button... and in minutes you'll have access to everything seen here...

- Order now and you'll get "How to Write a Sonnet" and "Poem Publishing Secrets" for just \$9.99. At last, now you can master the art of writing beautiful poetry – and making a handsome living doing it! Download your copy now by clicking here...
- Order now and you get the entire natural dog health package, including:
  - The natural flea treatment guidebook – stops fleas in just two minutes. Your dog will love you!
  - The "Stop an Ear Infection" home remedy video – don't let your dog suffer a moment longer!
  - The Raw Diet Conversation audio with Dr. Feelgood – helps your dog live a long, healthy and happy life!

So there's just one thing left for you to do: Take out your credit card and click here to order now!

## 14. The "just say maybe" call to action.

- You don't have to say yes today. All you have to say is "maybe" – then click here to take advantage of your 30 day free trial. It's completely risk free, so join now...
- You don't have to say yes today. All you have to say is "maybe" – and that's because this is a complete risk free offer. You have so much to gain – more traffic, more customers, more sales – and absolutely nothing to lose. So click here to get started right now...
- This is a completely risk free offer. And that means you don't have to say yes today – all you have to do is say "maybe," and I'll give you a full 60 days to examine these money-making strategies in detail. You have nothing to lose, so take out your credit card and click here to claim your copy...

## 15. The “social proof” call to action.

- There’s only one thing left for you to do: Click here to find out what 592 new parents know about safe and fast foreign adoptions! And remember, your satisfaction is guaranteed..
- YES! I’d like to join 1892 of my fellow writers in learning how to pen a thriller novel! I understand I get the “How to Write a Thriller” book, the Thriller workbook, PLUS I get the bonus “Mystery Novel” package at no extra charge.

Click here to get your package now...

- Count me in! I’d like to join the 7207 other empowered people who’ve learned the secrets of avoiding bankruptcy and paying off their debts once and for all!
  - ✓ YES! I want to be debt free!
  - ✓ YES! I want to have enough money to enjoy life rather than scrape by!
  - ✓ YES! I want to discover the secrets of financial freedom!

Click here to get your ticket to financial freedom!

# 15 Ways to Express a Guarantee

## 1. The simple guarantee.

- Your Satisfaction is Guaranteed!

You have a full 90 days to try it out risk free. If you're not absolutely satisfied with this product, simply email me for a full, prompt and courteous refund!

- You'll Love This Course - Guaranteed!

Your satisfaction is 100% guaranteed! Simply look over this course for the next 60 days risk free. If you're not absolutely thrilled with these strategies, call me at 1-800-xxx-xxxx and I'll cheerfully refund every penny!

- Love It Or Your Money Back!

Order with confidence! If you're not 100% thrilled with my product, simply let me know within 60 days and I'll cheerfully refund every penny!

## 2. The unconditional, "no questions asked" guarantee.

- Your No Quibble, No Hassle Guarantee

Go ahead and download the product right now. Try out every tip, trick and strategy for the next 60 days. If you're not absolutely convinced that this is the course that will finally turn you into a professional photographer, I'll buy the course back from you -- no hassle, no quibble, no kidding!

- My Iron-Clad Promise to You

Buy with confidence! If you're not satisfied with your dog training DVDs for ANY reason, simply mail them back to me and I'll issue you a prompt and courteous refund - NO QUESTIONS ASKED!

- Your No-Questions-Asked Promise!

I know you've seen "no questions asked" guarantees before. And maybe they didn't ask questions, but they sure made you jump through a lot of hoops to get your money back.

Here's the thing: If you're not completely satisfied with this product for any reason, you'll get your money back with 24 hours - guaranteed. No hassle, no hoops and no questions. Fair enough?

### 3. The conditional guarantee.

- Lose 10 Pounds Or It's FREE!

Go ahead and download this amazing weight-loss course right now. If you follow the diet plan and you don't lose 10 pounds in the next 30 days, I'll refund every penny - guaranteed! Simply send me your food log and I'll send you your refund - simple as that!

- Make \$1500 - Guaranteed!

Buy with confidence! If you don't make at least \$1500 buying and selling on CraigsList.org in the next 60 days, I'll buy this course back from you! All you have to do is send me a detailed log of your ads - if I can't help you tweak those ads so that you make at least \$1500, I'll refund you money!

- Get Results - Or Get Your Money Back!

I guarantee your dog will be housebroken in just 72 hours from now - or the course is free! Simply send me your housebreaking log showing when you took the dog out and when she was kenneled, and I'll send you your money back. Simple as that!

### 4. The conditional "try this or double your money back" guarantee.

- I'll Give You \$100 If You Don't Get Results

Here's my rock solid guarantee: If you use my exact AdSense blueprint and don't put at least \$500 in your pocket in the next 30 days, I'll not only buy the course back from you, I'll give you \$100 for your troubles! Just send me a video of your AdSense account showing your campaign stats and I'll send you double your money back!

- You'll Get \$50 In Your PayPal Account  
If This Doesn't Work for You!

I'm so sure you'll lose ten pounds in 30 days using my plan that I'll give you \$50 if I'm wrong! Simply send me your before and after pics, measurements and food log - and if you haven't lost 10 pounds, I'll send you double your money back!

- Get a Client or Get Double Your Money Back  
- Either Way, You WIN!

I'm so confident that you'll find your first client within 30 days that I'll give you double your money back if I'm wrong! Simply send me the direct response letter you sent along with proof of every address you sent it to, and I'll send you \$500!

## 5. The conditional / unconditional hybrid guarantee.

- Your Satisfaction is Guaranteed!

If you're unsatisfied for any reason, simply email me for a prompt and courteous refund. PLUS if you show me proof that you tried my plan and you didn't make at least \$500 in 30 days, I'll give you DOUBLE your money back! I can't be any more fair than that!

- You'll Save Money - Or I'll Give You \$25 Out of My Own Pocket!

If you're unsatisfied for any reason, you'll get your money back promptly and cheerfully. PLUS if you send me your shopping lists and grocery receipts from the past month as proof that you didn't save at least \$250 using my advice, I'll give you double your money back!

- Get Results or Get Paid!

If you're unsatisfied for ANY reason, all you have to do is email me for a no quibble, no hassle, no questions asked refund! PLUS if you send me proof that your sales letter isn't converting at least 1% of your visitors, I'll give you double your money back!

## 6. The unconditional "keep the bonuses" guarantee.

- Your Satisfaction Guaranteed

I'm so confident that you'll be absolutely thrilled with your PLR site membership that I'm backing this offer with a 100% money back guarantee. If you're not thrilled for any reason, email me within 60 days and I'll issue a prompt refund... and you can keep the bonuses as my way of saying thanks for trying out the site!

- 100% Money Back Guarantee

If you're not thrilled with this home remodeling information for ANY reason, just email me within 90 days and I'll cheerfully refund your money. Plus you can keep the bonus DVDs as my way of saying thank you!

- My Promise to You

I'm so confident that you'll absolutely love learning about organic gardening that I'm offering you a 60 days, no questions asked satisfaction guarantee. Plus you can keep the bonus "Growing Organic Roses" book as my way of saying thank you for trying out the offer!

## 7. The conditional "keep the bonuses" guarantee.

- Get Your Press Releases Printed - Guaranteed!

I'm so sure this course will help you get your press releases into your local media within 60 days that I'm putting my money where my mouth is! Simply send me your press releases, cover letters and your certified mail receipts and I'll send you your money back! Plus you can keep the bonus headline-writing

course as my way of thank you for trying “Press Release Magic Templates!”

- Your Child Will Pass Algebra – Guaranteed!

I guarantee that “Algebra Made Easy” will give your child a passing Algebra grade – if it doesn’t you get your money back any time within the 90 days! Simply send me your child’s test scores along with proof that your child completed the “Algebra Made Easy” homework, and I’ll refund your money. Plus you can keep the workbook as my way of saying thank you for trying the course!

- Learn to Speak French – Guaranteed!

I guarantee this course will give you a working knowledge of the French language so that you can visit France without fear. If I’m wrong, all you have to do is send me your workbook within the next 60 days as proof that you completed the course and I’ll send you your money back. Plus you can keep the bonus audio files just for trying out the course!

## 8. The “ship it back at my expense” guarantee.

- Your Satisfaction is Guaranteed!

If you’re unsatisfied with this course for any reason, simply ship it back to me within the next 60 days and I’ll issue a prompt and courteous refund. I’ll even refund you for shipping expenses!

- You Love It, Or I’ll Pay You to Send it Back!

My guarantee is simple: Either you love this course, or I’ll refund every penny if you contact me within 90 days – I’ll even pay for your shipping costs!

- Love It Or Get a Full Refund – I’ll Even Pay for Shipping!

If you aren’t absolutely thrilled with this product, simply ship it back at my expense within the next 90 days and I’ll issue you a cheerful refund... no questions asked!

## 9. The “keep the product AND the bonuses” guarantee (for non-protected, downloadable products).

- Love It or It's FREE!

If you don't absolutely love this course - and if you don't agree that it's the best jewelry-making course you've ever seen - then simply contact me within 90 days and I'll refund your money. And you can keep the course and ALL the bonuses for your trouble!

- My Rock Solid Guarantee

I'm so sure that you'll agree that this is the best charity fundraising course you've ever seen that I'm backing it by my 60 day rock-solid guarantee. If you're unsatisfied for any reason, simply email me and I'll refund your money - not questions asked. And you can keep the course and all the bonuses!

- You're Gonna Love It - Guaranteed!

If you're not absolutely thrilled with this self-defense video series, it's FREE! That's right, simply email me within the next 90 days letting me know why you didn't like the course, and I'll send you your refund immediately. You can keep the course and ALL the bonuses for your trouble!

## 10. The lifetime guarantee (conditional or unconditional).

- Lifetime Guarantee

Download this course and take all the time you need to look it over. You're backed by a lifetime guarantee - if you're ever unsatisfied at any time for any reason, just contact me for a prompt and courteous refund.

- This Software is Free of Bugs - Guaranteed!

Order your software now and put it to use immediately. If it ever stops working or if you ever find a bug, I'll refund

every penny. Doesn't matter if it happens next week or next year... you're backed by my rock-solid lifetime guarantee!

- My Promise to You

Writing and publishing your first fiction book isn't something that happens overnight. And that's why I don't want you to feel rushed. So here my lifetime guarantee promise to you: If you're unsatisfied with this course at any time for any reason, I'll promptly refund your money - no questions asked!

## 11. The lifetime guarantee with free upgrades.

- Love It Or It's Free - Plus FREE Upgrades for Life!

I'm so sure this blog script will do everything I've said and more that I'm backing it with my lifetime guarantee. If you're unsatisfied at any time for any reason, contact me and I'll buy the script back from you - no questions asked! Plus when you order now you're guaranteed to get FREE upgrades for life!

- You Get a Lifetime Satisfaction Guarantee Plus FREE Upgrades!

I'm so confident that this online marketing course will finally give you the ability to quit your day job that I'm backing it with my famous "Is This Dude Crazy?" LIFETIME guarantee! You can return the course for a full refund at any time for any reason. Plus you'll get free upgrades to the course for as long as you're a customer!

- Your Satisfaction Guaranteed - FOR LIFE!

My promise to you is simple: If you're unsatisfied at ANY time with this "London Walking Tours" guidebook for any reason, I'll buy it back from you - no questions asked! Plus every time I release a new version of the book, you'll get the latest version FREE for as long as you're a customer!

## 12. An unconditional yet results-oriented guarantee (i.e., remind prospect of benefits they'll receive).

- Get More Energy Or Get Your Money Back

I'm so sure this amazing diet plan will give you more energy that I'm backing it with my 60 day money-back guarantee. If you're not hopping out of bed in the morning with a burst of energy, blasting through your lunch hour and feeling good right through until bedtime, I'll refund your money promptly!

- Build a Winning Kite Or Get Your Money Back

My promise to you is rock-solid and simple: If this course doesn't teach you the quick and easy way to build the most beautiful, highest flying kite for your next competition, I'll cheerfully refund every penny!

- The Nursing Home Decision Made Easy -- Guaranteed

I know this is a tough time for you and your loved ones. That's why I'm make you this promise: If you don't think this book alleviates your anxiety and makes it easy for you to make a decision about your loved one's long term care, I'll refund every penny... guaranteed.

### 13. The "free trial" or "low-cost trial" guarantee.

- Try It Free For One Week!

Your satisfaction is 100% guaranteed. In fact I'm so sure that this book will help you beat insomnia that I'm willing to put all the risk on my shoulders. You can download the ebook right now without strings or obligation. Look it over, try out the strategies and see if this book doesn't help you sleep better. If you don't agree that these strategies will give you a better night's sleep, simply contact me within the next seven days and you won't be billed. Fair enough?

- Just \$1 If You Act Now

I'm so sure you'll love your membership in our recipe club that I'm willing to put my money where my mouth is. Join now for just \$1. Try out these recipes for a full 30 days. If you love it - and I'm sure you will - then do nothing. Your credit

card will be billed for the 2nd month and you'll get uninterrupted access to the member's site. If you're unsatisfied for any reason, simply contact me within 29 days and I'll cancel your membership - simple as that! I guarantee you'll be cooking like a gourmet chef in no time...

- Try It Risk Free for 30 Days!

Usually this is the place where you hear about the money back guarantee. But I say why should you have to jump through hoops to get YOUR money back? So here's what I'm going to do for you: Join now and you pay NOTHING for the first month. If you're not absolutely thrilled with these DVDs, simply send them back within 29 days and you won't be billed. Simple as that.

## 14. The low-price guarantee.

- Your Low Price Guarantee

Act now and you'll lock in your low price of just \$27 a month for this PLR membership site. I guarantee you'll never pay more - and if I ever drop the price, you'll automatically be switched to the new lower rate plan!

- The "Why Pay More?" Guarantee

You've found the lowest price on this product anywhere on the 'Net - in fact, I guarantee it! If you find a lower price anywhere online in the next 30 days, I'll cheerfully pay DOUBLE the difference!

- My Promise to You: A Low Price, Guaranteed!

Go ahead and look around - you won't find this amazing course anywhere else for a better price. If you do, I'll cheerfully refund the difference any time in the next 60 days. Now that's a guarantee you can take to the bank!

## 15. The love-it-or-exchange-it guarantee.

- It's Perfect... Or You Can Exchange It!

If you're not absolutely thrilled with this product for ANY reason, simply contact me within 60 days and I'll happily allow you to exchange it for one of similar value. Your satisfaction is my priority!

- It Works Or I'll Replace it at My Expense!

I guarantee this dog-training DVD will be free from defect. If there's even the slightest skip or odd sound on this disk, simply send it back to me within the next 90 days and I'll promptly send you a new DVD. I'll even pay for the shipping!

- Free Replacements for Life!

Watch this amazing DVD every day for ten years if you'd like ... without worry! If it ever wears out, scratches, breaks or otherwise stops working - even if it's your fault - I'll cheerfully replace it, no questions asked!

## 15 P.S. Templates

### 1. Use the P.S. to reiterate the main benefit.

- P.S. Order now to discover the secrets of saving your marriage... because you deserve a life of happiness!
- P.S. Click here to order your copy of "Halitosis Be Gone" - and get ready to enjoy fresh breath!
- P.S. Order now to get your hands on "How to Carve a Flute" - soon you could be making a living with your very own flute-carving business!

### 2. Use the P.S. to recap the offer.

- P.S. Remember, when you order now you get both the vegetarian recipe book and the "101 Tofu Recipes" book!
- P.S. Hurry and claim your complete money-making package right now, which includes the Blogging Made Easy video, the Affiliate Marketing Secrets video and the Cash-Pulling Copy Made easy report! You get all three money-making pieces for one low price... so order now!
- P.S. Don't forget that when you lock in your membership you get instant access to the PLR material, the easy site builder AND the private members-only forum!

### 3. Use the P.S. remind the prospect of a free bonus.

- P.S. Don't forget that when you order the Duck Hunter's Guidebook you'll also get the "How to Train Your Retriever" video series absolutely FREE!

- P.S. Remember, when you order the “Overcoming Pet Grief” book you’ll also get the “How to Tell Your Children About Your Pet’s Death” report absolutely free...
- P.S. You’ll love getting older once you’ve watched the “Aging Gracefully” video series! And don’t forget that you’ll also get the “Anti-Aging Nutrition Handbook” absolutely free when you order today!

#### 4. Use the P.S. to remind the prospect of limited-time discount.

- P.S. Don’t forget – if you order within the next 24 hours, you’ll get a whopping \$100 discount!
- P.S. Order now and you’ll get “How to Help Your Child Deal With Bullies at School” at a 50% discount. But act now because this offer ends Tuesday...
- P.S. Remember, when you order now you get to take advantage of the special introductory price of just \$27. That’s a small investment to make in your future career as a highly paid attorney!

#### 5. Use the P.S. to remind the prospect of limited-time bonus offer.

- P.S. Remember, if you order your home study course today, I’ll include the easy-to-use membership script absolutely free! (And I’ll even install it for you!)
- P.S. Remember, if you order the “Baby Sleep Secrets” package within the next 43 minutes, I’ll throw in the “Soothing Sounds” audio absolutely free!
- P.S. If you order the “Learn to Sculpt” package today, you get the “Glazing Secrets” report absolutely free!

#### 6. Use the P.S. to remind prospect of number-limited bonus offer.

- P.S. Remember, if you’re one of the next 41 people to order the “Retire a Millionaire” package, you’ll get the “Stock Trading Secrets” video (a \$47 value) absolutely free!

- P.S. If you're quick, you can be one of the next 9 people to get the "Do It Yourself Tile and Grout" report absolutely free when you order the "Home Repair" package now!
- P.S. There are just 18 "Resume Templates" workbooks left in stock - if you order the "Land Your Dream Job" package before they're all gone, I'll send you a complimentary copy... I'll even pay for the shipping!

### 7. Use the P.S. to remind prospect of number-limited discount.

- P.S. Remember, if you're one of the next 15 people to order "Grilling Secrets" you'll get it for half off the regular price!
- P.S. Don't forget the fast action bonus - if you're one of the first 49 people to order "Grad School Secrets" you'll enjoy an instant \$25 discount!
- P.S. Act now - if you're one of the first 125 people to claim your copy of "RV'ing Made Easy," you'll get the entire package for just \$67 - that's a \$50 savings!

### 8. Use the P.S. to introduce prospect to a previously unmentioned bonus. ("I forgot to mention: \_\_\_\_\_...")

- P.S. I forgot to mention: If you order today, I'll throw my brand new "Extreme Snowboarding" video absolutely free!
- P.S. I forgot to mention: If you order within the next 60 minutes, I'll throw in the "Mind Control and Persuasion Secrets" report absolutely FREE!
- P.S. Oops, I almost forgot to tell you: If you order within the next 24 hours, I'll critique the first chapter of your mystery novel absolutely free - that's a \$250 value!

## 9. Use the P.S. to introduce prospect to a previously unmentioned benefit.

- P.S. Here's something I didn't mention before: This book will not only teach you how to save money by creating your own solar panels, you'll also discover how to build a solar oven!
- P.S. I almost forgot - not only will this product teach you how to be a better student, you'll also learn how to ACE your GRE test so that you can get into the graduate program of your choice!
- P.S. I almost forgot - not only will this workshop teach you how to close more sales, you'll also discover the secrets of using the upsell to make more money on each and every order!

## 10. Use the P.S. as a secondary/reinforcing "call to action."

- P.S. You know a great deal when you see one. And that means there's only one thing left for you to do: Take out your credit card and click here now to claim your copy of "How to Influence People!"
- P.S. You've also wanted to know how to build your own log home - and now you can! Get out your credit card and click here to get instant access to the entire "Build Your Dream Home" package!
- P.S. If you'd rather phone in your order, just pick up the phone and call me right now at 1-800-xxx-xxxx...

## 11. Use the P.S. to remind prospect of the guarantee.

- P.S. Don't forget, when you order now you're backed by my iron-clad, no-risk 90 day "love it or shove it" guarantee!
- P.S. I know you're going to enjoy learning how to paint beautiful watercolor masterpieces. But if you're unsatisfied for any reason, you can rest easy knowing a quick and easy refund is available to you.

- P.S. Order risk free right now – you have a full 90 days to decide if “Gold Panning Secrets” is right for you. So click here to order now with confidence!

## 12. Use the P.S. to remind prospect of your USP.

- P.S. Don't forget that I give you what the other guys don't – 24/7 telephone support. Order now with confidence and we'll have your script up and running by later today!
- P.S. Don't forget my low price promise: If you find it cheaper anywhere else, I'll pay you double the difference!
- P.S. Remember, this isn't theory. You're getting 29 amazing money-making guides from 29 of the Net's richest marketers. Simply put, this is a gold mine of information that you won't find anywhere else!

## 13. Use the “We both know you're interested” P.S.

- P.S. Since you've read this far, it's clear you're interested in learning how to find and pursue your purpose in life. There's only one thing left for you to do: Click here to get started...
- P.S. We both know you want to learn how to throw a great dinner party, otherwise you wouldn't have read this far. So now there's just one thing left for you to do – take advantage of the special discount and risk free offer by clicking here right now...
- P.S. You and I both know you're interested in making a living online (otherwise you wouldn't have read this far). So now it's time to take the next step to turn your dreams into reality. Click here to take that step by ordering now...

## 14. Use the P.S. to remind the prospect why they shouldn't delay or hesitate.

- P.S. Don't live another moment without this startling book - you could be poisoning your puppy and not even know it! Click here to order now...
- P.S. If you leave this page now, your buddies will keep pulling the trophy fish out of the water - and you'll be the one stuck taking their pictures and pretending you're happy for them...

Isn't it YOUR turn to get the big bass?

YES! Click here to get started right now - because you don't want to go on another fishing trip until you've read this book!

- P.S. By Sunday morning you'll be back in front of a dozen eager children, trying to figure out the best way to teach them the Bible stories. It doesn't have to be hard - not when you have this package that contains 207 different Sunday School lesson plans! Don't teach another class without it - click here to get your copy now!

## 15. Use the P.S. to offer more proof.

- P.S. If you are not totally convinced that this the copywriting course that will turn your mediocre sales pages into powerful selling machines, just look at what other satisfied customers say about this course... [insert testimonials]
- P.S. Take a moment and imagine what life would be like for you once these bodybuilding secrets help you get the body you want...

Imagine having pecs like Sam, who got these results after just two quick months using my program:

*[insert picture]*

Imagine getting ripped abs like Jack, who got this six pack in just six weeks using my program:

*[insert picture]*

You don't have to imagine it any more! These results can be yours when you click here and get started with my program...

- P.S. Over 1500 people attended the live seminar - and within hours after it ended my inbox was flooded with customers asking me how to join the next seminar!

Just look at what people said about the startling information I revealed:

*[insert testimonials]*

Now you can join these folks in discovering the secrets of making money online - click here to find out what got them so excited!

## 15 Subheadline Templates

### 1. Now You Can Get Your Hands on the Greatest Gold Mine of \_\_\_\_\_ Secrets Ever Stuffed Into a \_\_\_\_\_!

- Now You Can Get Your Hands on the Greatest Gold Mine of Affiliate Marketing Secrets Ever Stuffed Into a Membership Site!
- Now You Can Get Your Hands on the Greatest Gold Mine of DIY Home Repair Secrets Ever Stuffed Into a Book!
- Now You Can Get Your Hands on the Greatest Gold Mine of Skateboarding Secrets Ever Stuffed Into a Video!

### 2. You Won't Believe What I Discovered About \_\_\_\_\_!

- You Won't Believe What I Discovered About Getting Rid of Moles!
- You Won't Believe What I Discovered About Designing Web Pages!
- You Won't Believe What I Discovered About Making Candles for Fun and Profit!

### 3. Are You Ready to \_\_\_\_\_?

- Are You Ready to Throw Away Your Fat Clothes Once and For All?
- Are You Ready to Find True Happiness In Your Life?
- Are You Ready to Start Attracting More Men?

#### 4. Announcing \_\_\_\_\_, Your Complete Guide to \_\_\_\_\_!

- Announcing Let's Grill Tonight, Your Complete Guide to Grilling the Perfect Steaks, Chops, Burgers and Chicken!
- Announcing The Simple Harmonica, Your Complete Guide to Learning to Play the Harmonica Like a Pro!
- Announcing Party Planning Secrets, Your Complete Guide to Throwing a Summer BBQ Party That Will Have the Neighbors Raving for Months!

#### 5. Imagine This: \_\_\_\_\_...

- Imagine This: Your Press Release Gets Picked Up.. and Thousands of Targeted Visitors Flood Your Site Overnight!
- Imagine This: You Pull Off Your Shirt at the Beach and the Ladies Gasp. They Haven't Seen You Since You Were a Scrawny Teenager. Just Look at You Now!
- Imagine This: You Wake Up to Find 73 ClickBank Sale Notifications In Your Inbox...

#### 6. Do You Ever Wish You Could \_\_\_\_\_?

- Do You Ever Wish You Could Take Away Your Dog's Joint Pain?
- Do You Ever Wish You Could Afford to Take More Vacations?
- Do You Ever Wish You Could Quickly and Easily Get Rid of Your Acne?

#### 7. You'd Rather Peel Your Fingernails Off Than \_\_\_\_\_!

- You'd Rather Peel Your Fingernails Off Than Eat Another Tasteless Low-Calorie Snack!

- You'd Rather Peel Your Fingernails Off Than Clean and Organize Your Closets and Drawers!
- You'd Rather Peel Your Fingernails Off Than Learn to Tango in Front of a Bunch of Laughing Strangers!

## 8. Here are \_\_\_\_ Reasons Why This is the BEST Way to \_\_\_\_...

- Here are 7 Reasons Why This is the BEST Way to Tour Costa Rica!
- Here are 3 Reasons Why This is the BEST Way to Improve Your Credit Score!
- Here are 5 Reasons Why This is the BEST Way to Build Your Net Worth!

## 9. At Last, Now You Can Unlock the Secrets of \_\_\_\_!

- At Last, Now You Can Unlock the Secrets of Breeding Championship Quarter Horses!
- At Last, Now You Can Unlock the Secrets of Feng Shui!
- At Last, Now You Can Unlock the Secrets of Driving Massive Traffic Using PPC Marketing!

## 10. Can You Pass This \_\_\_\_ Test?

- Can You Pass This Stress Test?
- Can You Pass Home Safety Test?
- Can You Pass This French Cooking Test?

## 11. Discover \_\_\_\_\_ That Works Almost Like Magic to \_\_\_\_\_!

- Discover the Keyword Tool That Works Almost Like Magic to Uncover the Most Profitable Words and Phrases!
- Discover This 30-Second Exercise That Works Almost Like Magic to Get Rid of Your Back Pain!
- Discover the Blogging Secret That Works Almost Like Magic to Double Your Traffic!

## 12. \_\_\_\_\_ Amazing Tips, Tricks and Secrets That Will \_\_\_\_\_...

- Seven Amazing Tips, Tricks and Secrets That Will Turn You Into a Better Photographer, Instantly!
- 10 Amazing Tips, Tricks and Secrets That Will Boost Your Conversion Rate by 125%!
- 21 Amazing Tips, Tricks and Secrets That Will Make Sure You Don't Just Survive But THRIVE During Economic Downturns!

## 13. Here are the Startling Confessions of a \_\_\_\_\_...

- Here are the Startling Confessions of a Former Computer Hacker Turned Security Expert!
- Here are the Startling Confessions of a Former Shy Kid Turned Professional Motivational Speaker!
- Here are the Startling Confessions of a Former Blackhat Marketer Who Discovered He Could Make More Money Using These Whitehat Strategies...

## 14. Once You Discover These \_\_\_\_ Secrets, \_\_\_\_\_ Worries Melt Away Like Snow In July!

- Once You Discover These Investment Secrets, Money Worries Melt Away Like Snow in July!
- Once You Discover These Interview Secrets, Job Worries Melt Away Like Snow in July!
- Once You Discover These Nutrition Secrets, Health Worries Melt Away Like Snow in July!

## 15. When \_\_\_\_\_ Need \_\_\_\_\_, Here's What They Do...

- When eBay Powersellers Need Cheap Products They Can Sell for Big Profits, Here's What They Do...
- When Veterinarians Need to Calm an Anxious Puppy, Here's What They Do...
- When Action Movie Stars Need to Get Buff Fast, Here's What They Do...

## 10 Day Copywriting Challenge

Welcome to the **10-Day Copywriting Challenge™**!

I'm really excited about this course. And that's because –

**Copywriting is one of the most profitable skills you can develop.**

**Once you know how to create your own cash-pulling copy,  
you can virtually write your own ticket in life!**

Whether you sell your own products, sell affiliate products or you want to write for someone else, this course will help boost your income.

But here's the thing...

There's a world of difference between copywriting and other forms of writing (such as article writing).

The other forms are used to educate and perhaps entertain. Copywriting is different because it's used to persuade, motivate and sell. To do this, you need to tap into your prospect's emotions. You need to understand your prospects so that your letter touches their hearts and minds.

So do you need a degree in psychology in order to turn yourself into a master copywriter?

Fortunately, no!

**All you need to do is *follow this course for the next 10 days!***

Here's a sneak peek at the ten keys of copywriting:

- 1. Pre-head, primary head, post head:** Where you'll learn to nab attention.
- 2. Problem:** Remind the prospect of his problem.
- 3. Product:** Introduce your product as the solution.
- 4. Proof:** Where you turn the skeptical prospect into a believer.
- 5. Points:** Stoking desire for the product.

- 6. Pull:** Closing the sale.
- 7. Promise:** Offering a strong guarantee.
- 8. Process:** Giving your prospect last-minute instructions.
- 9. Postscript:** Reminding the prospect of the benefits.
- 10. Putting it All Together:** Just what it says! You'll even get a template that makes writing sales letters a breeze.

Let's jump right in...

## **Challenge #1: Pre-headline, Primary Headline, Post-headline**

Your headline “block” has one main job:

Get your prospect’s attention.

To that end, here are the three pieces of your headline:

- 1. The pre-headline, which sits at the very top of your sales letter.** This is often used to get attention by speaking directly to your prospect, perhaps even “by name.”

Example: “Attention NBA Fans...”

- 2. The primary headline.** Since this is your main headline, it’s usually in bigger, bold font. This is where you put forth your main benefit or make a big promise.

Tip: Be bold here, because this part of your headlines needs to make your prospects stop in their tracks and give you their full attention.

- 3. The post-headline.** This part of the headline sits right below the main headline (in smaller font). This post-headline is a bridge that connects your main headline to your opening sentence. It may elaborate on the main benefit you mentioned in your primary headline, or you can use the post-head to mention additional benefits.

Tip: Either way, it needs to hold your prospect’s attention and interest.

Collectively, these three headlines are the most important part of your entire sales letter. That’s because the headline is the first thing your prospects will see when they land on your page. If the headline doesn’t attract attention, then the prospect is going to click the back button lickety-split and be on his way.

Here then are the keys to creating a cash-pulling headline...

### **Say “Hey, You!” to Your Prospects**

Your headline's #1 job is to get your prospect's attention. This starts up in the pre-headline, where you make the prospects realize your letter is written for them. You want your prospect to stop and say, "Hey, that's me!"

You can do this by identifying them by their niche group or identifying a problem or solution they have.

Examples:

- Attention Skinny Guys!
- To Every Aspiring Novelist...
- An Open Letter to Pig Farmers...
- Do You Sneeze and Wheeze Your Way Through Allergy Season?

Or you can do it by asking a qualifying question. In other words, you ask a question that makes your prospect raise her hand, step forward and identify herself as a qualified (targeted) prospect.

Examples:

- Does your partner's snoring keep you awake at night?
- Do you always have cat hair on your furniture and clothes?
- Are you embarrassed by your acne?

## Take Out the Big Guns

Your primary headline is NOT the time to be coy or subtle.

Instead, you need to take out the big guns to draw attention. And that means you need to make a big promise or present a big benefit.

Indeed, this should be the biggest benefit of your product or service.

Examples:

- "Now You Too Can Quickly and Easily Pack on Muscle – Even If Your Genetics Are Working Against You!"
- "Now Writing Cash-Pulling Copy is as Easy as Pressing a Button!"
- "Here's How to Grow Trophy-Winning Roses That Will be the Envy of Your Whole Neighborhood!"

Tip: Be sure to put your main headline in quotes. That's because it tends to attract attention better. I'm not just guessing here - this has been proven time and again by countless copywriting and marketing experts!

## Create an Itch

While your headlines need to get your prospect's attention, they also need to compel your prospect to keep reading. And one way to do that is by arousing curiosity ("creating an itch") in your headline.

You can do this either in your main headline or in your post-headline.

Now here's the key: You can arouse curiosity by offering a main benefit without telling your prospect how, exactly, they'll get this main benefit.

Here are a few examples:

- Example: "Now You Can Keep Your Poodle's Coat Shiny and Free of Mats - Without Spending a Fortune on a Professional Groomer!"
- "Here's How to Grow Delicious Tomatoes Without a Garden - Even If You Live in a Tiny Apartment!"
- "Now You Too Can Earn Six Figures - No College Degree or Experience Required!"

Another way to do it is by offering the beginning of a curiosity-arousing story. You may do this by asking a question about the story you're going to tell.

Examples:

- "How Did This Small-Town Girl Become a Rock Star?"
- "What Common Vegetable Did Suzy Use to Cure Her Acne In Just Seven Days?"
- "How Does This 15-Year-Old Lazy Kid Make So Much Money Online?"

Still another way to do it is by asking a non-story-related question.

Examples:

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- “Do you make these snowboarding mistakes?”
- “Have You Heard About the Latest Breakthrough in Acne Prevention?”
- “Who Else Wants to Discover the Secrets of Creating Cash-Pulling Copy?”

In all cases, your goal is create an “itch” that your prospect can only scratch by reading your letter.

In other words, you arouse curiosity in your headline... and then satisfy that curiosity later on in your letter.

Tip: Don’t stop with your headline! Arousing and then satisfying curiosity several times throughout your letter is one way to keep your prospects hanging eagerly on your every word!

## Urge the Prospect to Keep Reading

If you’ve followed all the other keys to creating your headline block – if you’ve grabbed attention with a big benefit and/or aroused curiosity – then your prospects will dive in and start reading your sales letter.

Nonetheless, you can still use your post-head to “command” your prospect to read the letter. And you do this by literally saying, “Keep reading” or “Read on!”

Examples:

- Read on to discover how you too can quickly and easily lose weight...
- If you want to make a six-figure income this year from the comfort of your home, then you need to read every word of this letter...
- Now you too can restore a classic car to showroom-new condition. Read on to find out just how easy (and affordable!) it is...

**Note:** Notice that I ended each sentence with ellipses (three periods) rather than a “full stop” (like a period or exclamation point). *This is intentional.* It’s used to keep the flow going – to indicate there’s more that you want the prospect to read – so that the prospect’s eyes will naturally drop to the next line.

Now let me pull it all together by giving you an example of a pre, primary and post headline block...

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Attention Skinny Guys:

"Now You Too Can Look Like a Beast... Even if Your Genetics Suck and You Can't Gain Weight!"

You're About to Discover the Secrets of Creating the Kind of Body that Commands Respect and Gets the Girls. Read On...

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See the next page for another example...

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To Senior Citizens Who're Worried About Their Financial Future:

"Now You Too Can Discover How to Quickly and Easily Create a Comfortable Retirement!"

You'll Kiss Your Money Worries Goodbye Once You Know These Investment Secrets. Read On for the Surprising Details...

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## **Assignment: Challenge #1**

Before you start crafting your headline, I want you to spend a few moments thinking about two things:

**Your prospects:** What are your prospect's biggest problems? What do they want more than anything else?

**Your product or service:** What are all the benefits and features of your product? What is the biggest benefit?

Once you know what your prospects want and you know all the benefits of your product or service, then it's pretty easy to determine your product or service's biggest benefit.

Your assignment is craft at least a dozen different headlines (pre, primary and post) around this main benefit.

Feel free to use the included headline templates for inspiration!

## Challenge #2: Problem

If your headline did a good job of getting attention, then your prospect has now slid his eyes down to start reading your opener. And it's here in your opener that you *present the problem that's plaguing your prospects*.

You see, your headline offered a benefit and at least hinted that you had the solution to the problem. But in order to make your letter really effective, you need to "agitate" this problem.

That is:

- You need to make your prospect really feel the pain of this problem.
- You need to dredge up some painful emotions.
- You need to make your prospect feel a little desperate for a solution.

Here's why...

*Most people like to ignore their problems.* They don't like to think about them, because it's too painful. They'd rather stick their heads in the sand like an ostrich and hope the problem will simply go away on its own.

Of course it won't. And deep down, your prospect knows that.

So when you put your prospect's problem right in front of him and make him face it, he's going to get a little emotional. And he's going to want a solution.

Later on, your letter will not only offer the solution, it will make him feel better.

Now that you know the purpose of this section of your letter, let's talk about the keys to creating your opener...

### Make it Easy on the Eyes

First things first – not only should your letter be easy to read, it should *look* easy to read. If you use large blocks of text, your prospect may just start skimming the letter or put it aside altogether.

So here's what you need to do:

- **Create a short first paragraph.** I'm talking one short sentence or a few words. If it looks easy to read, the prospect will read it. Very simple, yet very effective.
- **Use "regular" words.** Don't make your prospects pull out a dictionary just to read your letter. Big words don't impress – they just confuse. So make it easy to read by avoiding your \$100 words.
- **Offer variety.** Generally, you should offer short sentences and paragraphs. However, don't make them all one length. Instead, offer some variety so that the letter looks more visually interesting.

## Get Emotional

You DON'T merely remind your prospect of the problem in your opener. Instead, you agitate the problem so that your prospect feels the pain of this problem.

You need your prospect to feel something – to get emotional – because prospects don't buy unless you've triggered their emotions.

Now, there are a few ways to do this. One way is to tell a story about a person (maybe even you) who's suffered from the same problem.

Examples:

- Suzy's house was an absolute mess. Old newspapers piled up two feet high in the living room. Dirty dishes covered the counter. It had gotten so bad that Suzy was too embarrassed to invite guests over.
- The airlines used to make Rod buy two seats on the airplane. Not only was it expensive, it was humiliating...
- I know what it's like to have asthma. You see, I was the kid who couldn't breathe in gym class...

Another way to do it is to "agitate" the problem. In other words, you talk about it, being sure to really focus in on the pain of this problem.

Examples:

- You toss and turn all night, staring at your alarm clock, counting down the hours until it goes off. If only you could just fall asleep!
- Acne is no fun. It's no fun being called "pizza face." It sucks when you're the only guy who can't get a date for the homecoming dance.
- You told yourself last New Year's that this is the year you'd lose weight. And here we are nine months later and nothing has changed. You still can't fit into your favorite jeans. You still get laughed at when you walk down the street. And you still get winded when you climb a simple flight of stairs.

Yet another way to do it is by outright asking your prospect to imagine the pain of the problem... OR imagining how great it would feel to not have this problem anymore.

### Examples:

- Imagine what it would be like to get rid of your stretch marks and scars...
- Imagine if you made at least \$100,000 per year. You could finally take all those vacations you've been dreaming about. You could remodel the house (or buy a new one)...
- I don't have to tell you how embarrassing it is to have bad breath. But imagine if you discovered the secret to having fresh breath all the time. Imagine how your confidence would soar...

## Empathize With the Prospect

In addition to getting your prospect to identify with your story (i.e., by self-identifying with the problem you're referring to), *you also need to immediately show the prospects that you understand, care and empathize with them.*

You see, your prospects have been trying to solve this problem for some time. They feel alone. They feel like most sales letter authors don't really "get" them or "get" their problem. So if you can show that you do indeed understand the problem – and that you care about the prospect – you'll gain a big edge over your competition.

But here's the thing...

*Fake empathy does NOT work.* You can't just placate the prospect with platitudes and other word magic. You need to actually care about helping the prospect. Because when you actually do care, this "vibe" oozes out of your copy and connects with the prospect.

Once you do genuinely care, then any stories you share will reflect the fact that you care and understand. Indeed, you can even build rapport with your prospect by coming right out and saying that you understand.

Examples:

- I know what it's like to be a caretaker to someone with Alzheimer's disease. You see, I spent five years caring for my mom before she died.
- You can remember the joy on the day your baby was born. You had so many hopes and dreams for him. But the day he was diagnosed with autism, many of these hopes came crashing down. I understand that, because I'm the mom to two autistic twins.
- It's humiliating to have guests over when you're a borderline hoarder. I should know - because I lived in isolation for ten years due to my hoarding. I understand what it's like to [talk about more of the pain here]...

**Assignment: Challenge #2**

Today you need to think about your prospect and what emotion he most identifies with in relation to his problem.

Example: Is it anger? Humiliation or embarrassment? Dread?  
Or perhaps he most identifies with the joy of his solution?

Whatever it is, *that's the emotion you need to elicit in your opener* when you present the problem.

Your assignment today is to craft an opener (perhaps a story) that taps into that emotion and makes your prospects feel the pain of their biggest problem.

You can use the 20 opener templates to help you craft your own!

## Challenge #3: Product

In the opening of your letter you reminded the prospects about their problem. Putting the problem squarely in front of your prospects may have been a little painful. You tapped into some deep emotion. But don't worry – because now you're going to introduce your product as the solution to your prospects' problem.

Simply put, *the purpose of this part of your sales letter is to give your prospect hope.*

This is where you take your prospect away from the "punched in the gut" feeling and instead offer a joyous feeling of renewed hope.

You'll notice that I used the word "*renewed.*" That's because your prospect has felt hopeful before. Unfortunately, he or she has been let down and disappointed many times. Sometimes the products didn't work. Sometimes your prospect even got the feeling that the marketer lied.

Point is, your prospect is going to feel cautiously optimistic. For now, your job is to focus on the optimistic part, to make your prospect feel good. Just a bit later you'll discover how to make the prospects set aside their fears and doubts and take a chance on your product.

Here then are the keys to introducing your product...

### Introduce Your Product as the Solution

This part is easy. This is where you bridge the painful story with the hope you're about to offer. Indeed, you can even use the word "introducing" when you present your product.

#### Examples:

- Introducing [name of product] – the surefire way to melt the fat forever!
- Good news: Now you too can get whiter teeth when you use [name of product]!
- Imagine being able to lose all the weight you want without ever feeling hungry. Now you can... and all you have to do is join the [name of product] membership site!

## Sell Hope, Sell Dreams, Sell the Sizzle

You can't just introduce the product as the solution and expect your prospects to fall all over themselves as they rush for the order button.

Instead, you need to give the prospects hope that this product really does work. You need to give them hope that this is a quick and easy solution to their problems.

Here's how...

### ➔ Show How This Product Worked for Others

Did you open your letter with a story whose main character (maybe even you) had the same frustrations and problems as the prospects?

If so, then your prospects already identify with this character... so you can give your prospects hope by telling how the character used your product as the solution.

#### Examples:

- But everything changed when I discovered a fat-burning secret so simple that it took just 15 minutes per day to complete. [Introduce the product and tell why it works so well.]
- Jose was at the end of his rope. He was stressed out and burned out. But then he learned a simple way to get more done in less time...
- By this time Janice vowed to stop going out. She couldn't stand people laughing and point at her any longer. But then everything changed... [talk about how things changed for the better]

### ➔ Leave the Competition in the Dust

Your sales letter should be about your prospects, their problems and the solutions to these problems. However, you may take this opportunity in your letter to toot your own horn a bit. Not for the sake of bragging. Rather, you want to show your prospect why this product is so good (and what makes it different and better than the competitors' products).

In other words, you want to share your product's unique selling proposition (USP). You may offer up a benefit that no other product on the market has. Perhaps you'll share an unusual development story.

Examples:

- I know, you've heard all of this before. But this product is different. That's because it was developed by a team of scientists... [tell the story]
- Here's what makes this software so amazing: We tested it across 127 sales letters and 99.3% of the time it boosted the conversion rate by at least 25%. Go ahead and look around - you won't find another copywriting product that's been tested so thoroughly!
- You've probably read a ton of sales letters that tell you they have the secrets of getting ripped. But you know who's putting those products out? Fat marketers. And that's why this product is different. I'm a certified professional trainer and trophy-winning bodybuilder with 15 years of experience. I'm not just giving you theory - I'm giving you "in the trenches" strategies that really work!

### → Sell the Sizzle (Not the Steak)

You're NOT really selling a product. Instead, you're selling dreams and you're selling hope. In other words, you're selling an outcome... not a product.

Examples:

- People don't buy grass seed. Instead, they're buying a lawn. Example: "Imagine walking barefoot over your lush, green grass..."
- People don't buy weights and weight benches. Instead, they're buying respect. They're buying a ripped and muscular body. Example: "This weight set turns you into a beast that commands respect where ever you go!"
- People don't buy mouthwash. Instead, they buy fresh breath. For example: "You'll be more confident because you know your breath is minty fresh!"

## Ratchet Up the Joy

Once you've introduced the product as the solution to your prospect's problem, then you can get them to imagine a problem-free life. Indeed, you may actually use the word "imagine" to help you tap into those good feelings and joyous emotions.

Example:

- Go ahead and imagine what it would be like to sprint up a long flight of stairs without getting winded...
- This product worked for Suzy. It worked for me. And I guarantee you too will be able to quickly and easily melt the fat and make your love handles disappear...
- Just imagine if you too could stay home with you children. Imagine seeing all the first smiles, filming all the first steps and hearing all the first words. Now you can...

### Assignment: Challenge #3

Your assignment today is easy...

- 1. Figure out what the outcome (end result) is of using your product or service.** In other words, what's the "sizzle" in your steak? What hopes and dreams are your buyers actually purchasing?
- 2. Determine your product's unique selling proposition (USP).** What makes your product or service not only different but better than the competitor's product? Be sure that this difference is actually something that's important to your products.

Once you've figured that out, then write an introduction to your product. Be sure to include your USP. And be sure to sell the dream, not just the product.

Need a little help? No problem – just use the 15 included templates to quickly and easily create your own sizzling product introduction!

## Challenge #4: Proof

You'll recall that earlier in this challenge I mentioned that *your prospects do NOT believe you*.

It's true.

They want to believe you, but they're viewing your letter with a skeptical eye.

You can see why. Some of your prospects have been scammed before. Some of them just perceive that they've been scammed or duped (even if they really weren't). And some of them just don't believe all the big, bold claims you're making.

Maybe you can relate.

Have you ever watched a commercial for some new gadget and thought that there's no way the product could work as claimed? Maybe you said, "yeah, right" under your breath. Maybe you just shook your head and rolled your eyes.

Listen, your prospects are doing the same thing when they read your sales letter.

They know you're biased, so in their view you'll most certainly paint your product or service in the best light. You may even exaggerate. Some of your prospects are going to assume that you'll outright lie just to get them to take out their wallets.

That's where your proof comes in.

The purpose of this section of your sales letter is to prove your claims are true. Here you're able to point to something else – maybe a testimonial from a neutral third party or visual evidence like a video – to back up all the claims you're making.

Tip: Even though I used the singular phrase "this section," that doesn't mean that you should actually isolate your proof to just one section of your sales letter. Instead, you should sprinkle bits of proof all throughout your sales letter.

If you make a big claim, back it up with some proof. If your prospect is likely to raise an objection at a certain point in your sales letter, handle the objection by offering proof (if possible).

Point is, offer proof throughout your letter to ease your prospect's doubts.

Here then are the keys to proving your claims...

## Serve Up a Variety Platter of Proof

Sure, you can offer a couple testimonials. But imagine how much stronger your proof would be if you offered multiple forms of proof to back up your claims.

Example: Instead of just offering a testimonial that claims your weight-loss product really works, you can also offer before and after pictures. Maybe you'll even toss in a video that shows one of your satisfied customers winning a fitness competition.

Add up all of these different forms of proof together, and even the most skeptical prospect can't help but believe your claims!

So what kinds of proof should you offer?

*Anything and everything that you can use as evidence of your claims.*

This includes but is not necessarily limited to:

- **Testimonials from satisfied customers.** These can be regular text testimonials, or you can offer something more compelling like audio or video testimonials. The more information you can provide about the person giving the testimonial, the better.

Example: A testimonial that includes a full name, a photo and a website address is more compelling (and easier to verify) than a partial name and location (e.g., "A. Johnson, London").

- **Endorsements from experts, celebrities, authority figures or others.** These are different because they're not from customers. Instead, you seek out experts and authorities to endorse your product.

Examples:

- You get a team of car mechanics to endorse your "How to Restore a '57 Chevy" product.
- You get a cadre of bankers, investors and other financial experts to endorse your investing product.
- You get a dentist to endorse your "teeth whitener" product.

- **Case studies.** Here you track the journey of you or someone else who used your product. Not only do you provide your story, you also back up this story with other evidence such as photos, statistics, etc.

Example: You can show a photo series of how a skinny guy packed on the muscle over six months using your product.

- **Visual evidence such as a photo, video, screen shot, chart or something else.**

Example: You might offer a “before” and “after” photo series of a classic car restoration. Or perhaps you offer a “before” and “after” video showing how your weight loss product melted the fat off of you or a satisfied customer.

- **Audio evidence.** This could be an audio testimonial. Or it could be actual proof, such as a satisfied customer demonstrating how your product helped him overcome stuttering. Or you can play an audio clip of a customer strumming a guitar to show what your “learn to play guitar” product can do.
- **Results of an independent audit by a respected authority.** Let’s say you’re showing your income as proof. You may have a certified public accountant or lawyer review your books, credit cards, bank statements and other financials to verify your claims.

## Seek Out Proof From Third Parties

Any kind of solid proof will help your case. However, if all the proof comes from you (such as photos or screenshots), then the prospect can’t help but be skeptical. So, in addition to offering a variety of proof, you should also offer proof from a variety of sources.

For example, let’s say you’re selling a weight loss product. You might offer these forms of proof:

- A scan of your fitness trainer certificate and other credentials.
- Testimonials from multiple satisfied customers.
- “Before” and “after” photos from multiple people.

- Endorsements from doctors, nutritionists and well-known niche authorities.
- Video clips of you talking about your product to the media (e.g., on a popular talk show).
- Case studies from at least two people.

## Weed Out the Weak

Warning: Just because you have certain forms of proof *doesn't* mean you should use them - some forms of proof are so weak that they actually hurt your case.

Let me give you a few examples of weak proof to avoid:

- **Weak testimonials.** Many marketers make the mistake of posting weak testimonials. Generally, this means the reviewer offers weak praise. Or they offer praise about something that's not all that important to prospects.

Example: Let's say you're selling a book. Does the customer praise the book based on how enjoyable it was to read... or based on the results he received? Like this:  
"This is a page turner - I read it all in one sitting!"

Praising an enjoyable read is good if you're selling fiction. It might even be good if prospects in your niche are complaining about the readability of products in your niche. But for the average non-fiction "how to" book, you want to offer testimonials that praise the actual content and, better yet, show that the reviewer got good results.

- **Endorsements from questionable individuals.** If one of your endorsers just got nailed for running a dog-fighting ring - and you're selling a dog training book - leave that endorsement out of your marketing.
- **Photos that don't prove much.** Maybe a customer sends you "before" and "after" photos that are fuzzy, don't show much of a change, look doctored or otherwise don't inspire confidence. Skip them.

### **Assignment: Challenge #4**

Your assignment is to collect as much proof as possible to add into your sales letter:

- For starters, contact your customers and ask them for feedback about your product. If they can provide other forms of proof (like photos), ask for those as well.
- Secondly, figure out what types of compelling proof you can offer. (Use the list above as well as the included template file for ideas.)
- Next, weed out the weak proof.
- Finally, set your strong proof aside. Don't add it in quite yet – you're going to want to wait until your letter is complete. That way, you can insert proof in the most relevant places (such as right after you make a bold claim).

## Challenge #5: Points

You've established (and "agitated") the problem, shown the prospect that you care about his problem, and introduced your product or service as the solution to this problem. By this time your prospect is pretty interested in what you're offering. Now it's time to ratchet up this interest so that he starts to really want your product or service.

And how do you do this?

Simple: By sharing a list of "points," usually in the form of a bulleted list.

The purpose of this bulleted list of points is to tell your prospect all about the benefits of your product (or service).

You can think of these points as all the possible reasons why your prospect would want to take advantage of your offer. This is where you *tell your prospect what's in it for him if he orders and where you really sell your prospect on your offer.*

Here are the keys to creating a compelling list of points...

### Tout Benefits

Your product or service has a lot of features. But these features don't really mean much to your prospect, unless you can show how these features benefit the prospect. And that's why your points need to focus on the benefits of your product or service (not the features).

Let me explain by way of a few examples:

- Example: One feature a jacket is that it has a nylon shell. The benefit of a nylon shell is that it's wind and rain resistant, which means the wearer stays warm and dry.
- One feature of an online marketing book is that it has a chapter on pay per click marketing. The benefit is that the reader can discover how to get boatloads of highly targeted traffic, almost instantly.

- One feature of an energy drink is that it contains no sugar. The benefit is that buyer won't drink empty calories or pack on extra pounds.

In other words, your bulleted list of points are a lot like headlines – they focus on the big benefits. Which brings us to our next key...

### Fire Your Big Guns

Time to take out your big guns again.

- What are the biggest benefits of your product or service?
- What benefits are the most important to your prospects?

These are the benefits you need to focus on in your bulleted list.

You may want to emphasize your best benefits somehow, such as by bolding them and/or putting them in bigger font to make them really stand out.

### Drive 'Em Crazy With Curiosity

Remember earlier when we talked about arousing curiosity in your headlines so that the prospect would read your letter?

This is another place in your sales letter to arouse curiosity. The difference is that you're arousing curiosity about your product. And that means the only way your prospects can satisfy this curiosity is by buying your product!

This works extremely well with information products (like books, reports, videos, etc).

Example: "What does your bank account have to do with an 800 pound man? You'll find out on page 28!"

And here is another approach from a real story: Marketing guru Joe Sugarman (of BluBlocker sunglasses fame) aroused curiosity to sell tons of sunglasses. He would show people's surprise reactions when they put on the sunglasses. Yet he never put the camera lens up to the sunglasses so that the prospect would see what it looks like.

Example: The movie trailer for “Paranormal Activity” didn’t show movie footage. Instead, it showed the audience’s terrifying reactions to watching the movie.

Granted, these were video clips. Nonetheless, you could describe a physical product (perhaps somewhat vaguely) so that you arouse curiosity. Or you could show a video testimonial that arouses curiosity in much the same way as the above two examples.

### Stir Their Imagination

You want these points to get your prospect imagining what it would be like to own the product and receive the benefits.

So once again, you may occasionally use the word “imagine” in your points.

The second thing you want to do is engage your prospect’s senses. If you’re selling a product online, your prospect can’t handle it and he can’t take it for a “test drive.” Your letter needs to be the substitute for handling and using the product. Depending on what you’re selling, you may mention the weight, the color, the smell, the feel of the product, etc.

Example: The weight and color are important features of a laptop. The smell is important if you’re selling something like candles. The feel is important if you’re selling something where comfort is important, like shoes or a pillow.

Now let’s pull all these keys together. Below you’ll find several examples of how to create compelling points. Note how some of these arouse curiosity, some tap into emotion, some engage the imagination... but all of them present a big benefit:

#### Curiosity Examples:

- What’s the secret to getting six-pack abs without going to bed hungry every night? You’ll find out on page 37!
- Are you making these disastrous business mistakes? See the top list of 100 mistakes on page 50 – you might be surprised!
- You’ll discover a surprisingly simple way to clean your carburetor – without removing the linkages!
- You’ll find out why everything you’ve heard about SEO is all wrong – and what you need to do instead to get a never-ending flow of targeted traffic!

- **WARNING:** The FTC will come knocking at your door if you keep making this mistake. See page 23 for the surefire way to stay safe!

### Imagination Examples:

- Imagine having your whole house smell like fresh-baked apple pie (just like Grandma's house) - no one will know it's a candle!
- Imagine clicking the "send" button and minutes later having your PayPal account flooded with new orders - now you can, once you know these email marketing secrets!
- Imagine the jaw-dropping looks you'll get when you show off your fully restored classic Camaro - no one will believe you did it yourself (on a shoestring budget)!
- Once you see for yourself how mouthwateringly rich and delicious this chocolate cake is, you'll find it hard to believe that it's so low in fat!
- You'll be amazed at how lightweight this laptop is - just four pounds - so you can take it anywhere!

### **Assignment: Challenge #5**

Today you're going to work on drawing up your bulleted list of points.

- Your first step is to list ALL the features and corresponding benefits of your product or service. This is just the brainstorming phase, so don't edit your list. No feature or benefit is too small to include on this list.
- Next, go through your list and choose those benefits that are the most important to your customer.
- Finally, create your points based on these benefits, being sure to arouse curiosity and engage the imagination whenever possible. You can use the included templates to help you craft your points!

## Challenge #6: Pull

Your prospect is chomping at the bit by now. *He wants your product.* So now is the time to tell him how to get his hands on it. This is the classic call to action.

Just as the name implies, the purpose of this part of your sales letter is to get your prospect to take action (i.e., buy your product).

This isn't just a light-hearted suggestion. Instead, you take your prospect by the hand and tell him exactly what to do next.

Indeed, you virtually command him to take out his credit card and click the "order" button now.

But here's the thing...

You want your prospect to take action *right now*.

Not "later," because later may never come. If your prospect clicks away from your page, his enthusiasm for your offer will fade. Buying won't be at the forefront of his mind anymore. And he'll probably totally forget about you and your product.

With that in mind, here the key components of your pull...

### Create a Sense of Urgency

Remember, you don't want a hot prospect to leave your page without ordering. That's why you need to create a sense of urgency so that your prospects orders right now.

One of the most powerful ways to create urgency is by creating a fear of loss. Like this...

#### ➤ **Fear of Missing Out on a Good Price**

You may offer a time-limited discount price or even a discount to the first X number of customers.

Examples:

- The next 129 people to order now will get everything mentioned on this page for just \$99 – you save \$100!

- Order now, because this special discount price ends Thursday!

Sometimes marketers plan to raise the price, but they don't yet have a date picked out. In that case, you can say something like this:

- Order now to avoid disappointment, because this special discount offer ends soon!

**Note:** If you say a discount offer will end, then be sure to actually raise your prices when you said you were going to do it. If you don't, you'll lose credibility. Your prospects and customers won't trust you.

### ➤ **Fear of Missing Out on an Extra Bonus**

Another way to create urgency is by offering "early bird" bonuses or other incentives. These bonuses may be offered for a limited time, or they may only be available to a limited number of customers.

Examples:

- Order in the next 22 hours and you'll get the barbeque tools set absolutely free!
- Be one of the next 25 people to order now, and you'll get a tackle box absolutely free!

**Note:** Of course you can combine both a discount and an early-bird bonus offer to create an even greater sense of urgency.

### ➤ **Fear of Completely Missing Out on the Entire Offer**

Yet another way to create urgency is by limited the number of people who can take advantage of the offer... or by closing the offer on a certain date.

This is a form of natural scarcity, and it works well.

Maybe you have a PLR membership site where you can membership to 200 people. Or perhaps you're selling a limited-edition collectible. Or maybe you're selling an event (like a weekend seminar), so people need to buy before a specific date.

Examples:

- But hurry, there are only 125 memberships left, so order now to avoid disappointment!
- Hurry and order now, because this workshop starts [date]!
- Only 130 limited-edition copies remain, so order now so that you don't miss out on your chance to own this valuable collectible!

### ➤ **Fear of Missing Out on the Benefits**

Finally, you can create a sense of urgency simply by reminding prospects what they'll miss out on if they don't act now.

#### Examples:

- Order now, because the sooner you do, the sooner you'll start losing weight and feeling better!
- Act now, because the sooner you purchase this insurance, the sooner you'll be able to start sleeping like a baby... carefree and worry-free!
- Hurry and order right now, because the sooner you start, the more money you'll be able to make!

## Sweeten the Deal

If your prospect is sitting on the fence, you can gently push him to make the buying decision by offering one or more incentives.

These bonuses aren't time or number limited. Rather, the restriction is that the bonuses are only available to those who purchase the product.

**Warning:** Some marketers toss in bonuses as an afterthought. And that means that the bonuses are usually junk. DON'T do this. Instead, create an exclusive bonus with a high perceived value. This bonus should enhance the buyer's purchase.

Example: You might offer a free dog-training video to compliment a dog-training book.

## Raise and Handle Objections

Your prospect wants to buy, but she has a few objections to overcome first.

In other words, she has reasons floating around her head about why she should NOT buy your product. Your job is to handle any possible objections, ease your prospect's mind, and show her why she should buy.

Now, the specific objections your prospects will raise depend on what you're selling.

Example: If you're selling a leisure item like a snowboard, your prospect may be thinking, "I don't really need this."

So you need to offer logical reasons why it's ok to buy it. In this example, you might point out how snowboarding is good exercise and a great stress-buster.

One of the most common objections (no matter what you're selling) tends to be price. That is, people think, "I can't afford this." Even other objections such as "I don't need this" are often indirectly related to the price. And that means that you need to justify the price.

The fact that you've been building up value for your product goes a long way in helping the prospect justify the price in his mind. He'll see that the value of the product far outweighs the price.

But you need to take it a step further.

You need to *explicitly* tell your prospects why it's such a great deal. And one way to do this is by comparing the price to some other small thing that the prospect is very familiar with.

Examples:

- If you act now you can get everything you see on this page for less than the price of a small pizza!
- Order now for just \$30 - that's less than the price of your monthly cable bill!

It's especially powerful if this item is somehow related to the general niche. Let me give you a couple examples...

Examples:

- Order this car restoration book now for just \$10 - you can't even get a decent wrench for that price!
- Order this muscle-building now for just \$20 - that's less than the price of your monthly gym membership!

Another way to help justify the price is by breaking it down to the lowest price unit. For example, if you're selling a yearlong subscription, you can talk about how much it costs per day, week or month (rather than how much it is yearly).

Examples:

- Now you can discover the secrets of making money online for less than the price of a cup of coffee per day...
- Would you trade a pack of gum for more confidence?

### **Assignment: Challenge #6**

Here's your assignment for today:

- First off, all the possible objections you think your prospects may raise with regards to your offer. Price should be at the top of your list. (Don't worry about a guarantee, because you'll learn about that issue in an upcoming lesson.)
- Next, think about how to justify the price as well as all other major objections.
- Finally, create your call to action, raise and handle those objections, and finish your pull by creating a sense of urgency. See the included templates for examples of how to create your call to action.

## Challenge #7: Promise

A moment ago I told you that another common objection people raise has to do with a money-back guarantee.

The objection is usually something along the lines of, *“What if this doesn’t work for me?”*

And your answer is: *“You’ll get your money back.”*

This is your promise... your guarantee. It’s also referred to as a risk-reversal, because it takes the risk off your buyer and puts it squarely on your shoulders. And that means your buyer has nothing to lose by ordering from you.

The purpose of an offering a promise is to help ease your prospect’s mind and remove any major objections. The benefit to you is that a strong promise often boosts your conversion rate. Better yet, a long guarantee often reduces your refund rate!

Bottom line, you put (and keep) more money in your pocket!

Tip: Why does a long guarantee reduce the refund rate? Simple: Because the longer period of time a prospect has to try out your product, the less rushed he feels to ask for a refund.

Example: Let’s say you offer a one week money-back guarantee. The buyer may not have a chance to look at or use your product. Suddenly six days have passed without him looking at it, so your buyer panics and asks for a refund.

Now imagine if you offer a three-month guarantee. Your buyer doesn’t feel rushed. And that means he’s not going to ask for a panic-induced, “I’m running out of time” refund. As such, you enjoy a lower refund rate when you offer a longer guarantee!

Here then are the keys to creating your promise...

### Get Crystal Clear

Tell your prospect the exact terms of your guarantee, including:

- **Length:** How long do they have to take advantage of the guarantee?

- **Conditions:** Are you offering a conditional or unconditional (no questions asked) guarantee?
- **Procedure:** How do they get their guarantee? Do they need to send something back? Is it as easy as emailing you?

## Show Confidence With a Strong Guarantee

As mentioned above, a long guarantee will reduce your refund rate. What's more, an overall strong guarantee will boost your conversion rate.

Here are some tips:

- ➔ **Offer a guarantee of at least one month.** The longer, of course, the better. So if your payment processor doesn't have any restrictions, then offer a longer guarantee.
- ➔ **Write a strong guarantee.** Don't just tell your prospects that you offer a "money back" guarantee. Instead, tell them you offer (for example) an "iron-clad, no-questions-asked 90 day guarantee," which makes their purchase completely risk free. Or, "If you don't lose 20 pounds, the program is free!"

Read on for a way to make your guarantee exceptionally strong...

## Raise Eyebrows with an Unusual Guarantee

Instead of offering a regular money-back guarantee, you can offer something unusual. For example:

- ➔ **Offer a "double your money back" guarantee.** You may offer two guarantees. One is the unconditional money-back guarantee. The second is a conditional guarantee where you offer more than the purchase price based on provable claims showing that the buyer tried the product and it didn't work.

*Example:* If you're selling a diet product, for example, you could ask buyers to turn over their food and fitness journals. If they followed your program and they didn't lose weight, you could offer double their money back.

- **Let them keep the bonus.** Here you offer an unconditional money back guarantee. And even if they ask for a refund, they still get to keep the bonus products as your way of saying “thank you” for giving your product a try.
- **Let them keep the product.** An even stronger guarantee is to let them keep the product if they ask for a refund.

Note: You can even offer this sort of guarantee with downloadable products (like ebooks), where obviously the buyer keeps the product anyway. You’re basically stating the obvious, and yet some marketers suggest that it reduces refund rates. Test it for yourself and see if it doesn’t work for you too!

## Keep it Hassle-Free

Finally, you want to assure the buyer that he won’t have to jump through any hoops in order to get his refund. That’s because buyers have experienced or heard about horror stories where you have to call and practically beg or argue with the vendor just to get the refund.

So, make it easy, like this:

Example: “...And if you ever need to take advantage of this guarantee, simply drop me an email with your receipt number and I’ll process your refund in 24 hours, no questions asked.”

Now let me give you a couple examples of guarantees that incorporate these keys...

-----

Your Satisfaction is Guaranteed!

Order now and download instantly. You’ll then have the next 60 days to read every word, apply every tip and prove to yourself that these weight loss tips really work. If you don’t absolutely agree that this program is the quickest and easiest path to losing weight – or if you’re unsatisfied for any reason – all you have to do is send me your receipt via email and I’ll give you a full refund, no questions asked.

This is a completely risk-free offer, so order now!

-----

It Works – Or You Get Double Your Money Back!

I'm so confident in this product that I'll happily give double your money back if it doesn't work for you.

All you have to do is send me your daily journals that detail what you ate and what exercise you completed every day. If you followed the program and didn't lose at least 20 pounds, you get double your money back. It's as simple as that - and I can't be any more fair - so order now because it's guaranteed to work for you!

-----

My Promise to You

Go ahead and order this treadmill now, risk free. Once it arrives at your home, you have a full 30 days to use. If you're unsatisfied for any reason, all you have to do is ship it back to me and I'll refund your money - I'll even pay for the shipping!

And that's not all...

Earlier I promised you that this treadmill would get you in shape and keep you in shape. That's why I stand behind this product and offer a full ten-year warranty. I don't care if you and everyone in your family use this treadmill three times per day, every day - if it breaks, I'll fix it for free.

You won't find a better treadmill at a better price with a stronger guarantee, so order now!

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### **Assignment: Challenge #7**

Here's your assignment for today:

- Have you chosen a payment processor yet? If so, check with your payment processor to see what sort of restrictions they place on your guarantee.
- Next, check your local laws and regulations to see if there are any local regulations you need to follow. The good news is that any guarantee you create will likely be longer and stronger than what the law calls for.
- Your next step is to decide if you'd like to offer any sort of unusual guarantee, such as a conditional "double your money back" guarantee alongside a regular unconditional guarantee. If you do offer a conditional guarantee, just make sure that the "proof" you require from your buyers isn't too easy to fake.
- Once you've gathered all this information, the final part of your assignment is to write your guarantee. You can make it easy on yourself by using the included templates!

## Challenge #8: Process

You've presented your call to action (pull) and handled the last minute price and "what if it doesn't work?" objections.

Now we get to the "process" part of your sales letter, which is where you take the order.

The purpose of this part of the letter is straight-forward.

Namely, you once again tell your prospect how to order, and then you give them the means to do so. For example, you'll now provide at least one of the following:

- A link where buyers can pay with a credit card and/or their PayPal account.
- A telephone number for those buyers who'd rather call in their order. If you're selling a big-ticket item – or a personal service like coaching – some buyers will prefer to call you just to see if there's a real person behind the website. In that case, offering phone ordering may increase your conversion rate.

In other cases, the buyer may simply not feel secure ordering online.

*Example:* If you're selling security software that gets rid of spyware, viruses and other nefarious computer malware, then your buyers may feel more comfortable using the phone.

**Note:** Depending on what you're selling, you may also give buyers the option of printing a form, which they can fax or mail to you. You'll need to test this to see if these options are worth offering.

Now let's go over the keys to creating this section of your sales letter...

### Go Big

Not everyone is going to read your entire sales letter. Some people are going to check out the headline, run through the bulleted benefit points and then head straight for the order button. Still others will arrive on your sales letter via a recommendation, meaning they've already decided to buy (no need to read the sales letter).

Point is, in cases like these your visitors will want to be able to find the order link, *fast*.

So don't tuck it away or hide it. Instead, put any order links in big, bold font with lots of white space around it. If you're using order buttons, here too they should stand out.

**Bottom line:** You want even those who are merely skimming your letter to be able to quickly and easily find your order link or button.

## Create Commanding Links and Order Buttons

Don't just create a link or a button that says "order." Instead, turn your link or button into a call to action.

Examples:

- Click here to order now
- Click here to claim your seminar seat now!
- Click here to take advantage of the discount price!
- Click here to get started losing weight the easy way!
- Claim your early-bird price and get instant access by clicking here now!

**Note:** Obviously, your order button or link should link to your order page or payment processor. For example, your order button should link to your [Clickbank.com](#) order form, your [2Checkout.com](#) order form, your [PayPal.com](#) payment button, your shopping cart, etc.

## Share All the Details

Your buyer doesn't want to order and then be left in the dark about what happens next.

That's why you need to give your prospect plenty of details upfront as well as last minute instructions.

Examples:

- When will the buyer receive her order? Does the buyer get the order instantly (as the case might be for a downloadable ebook)?

Or is it a product you need to ship? Is it an event that starts on a particular date? If it's a service, what's the turnaround time?

- How will the order arrive? Does the buyer download the order? Is it delivered by USPS, FedEx, or UPS? Is it delivered via regular (slow) mail or express mail?
- Does the buyer need any special items to use the product? Maybe you're selling a software product that's only available to PC users. Or maybe buyers need a PDF viewer to read your file. Or perhaps your buyers need a high-speed connection to view videos. Point is, tell your buyers upfront what they need to use your product so that there aren't any nasty surprised later.

## Serve Up the Fine Print

Finally, you need to make your "fine print" – like terms, conditions and other legalities – plainly visible. Depending on what you're selling, you may even want to have your prospect agree to the terms before they can purchase your product.

Now, I'm not a lawyer. I don't even play one on TV. And so I can't give you legal advice or examples of how to write up your terms and conditions.

I can, however, tell you what types of information you'll want to include in your legal links...

- **Privacy policy.** What do you do with the information you collect? Do you send emails to buyers? Do you share any of this information?
- **Disclaimers.** Perhaps you made some claims on your website – if so, talk to your lawyer about how to write your disclaimers. For example, you've seen "results not typical" on the bottom of ads. You'll likely need to add something like that (although you'll also need to provide more detail).
- **Terms and conditions.** This section includes all the other legal "stuff" about your website and your product. This includes but is not limited to:
  - **How refunds are processed.** You'll want to reiterate your refund policy here, such as the length and how customers can ask for one. If there are any conditions attached to the guarantee, be sure to mention it here.
  - **How the buyer can use the product.** Certain products and services require usage restrictions. For example, if you're selling webhosting then

you'll have rules about what type of content your customers can purchase (e.g., "no hate speech"). Or if you're selling private label rights content, then you'll have rules about how this content can be used.

- **How people can use your site.** This is the standard stuff where you prohibit people from hacking your site, scraping emails, sharing other customers' data, pirating products or infringing on your copyright, etc.
- **Non-disclosure agreement.** If you're offering something revolutionary, you may ask your buyers to sign NDAs, which prohibits them from sharing the content.
- **Special conditions.** Is there anything else your buyers need to know? For example, is your product or service not available in certain areas? For example, many major payment processors (like PayPal and Clickbank.com) don't offer service to people who live in certain countries, like Nigeria.
- **All the other legalities.** This is where your lawyer will cover you by saying you're not responsible for web downtime, acts of God, or anything else that could impact how your customers use the product or service.

### Assignment: Challenge #8

Here's your assignment for today...

1. Create your "call to action" order button or link.
2. Write up any last minute instructions.
3. Contact a lawyer about creating your disclaimers, privacy policy and other terms and conditions.

## Challenge #9: Postscript

You probably know a postscript by its abbreviation: P.S. And while the postscript seems a bit like an afterthought, it's actually one of the most important parts of the sales letter.

Here's why...

While your ultimate goal is to write a compelling, "sit on the edge of the seat" letter that keeps your prospects hanging on your every word, the truth is that not everyone will read the entire letter. Some will read the headline, let their eyes scan the page as they scroll down quickly, and then they'll read the postscript. And that means the postscript is often the second-most read part of your letter (right behind the headline).

As such, the purpose of your postscript is to put forth or reiterate one of your product's strongest selling points. Once again, this is where you want to shoot one of your biggest guns!

You see, if the person has read the rest of the letter, then your postscript helps close the sale. For those who've merely skimmed your letter, your postscript needs to present a big benefit that makes the skimmer stop in his tracks. This prospect needs to be so intrigued that he scrolls back up to read more of your letter.

With those end goals in mind, here are different ways to create a compelling postscript...

### Play Your Ace

You should craft your postscript in much the same way that you craft a headline or a bullet point. In other words, it should present a big benefit or make a big promise to the prospect. And since this is your postscript, you can remind them of a benefit that you mentioned elsewhere in the letter.

Tip: However, do NOT refer to the same benefit as the one in the headline. As mentioned before, some prospects will read the headline and then skip right down to the postscript. That's why you need to offer something different, since you want the skimmers to go back and read more.

So what types of benefits should you offer in your postscript? Could be anything, including but not limited to:

- A reminder about one of the product's major benefits.
- A reminder about your product's unique selling proposition (USP). That is, why should the prospect buy your product instead of the competitor's product?
- A reminder of the guarantee (and how this is a risk free offer).
- A reminder of a special discount.
- A reminder about a special bonus.

Tip: Instead of hitting them up with one benefit, you can offer one sentence that recaps the entire offer (what they get and for what price).

## Surprise Them with a New Benefit

Whether your prospects skim the letter or read the whole thing, virtually all of them will read the postscript. And that's why you can mention a benefit in your postscript that you didn't mention anywhere else.

Tip: If you use this strategy, your postscript may start with something like, "I almost forgot to tell you..." or "Here's another benefit..." In other words, make it clear that you're sharing new information.

This could be a benefit of the product. Or you could toss in an extra bonus or a discount. Point being, this type of P.S. helps push people off the fence and towards the "buy" button.

## Remove Objections and Roadblocks

As your prospect reads your letter, he's thinking of all sorts of reasons why he shouldn't buy your product or service. As mentioned before, offering a price justification and a guarantee help overcome the two biggest objections. You can mention these items in your postscript.

Example: Don't forget about the rock-solid "double your money back" guarantee! This is a completely risk-free offer, so order now!

## Tell Them "Everyone Else is Doing It!"

Another way to make an impact with your postscript is by using it to offer proof of your claims.

The most common way to do that is by offering testimonials or endorsements.

Example: You might say something like this: "Just look at what others are saying about [product]..." Or, "Not sure if this product is right for you? Jane wasn't sure either. But just look at her results..."

**Note:** You already know you should avoid posting weak testimonials. However, you'll want to post one of your strongest testimonials here, because nearly everyone reads the postscript.

## Persuade Them to Take Action

Yet another way to use this important section of your sales letter is by providing another "pull" – that is, reiterate your call to action. And since you're offering another call to action, ideally you should also give your prospect a reason why they should order now (e.g., create a sense of urgency).

You can create this sense of urgency by reminding prospects of the benefits they'll miss out on if they don't order now. Or you can remind them of a special discount, special bonus, or even the limited available of the product or service itself.

Tip: The word "because" is an extremely powerful word. Psychologists have shown that when you make a request that includes the word "because," your compliance rates go up significantly. That's why you should try to include the word "because" in your call to action.

Example: "Order now, because..." or "Click here to get started now, because..."

Now let me share with you several examples of how to use the above postscript keys to create your own compelling postscript.

**Note:** Please note that several of them incorporate a call to action (such as “order now”). If you do not include a call to action in your P.S., you should put an order link and a call to action directly below your P.S. Doing so makes it easy for everyone – especially the skimmers – to find the order link.

Example Set #1: Reminding Prospect of a Big Benefit or Tell Them About a New Benefit

- P.S. I almost forget – if you order within the next 24 hours, you’ll get an extra 50% discount! So join now, because you’ll kick yourself if you miss out on this great deal!
- P.S. This is the fastest, easiest way to lose weight... guaranteed. Order now – because a new healthier, sexier and trimmer you awaits!
- P.S. This is the ONLY weight-loss product on the market that’s been scientifically proven to burn belly fat!

Example Set #2: Remove Objections

- P.S. Go ahead and look around – you won’t find a better package at a better price, so order now!
- P.S. Remember, you’re backed by my rock-solid, 90-day guarantee. If you’re unsatisfied for any reason whatsoever, just email me and I’ll buy this package back from you. No quibbles, no questions asked, no hoops to jump through!
- P.S. You work hard. Don’t you deserve to relax and let your stress and cares melt away? You bet you do. So go ahead and order now, because you deserve this. And your body will thank you for it!

Example Set #3: Offer Social Proof

- P.S. People everywhere are raving about how easy it is to make money online using this system. Just look at what they’re saying... [insert testimonials]...
- P.S. This is the best lure for catching trophy bass. But don’t take my word for it. Just look at what these happy fisherman say about the Bass-Catcher-Pro 500...

- P.S. People just like you are enjoying amazing results! See for yourself...

### **Assignment: Challenge #9**

Time to craft your postscript!

First, I want you to do some brainstorming. Specifically, think about what's the single most important thing you could tell your prospects to help convince them to buy? If this item isn't already mentioned in your headline, then share it in your P.S.

Next, start crafting your postscript. You can use the provided templates to help you brainstorm and write one that best suits the rest of your letter.

## Challenge #10: Pulling It All Together

You've now learned all the main keys of writing a persuasive sales letter.

Now let's pull it all together so you can see how the pieces fit.

Here's a template you can use...

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Pre-Headline - use this to get attention, perhaps by mentioning the prospect's problem or addressing the niche group.

"Primary Headline"

(The main headline needs to present a BIG, "stop 'em in their tracks" benefit. You may even arouse a little curiosity.)

Post-Headline

(You can elaborate on the main benefit here or mention another benefit. Either way, the point is to pique the readers' interest so that they'll keep reading. )

Dear [member of niche group - e.g., Dear NFL Fan],

Problem: You might tell a story here to tap into emotion. Or perhaps you'll simply talk about how frustrating and painful the problem is. Either way, you want the prospect to be reminded of his pain and frustration.

Introducing [Your Product] - The Quick and Easy Way to [Get Benefit]!

Product: Ahhhh... here's hope! This is where you introduce your product as the solution to the prospect's problem.

Proof: Your prospect wants to have hope. He wants to believe you. But he's a little skeptical. That's why you need to offer some proof. You may include testimonials, screenshots, videos, photos and other forms of proof.

Don't limit your proof to this place in your letter, however - you'll want to sprinkle it throughout your letter to help you back up any big claims. You can even include it in your postscript.

Points: You've got the prospect interested. Now you need to ratchet up the desire by providing a bulleted list of benefits.

- You'll discover just how easy it is to...
- Psst: See page 26 for the secret of...
- You'll find out the truth about...

How Much is it Worth to You to [Get Benefit]?

Pull: The prospect is interested, so now it's time to close the sale and ask for the order. You'll need to justify the price here. You'll also need to handle any last-minute objections. You can make the buying decision easier by offering a bonus. Once you've completed these tasks, then create a sense of urgency alongside a strong call to action.

Your Satisfaction is 100% Guaranteed!

Promise: Reverse the risk with a strong unconditional guarantee. Let your prospects know that if they're unsatisfied for any reason, you'll refund every penny... no questions asked.

Process: Tell your prospects how to order. Offer last-minute instructions, terms and conditions and other legalities.

[insert order link or button]

[sign off - your name, printed name, and signature]

P.S. Recap your offer, remind prospects of a benefit or perhaps tell them about another benefit not mentioned elsewhere. You should also include another call to action here.

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Now that you know how to pull it all together, let me offer a few last-minute tips and keys to creating a cash-pulling sales letter...

## Use Graphical Magnets to Draw In Your Prospect's Eyes

Think of how you behave when you flip through a magazine.

Chances are, the pictures and other graphics capture your attention. And you probably read the captions on those that get your attention, right?

Your prospects behave the same way when they're looking at your website.

A sharp graphic will get their attention and draw their eyes to the caption as well as any surrounding text. And that's why your caption and any nearby text needs to offer a big benefit and/or arouse curiosity (like a headline). You want this text to draw the reader back into the letter and towards the buying button.

Example: Let's suppose you're selling a weight loss product for women. Maybe you have before and after photo of a woman who now looks great. Your caption might say something like: "Mia lost 54 pounds the quick and easy way using - just imagine what [product name] can do for you!"

## Give Something to the Skimmers

I've mentioned this before: Not everyone is going to read your entire letter.

Plenty of people are just going to skim down the length of the letter. That's why you need to sprinkle attention-getting sub-headlines throughout your letter. Just like your regular headlines, these sub-headlines should present a big benefit and arouse curiosity, if possible.

Example: "Now You Too Can Discover the Secrets of [Getting Benefit]!"

**Note:** Be sure emphasize these sub-headlines by centering them, bolding them and putting them in bigger font. And speaking of text emphasis...

## Emphasize, but Do NOT Overdo It

You can also attract a skimming or fast reader's attention by emphasizing other important parts of your letter. You can do this several ways, including by using:

- Colored font (red works well).
- **Bold font.**
- *Italicized font.*
- **Highlighted font.**

- Underlined font.
- **Different font.**
- **Big font.**
- Sentences With Capital Letters (Good for headlines.)
- "Sentences in quotes." (Good for headlines and testimonials.)

You can also emphasize font by putting it in a bulleted list (like the list above) or by putting important bits of font in a table or a box (like a Johnson box).
---

Point is, you should set your most important points apart by somehow emphasizing them.

However, *don't* overdo it.

In other words, don't emphasize every few lines, otherwise your letter looks like a circus that's hard on the eyes. It will look downright unprofessional and even childish.

Plus, if you emphasize a lot of text, then nothing looks all that important any more.

In other words, if everything is emphasized, then nothing is emphasized. You want to use your text emphasis sparingly so that the important bits of your letter really do stand out.

## **Brainstorm... and Then Do It Again**

You already know your headline is the most important part of your sales letter. That's why you shouldn't take its creation lightly.

Indeed, some of the top copywriting masters brainstorm dozens or even hundreds of headlines before deciding on the best one. If you want to write like these pros, then you too should brainstorm dozens of headlines.

Which brings us to the last point...

## Let Your Prospects Vote With Their Wallets

You can create what you think is the perfect sales letter – an attention-getting headline, an emotion-pulling opener, great bullet points... and all the other keys of a cash-pulling letter. However, what you think and what your prospects think can be miles apart.

That's why you need to test the various elements of your letter.

Instead of merely guessing if your letter is good, let your prospects vote with their wallets. Let your bottom line profits decide which headline is the best, which guarantee, which P.S. and which call to action converts best.

Tip: All you have to do is set up a split test where you create two almost identical letters, with the only difference being the one element you want to test.

Example: You create two letters with different headlines. Then you randomly send half your traffic to each of these sales letters to determine which headline puts more money in your pocket.

You can use tracking tools like [Google Analytics](#) or [Google Website Optimizer](#). Or you can search for "split test" script to get a simple script that tracks your test and crunches the data for you.

## Challenge Conclusion

And there you have it – a crash course in creating cash-pulling copy!

Let's recap:

- ✓ You need to stop your prospects in your tracks with your headline block, which includes your pre-head, primary headline and post-head.
- ✓ You need to stir up a little pain and frustration in the "problem" section of your letter.
- ✓ Next, you introduce your product as the solution.
- ✓ You make your case using points and proof.
- ✓ You close the sale with your pull, promise and process.
- ✓ Then you get one last chance to make the sale and arouse interest with your postscript.

You can write an amazing letter just with what you've learned so far. Now let me throw one last bonus key at you...

### Bonus Key: Profile

This refers to profiling your target market.

In other words, thoroughly understanding what they want, their problems and what motivates them. Because once you understand them, you can write a letter that speaks directly to your market.

How do you do it?

Simple: by getting to know your market.

Talk to them offline. Eavesdrop on them online via niche forums and social networking sites. Interact with them. Ask questions.

You'll learn virtually everything you need to know about what makes your target market tick – and how to write letters that go straight to their heart.

Your next step is easy – proofread and polish the letter you just created. **Then get it online... because the sooner you let prospects vote with their wallets, the more quickly you'll know if you've created a winner!**