



Emergency Copywriting

How To Write A Persuasive Sales Pitch
In As Little As 24 Hours...
With Zero Copywriting Experience

by Paul Hancox

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Introduction

Thank you for investing in **Emergency Copywriting**. It's appreciated.

There are two reasons I wrote this book. First, I wanted to give you a guide for what to do if you had no choice but to write your own sales pitch, in a short space of time, and you had little or no experience of doing this.

What do you write? How do you write it? How do you structure your sales pitch? Where do you introduce your product? The answer is all here, in this book.

By the way, in this book, when I refer to a **copywriter**, I mean someone who writes sales pitches; and **copy** simply refers to the *words* used in a sales pitch.

As a copywriter myself, it would be natural for me to tell you that you should hire a copywriter. Copywriters write sales pitches for a living. However, I realize that sometimes this isn't possible. Maybe you don't have the budget right now. Good copywriters aren't cheap, because they have to spend time researching your market, researching your product, finding the best ways to pitch it, and then finding just the right words to appeal to your potential customers.

Here you have an advantage. Hopefully you already know your market and product quite well. Now you just have to figure out how to pitch your product. That's where this book can help.

The second reason I wrote this book is to help existing copywriters make their life easier, by giving them a structured system they can use to write copy. It's a guide you can refer to whenever you get stuck, and it's crammed full of ideas and fragments of copy that will hopefully get the brain juices flowing again.

Whether you've never written a word of copy in your life, or you're a seasoned copywriter, I think you'll find immense value in this book.

- I'll share with you dozens of “shortcuts” that will make writing your sales pitch quicker and easier.
- I'll reveal some of the “trade secrets” of good copywriting that most copywriters don't talk about in public.
- I'll give you plenty of fragments of copy as examples. I don't recommend you copy those examples word for word, but understand the thought process behind them.

How I've Structured This Book

There is a deliberate order to this book. I've structured it so that you can read it from the beginning, with each chapter building on your understanding of the copywriting process, while at the same time allowing you to write some part of the sales letter or, as is the case with the earlier chapters, lay the important groundwork you need to understand in order to write good copy.

If you really do need to write your sales pitch *right now*, then I suggest you go through each chapter in order, and do each of the “Action Steps” that you'll find at the end of most chapters. These will allow you to gradually put together a compelling sales pitch.

I'm going to assume you have zero copywriting knowledge; but even if you're familiar with many or all of the principles and techniques of copywriting, I think you'll find this book very useful, as it provides you with a structured method for writing copy, along with lots of ideas and examples.

So let's get right into it...

1. Convincing The “Nightmare Prospect” To Buy Your Product

A **prospect** is just a potential customer. Throughout the book I'll use this word, because it's easier than talking about a “potential customer”.

Before we begin, you'll find it helpful to know what you're potentially up against when it comes to pitching your product.

If you want to write the pitch for a product you've created, chances are you think the product is pretty good. Maybe you'd use words and phrases like “wonderful”, “revolutionary”, “unique” and “the best” to describe your product and its effect on the customer and market. That's great.

However, you need to recognize a cold, hard truth: *Your market probably won't see it like that.* They need to be convinced. Enthusiasm alone won't sell your product. Neither will simply using terms like “unique” or “revolutionary”.

Your aim is to take all of your enthusiasm for the product, and combine it with a powerful and persuasive pitch that grabs your potential customer's attention, offers to solve a pressing problem or satisfy a burning need of theirs, builds their desire to fever pitch, and compels them to buy now, or miss out on all the wonderful benefits.

Even if you've written a spectacular sales letter, it still doesn't automatically mean your prospect will be sitting in front of the computer screen, absorbing every single word.

Let's imagine the “nightmare prospect”. Let's call him Bill. How does Bill come across your sales pitch in the first place? He's sitting on his couch, chugging back a beer, browsing through his favourite sports forum on the Internet, where other sports fans hang out. His eyes are drawn to a link mentioning your product.

Out of curiosity, he clicks... and your sales pitch appears in his web browser. At the same time, he has the TV news on in the background, which is constantly flashing up the latest breaking news, his two children are darting round the house at a speed that can only end in disaster, and his wife is hovering about, trying to discuss with Bill their next visit to their daughter's school, and what they might say to the teacher.

In true male fashion, Bill manages to successfully keep an eye on the TV news, feign interest in his wife's questions, and give your sales letter a passing glance, all at the same time. Here's your first hurdle: getting his full attention.

You've got his attention momentarily, and so he'll give you a little time to hear

what you have to say... but not much, because he's busy and other things (potentially of more immediate importance) are competing for that attention. If you can promise to solve a pressing problem, or talk about something he really wants or needs, then *perhaps* he'll hear you out... but he's skeptical, and cynical.

He starts reading. *"This is interesting,"* he thinks... but then he wonders: *"Who is this person, and why should I trust them?"*

Maybe you share insights with him, that help him to understand his problem and why he hasn't already solved it. He thinks, *"This person seems to know what they're talking about."* Maybe you tell him the story of how you used to have the same problem, how you overcame it, and what life is like for you now. He thinks, *"I'd like those results!... but I don't want to have to work that hard for them."*

Then you start to explain why you decided to create the product (i.e. so *he* doesn't have to work as hard as *you* to get the results), and his skeptical mind begins to kick in again. *"Here it comes... the sales pitch!"* he thinks. Yet as you introduce the product, and talk about all the wonderful benefits he could get from it, he feels an increasing sense of excitement deep inside. *"Could this be the solution I've been looking for?"* he wonders hopefully, as you show him that this is THE product for him.

You then talk about what his life could be like with the benefits and the results you offer. You show him that, in fact, he really needs this product. Yes, he can picture the results in his mind... it looks good, and it feels good. It finally feels like something he can actually make real. *"Could it be...?"*

But wait... there's something in the back of his mind. A question. An objection. *"Will this work for me? Can I really get the same results? What are the chances? Can I use this in my situation? What if it doesn't work? Oh... and how much is this going to cost me?"*

You skillfully tackle his objections, and answer all his questions, so that the only thing now left to talk about is the price. You remind him of all the value he will be getting from the package, and then you present the price to him, allowing him to see it in relation to other things he could spend his money on.

You then show him how all of the risk is on you, not him, by offering your solid money-back guarantee. In other words, he has nothing to lose, but so

much to gain, he can simply try it out, and if he doesn't like it or it doesn't work then for whatever reason he can get his money back.

You then put forward a final effort to clinch the sale, reminding him of the wonderful benefits he's about to receive, and warning him gently of the consequences if he doesn't take action now. You tell him how to order, and then you tell him to order. *"I've got nothing to lose,"* he thinks. *"I might as well order!"*

This is the outline of the journey on which you want to take Bill. Don't worry if it sounds like a lot... it's much easier than you think, when you follow the system I'll share with you in this book.

The important thing to realize is that you're taking your prospects on a journey through several different states of mind. At the start, he might have clicked onto your sales letter out of curiosity, but in his mind he's skeptical. As your pitch resonates with him, he grows more interested and fascinated by what you have to say. The desire to get his problem sorted grows to its peak. As you introduce your product, questions arise in his mind, which need to be answered before he will buy. Finally, your pitch may convince him that you have the right solution for him, but then he feels a last minute hesitation. After all, it's easier to put this off until another day. Out of sight, out of mind.

Now you understand the overall journey, let's explore deeper into the human mind and soul, and what motivates us to buy.

2. The “Human Motivation Machine” - Understanding The Deeper Reasons Behind Our Buying Decisions

We're all unique individuals, and yet as human beings, we all share many things in common. We might laugh and cry at different things, but we all laugh and cry.

In this chapter I'm going to share with you the major factors that drive and motivate us as human beings, that are useful in a buying context. When you understand these factors, you'll be able to persuade and motivate people to

take the action you want them to take – whether that's buying your stuff, or taking some other form of action such as subscribing or donating to charity.

Taken together, I call all of these factors the “Human Motivation Machine”. For now, read through and enjoy this chapter, absorbing all of the little lessons it contains. Along the way, spend a little time thinking about each one, and how it might apply to the product you're selling. Make a note of the ones you think apply, and a brief note about why.

Later on when it comes to writing your sales pitch, run everything you write through this Human Motivation Machine. With everything you write in your sales pitch, see if you can appeal to one or more of these human motivators. (I'll give you plenty of examples of how to do this along the way.)

I've attempted to put these human motivators in roughly the order of importance in which I feel they influence buyers. However, this order may be different, depending on a number of factors.

For example, a person's own values, religion, culture and ethics will play a major part. If you've chosen to live as a hermit in a remote monastery, chances are that factors like sex and money aren't going to play a big part in your life. In other words, your higher values – like chastity, or solitude – are going to dominate your thinking, and influence the way you respond to the motivators listed in this chapter.

A prospect's own circumstances will also determine what's most important to them at any one time. A man about to lose his home is probably more concerned with the immediate future, where he's going to live, his safety and security... than with sex.

In other words, in this chapter I'm not attempting to write a comprehensive course on human psychology. It's designed to give you a quick and simple insight into what makes us tick.

→ **Selfishness**

Basically, we're all selfish, at least in a buying context. That's why, in your pitch, you must answer the question your reader is wondering right from the start: “*Why is this important to ME?... Why should I care?... What's in it for ME?*”

The most powerful word you can use in any sales pitch is “you”. You're talking to them about the most important person in their life – *themselves*.

Of course, we're not *completely* selfish. We usually put our family's needs before our own. Many fathers would run into a burning building to save their children, and many mothers sacrifice a part of their own freedom to bring up their children. For some products, you can therefore appeal to a person's desire (and sense of duty) to put their family's needs first. “Don't you owe it to your family to make sure they are safe and secure?”

We also have, perhaps to a lesser extent, a sense of duty, responsibility and attachment to our community and nation, and maybe to certain causes, such as “protecting the environment”.

Nevertheless, even when we're acting selflessly, there's still a benefit involved to us, even if it's simply the feeling of a certain sense of duty paid, and a sense of satisfaction that we're “making a difference”.

“Just \$1 a week will feed your fellow human being in Windowsland” might be a powerful pitch for a charity, but why not spice it up by offering to relieve them of their burden of a sense of duty, and offering them the benefit of “feeling good”. “Make a difference... do your part. Just \$1 a week will feed your fellow human being in Windowsland. It feels great to help others. Please help out.”

→ Vanity

As humans, we can be a pretty vain bunch. In general, we tend to think we're a little bit better than other people. Most people consider themselves to be above average drivers, better than average performers at work, better looking than others, better lovers, etc. Don't fight this tendency. Instead...

> Appeal to their inner narcissist.

I recently read a headline in the “Femail” section of the *Daily Mail*, a UK newspaper: “The ego epidemic: How more and more of us women have an inflated sense of our own fabulousness”. [[link](#)]

The article started out by saying: “Us women are more egocentric and narcissistic than we ever used to be, according to extensive research by two leading psychologists. More of us have huge expectations of ourselves, our

lives and everyone in them. We think the universe revolves around us, with a deluded sense of our own fabulousness, and believe we are cleverer, more talented and more attractive than we actually are.”

To be fair, I think the same or worse can be said of many men. And while narcissism (that is, an excessive love of oneself) probably doesn't make for well-rounded people, when we're writing a sales letter we're not aiming to eliminate traits like narcissism and vanity in our readers – we're going to utilize them.

Appeal to their vanity. Tell them they deserve it. Not only do they *need* the product (and the results it promises), not only do they *want* it, but they also *deserve* it. It's their reward, for putting up with the problem for so long. Framing your product not merely as a solution but also as a *reward*, makes it even more desirable. It's their “treat”. It appeals to their inner narcissist.

- **Self-loathing / low self-esteem.** In some markets, your prospects might suffer the opposite of narcissism – that is, they might dislike or even hate some aspect of themselves. This is especially true for problems which involve physical or mental changes, such as “weight loss”, “muscle building” or “dating”. In this case, help them to see that it's not their fault, that they've been let down by the authority figures in that industry, and that they deserve better.

→ Sex and Love

Sex is nature's way of keeping the human race going. Without it, we'd be extinct within a few generations. Sex is also pleasurable. If it weren't, the human race would have probably passed away, possibly by the time we invented TV.. and certainly by Facebook.

Sex sells because it's one of our most primal human motivators. Like it or not, stick a pretty female next to a sleek sports car in an advertisement, and see how many adult males will be able to resist glancing in the advert's direction.

For men, that kind of advert is a double blow to the cranium. Not only are the advertisers using the pretty female to grab attention, but then they're suggesting to the male mind: “Hey, buy this sports car, and you too could have this pretty female.” Sure, most men don't *think* they'll fall for that... but the association is still made, in their mind, at the subconscious level.

Related to “sex and love” are the human motivators of...

- **Attractiveness** – we want to appear attractive to others. Think of the lengths some will go to enhance their looks. Why? It's because attractiveness implies sex appeal.
- **Youthfulness** – we want to be young, stay young, and feel youthful. This is especially true as we grow older. People will plaster all kinds of stuff onto their faces, just to “turn the clock back”, or rather to keep the clock from appearing to be moving. Youthfulness implies sex appeal.
- **Fitness** – we want to be fit. Ever wonder why so many guys are obsessed with going to the gym and “working on their pecs”? Sure, it's about self-respect... but I bet it's ultimately because they equate fitness with getting “more sex”. Fitness implies sex appeal.
- **Fertility** – we want the ability to make babies and bestow the world with little versions of ourselves. How nice for the world.

Notice that the above four motivators – attractiveness, youthfulness, fitness and fertility – are all desirable traits in a sexual partner; so while they each confer their own advantages (i.e. if you're fit, you're less inclined to be ill), they also imply that having those traits, you'll get more sex.

Bottom line, no matter how much people deny *losing weight* or *gaining muscle* or *living more healthily* or *making more money* is about getting more sex... it is, at least to a certain extent. The person losing weight ultimately wants to look and feel good, and feel attractive and desirable to the opposite sex.

- **Love and companionship.** OK, it's not ALL about sex. We also want to “love” and “be loved”. We want that special somebody with whom to share our lives, and do “all that romantic stuff”. (As you can tell, I'm a romantic at heart.) We want to be cherished, seduced, loved and nurtured. We want someone to care.

→ Money and Wealth

We all want money, right? Truth is, we don't usually have much choice. We often *need* money, to put a roof over our head, to pay the bills, and to feed and clothe ourselves and our families.

For that reason, I think we have two “categories” of money in our heads. The

first is “survival money”. This is the money we *need* in order to feed, clothe and house ourselves and our loved ones. The second is “discretionary money” - what's left after we've paid the bills. It's the money we can play with as we choose; to invest, to gamble, or perhaps to splash out in fancy restaurants or on relaxing vacations.

We *need* survival money, but we might *want* more discretionary money. In other words, there are two main reasons we want money – to SURVIVE, and to PROSPER. This affects our motivation for getting money. We'll fight tooth, claw and nail to get enough money to survive – because, well, our survival depends on it. But that's as far as many people will go, which is why they might stick with a job that pays them enough money to survive, and maybe a little left over every month.

If you're pitching a “make money” product, you're not necessarily appealing to their *selfish* side, their desire to “get rich” - for many, it's about *survival* first of all. They ultimately want to survive *and* prosper.

Here's two other important things to note about money:

(1) Money is just a medium of exchange. We use it to buy things we need and want. I'm not just talking about physical objects. It also buys us more intangible things like “entertainment”, “security”, “peace of mind”. (For example, you buy health insurance partly for “peace of mind”.) We can also exchange money for other people's labor, so in that sense it can also buy us other people's “time”.

(2) Affordability is subjective. A \$7 hamburger might be an “impulse purchase” to a well-off American, but it might be a day or even a week's wages to someone elsewhere. \$7 might be too much even for a cash-strapped American, struggling to make ends meet. However, a compulsive gambler might have “no money” to feed his family, and yet can somehow “afford” to feed his gambling addiction.

Keep in mind that **making you money** and **saving you money** are important product benefits. Along with our desire (and need) for money, these related things can motivate us in a buying context:

- “A better deal” - we want our money to go further. Can you offer a better deal than everybody else?

- **“A bargain”** - during harder economic times we love finding bargains. Some people will actively *hunt* for them, and derive great pleasure from finding them. Coming across a bargain is a great excuse to buy. It's why sales are so popular. *“I couldn't resist, darling... it was on offer!”*
- **“Exclusivity”** - those with more “discretionary money” available to them, may prefer to buy things that are somewhat exclusive, not available to the masses. This appeals to their subtle desire to feel superior to others, to show off their shiny objects.
- **“To avoid being ripped off”** - we don't want to be taken for a ride. We don't want to be scammed, stolen from, or overcharged. We don't want to feel stupid. We don't want our friends and family criticizing our purchasing decisions. If your product is more expensive than the competition, make sure you explain why in your sales pitch, in a way that your prospects can repeat to their friends and family. Otherwise they'll feel foolish when they're told, *“Oh, I could have got that cheaper for you.”*

→ Saving Time And Effort

All of us have 24 hours... 1,440 minutes... available to us each day. A typical person might spend 8 of those hours (i.e. 480 minutes) asleep, and another 8 hours in a job. That leaves them with just 480 minutes for them and their family – not much, is it?

No wonder products that **save you time** can sell. We can't get more minutes in a day, but if your product reduces the length of time it takes to do a task, it means freeing up your prospect's time. It's like giving them back more time! Even better, if the product effectively “outsources” the task, it could take the prospect no time at all, leaving them free to use their time on more productive things. In a business context that might mean being able to focus on higher level tasks that bring in more revenue. In a personal and family context, that might mean spending more time with loved ones, and doing the things they really enjoy.

Given that your prospect only has 1,440 minutes in their day, and maybe only 480 of those minutes are available to them personally (unless they intend to read your sales letter in their sleep, or at work)... don't waste their time. Your pitch must speak directly to your prospects, and be relevant and interesting to them. Otherwise they will spend their valuable 480 minutes on things that are

more important or interesting to them, or that capture their attention more effectively.

- **The magic pill.** We want the “short cut” to fast learning and success. We want things to be quick, easy and painless. The benefit is **making your life easier**. Can your product take your years of learning and experience, package it up for them and deliver it to them as a “quick fix”, a “magic pill” for their problems? “I'll give you the shortcut to success that's taken me literally YEARS to discover. It will take you just DAYS to learn what took me over 5 years to figure out!”
- **Minimum effort.** If we HAVE to do a task, we want it to involve as little effort and work as possible. Save us both time *and* effort. Words and phrases like *easy, simple, effortless, virtually no work involved, without lifting a finger...* all imply this. **Saving you energy/work** is another major benefit. “It's incredibly simple... just follow the three easy steps that will take you just 7 minutes a day..”

→ Fear / Fear Of Loss

We all have fears. Some of those fears might be perfectly rational, such as the fear of dying, or of being kicked out of your apartment next month because of not having the money to pay the rent. Other fears may be closer to phobias, such as a fear of flying or of public speaking. Some fears might be more vague and hazy, such as a fear of “the unknown” or “the future”.

We might react to fear in different ways. We might try and ignore it, and hope the problem goes away, or avoid the problem altogether. If we're confronted with the problem, we might go into “fight or flight” mode, like a cornered animal that has no choice but to run away or fight back.

From a copywriting point of view, the most useful response is that of “fight”. A “running away” response means they'll leave your sales pitch without placing an order. Rather than allowing them to run away from or ignore their fears, we want to help them confront and overcome those fears. If our product offers an antidote to their fears, then we want them just fearful enough that they want to “fight” the fear, with our product as their weapon.

We want to play on their fears, but in a *compassionate* way that compels them to take action, so that you ultimately allay their fears and give them hope. You don't want to say, “Buy this dating product, or you might die alone.” That's just

mean! However, you can hint at this fear, while being compassionate at the same time. “Nobody likes to be alone... and nobody needs to be. At the end, when we look back on our lives, everybody wants to feel like they loved and were loved. That's why RIGHT NOW is the perfect time to take action, and to find the love of your life with the help of my dating product. Don't miss out... he or she could be waiting for you right now!”

“Fear of loss” is also a powerful motivator. If we have something, we may be more concerned with losing what we already have, than of getting something we don't yet have. “Don't risk losing your hard earned savings just because you made the wrong investment choices. I'll show you the investments that are going to perform the best over the next 10 years... and it's not what the talking heads in the media are telling you.”

- **Missing out.** As well as objects, people and money, fear of loss also applies to things like “opportunities” and “offers”. If we're presented with an opportunity, we don't want to feel like we've “missed out”. We don't want to lose the opportunity or offer and regret not taking it up. We worry that the pain of regret is going to be worse than the cost of taking the opportunity. That's why it's powerful when you can frame your opportunity with “fear of loss” in mind. “If you don't take this opportunity today, you'll lose out on all the wonderful experiences our members are enjoying right now.” “Sign up to our dating site right now... before you miss out on meeting the man or woman of your dreams!” “If you don't place your order today, you'll miss out on this exclusive, never-to-be-repeated offer.”
- **Being left behind.** From parents putting fear into their children by warning them of the consequences of not getting good enough grades, to evangelists warning of the dire consequences if you're not part of the elite who are “raptured” to heaven (“Left Behind” being the name of a popular series of fictional books with an apocalyptic theme), nobody wants to be left behind in the great race to get ahead. “If you don't get this series of videos on how to double your business profits in the next 2 weeks, you'll be left behind as smart businesses up and down the country... some of whom may be your competitors... start to implement these strategies and steal profits that should rightfully be yours.” “Don't be THAT GUY... you know, the guy who stands and watches in the club as other guys sweep all the hot women off their feet, leaving you with with... to put it crudely... the 'scraps'... don't be left behind in the dating game... get my product now.”

→ Greed

Greed is why whole asset classes like “real estate” or “stocks” have their bubbles. As prices rise, more and more people pile in to the asset to make a quick buck, driving prices even further, reinforcing the belief that prices are only going one way, and that's up... suckering yet more people in.

Finally, prices reach an unsustainable level, and the bubble bursts... leaving a trail of wiped out investors, negative equity or big losses, and bankruptcies all round, while the market waits for the next generation of people to come along who can't remember the previous bubble, and so make the same mistakes as the previous generation. Greed inflates the bubble, and fear deflates it. That's why you'll often hear in investment circles that fear and greed are the two main drivers of stock market prices.

The desire to make a “fast buck” is very strong, especially when lots of other people seem to be doing it. It creates a herd mentality, and it takes a strong will to resist going along with the crowd. After all, who wants to *lose out* on making easy money?

- **“Get rich quick”**. The phrase itself may trigger instant skepticism (which is why I would avoid using this precise phrase in copy), but the underlying sentiment is still there. People still want the fast buck, the quick riches. It's why money-making products sell like hot cakes; bottom line, it appeals to our greed, our wish for “easy money”, to have it all, without really having to work for it.

→ Hope

We all want to believe that we can have a better future, that we aren't predestined to be poor, fat for life, never meet the love of our life, or to always be stuck in the same dead-end job until the end of time. We want hope. We want to believe. We want to know there's light at the end of the tunnel, and not a steel barrier.

Be the one to offer them the brighter future, to lead them into greener pastures. Be their hero or heroine, their knight in shining armor, and the slayer of evil dragons. [“Fire Your Boss: Here's How To Escape The Grind Of The 9 To 5... And Be Your Own Boss, At Last”](#).

Even if your product depends upon the Four Horsemen of the Apocalypse riding roughshod over the planet first, show your prospects how they can benefit even in those doom and gloom scenarios. “[How To Profit From The Next Financial Crisis](#)”. “[Here's Why The Collapse Of The Property Market Is The Perfect Opportunity For You...](#)”

→ Health and Fitness

Over on the “ClickBank Marketplace” (a place to sell digitally downloadable products) a whole product category is devoted to “health and fitness”, and that's where you'll find some of the biggest selling products – products on muscle building, dieting and weight loss, nutrition, and plain old cures and treatments for physical problems ranging from arthritis to yeast infection.

We want to be healthy and fit, because it allows us to do much more than if we're unhealthy and unfit – and of course, fitness implies sex appeal.

- **Convenience.** Unfortunately, the existence of “fast food” demonstrates that convenience can trump other things, including nutritional food. The lesson here? Make what you have to offer as convenient to buy as possible.
- **Prevention Vs Cure.** It's a well-known fact in copywriting circles that people prefer cures for their problems, rather than seeking out ways of preventing problems arising in the first place. In other words, while in the real world, “prevention is better than cure”, solutions that prevent a problem don't sell as well as solutions that cure. This relates to our wonderful capacity to put things off. “We'll cross that bridge when we come to it” is basically our way of saying we don't want to think about it, and prepare in advance for what might happen.

→ Safety / Security / Peace Of Mind

We all want to be and feel safe and secure, and to keep our families safe. You might buy a home security product because it offers you the benefits of **peace of mind** and **security** – the security of your home, and the peace of mind that you, your family and your valuables are safe.

This is another reason people want money. Having money provides a form of security and peace of mind, while a lack of money can mean uncertainty and insecurity.

→ Freedom / Liberty

Freedom is a basic human desire, both individually and collectively; from the moody teenager keen to assert independence from the controlling parent, to the 13 fledgling British colonies that demanded no taxation without representation, and threw off the yolk of King George to found the United States of America, based on the concept of liberty.

Benjamin Franklin said: “They who can give up essential liberty to obtain a little temporary safety, deserve neither liberty nor safety.” Franklin's warning was primarily meant as a political proverb; that nations are often in danger of exchanging their liberty for safety.

Nevertheless, it could be argued that millions of individuals sacrifice a certain amount of liberty for safety every day on a personal basis, as they drive to work and receive a paycheck that allows them to pay their bills for another month. They've exchanged the security of “a stable income” for the liberty of “being your own boss”.

→ Pleasure

We gravitate toward things that are pleasurable for us. That's why sex is so popular. Eating tasty foods is pleasurable, which is probably a factor when it comes to losing weight. I'm sure fewer people would drink alcohol if it only delivered a hangover the following morning!

Good states of mind, like “joy”, “bliss” and “happiness” might be associated in our minds with pleasure. We seek out good times, happy days, fun and laughter, because those things are pleasurable to us.

- **Instant gratification.** When we want something, we want it NOW rather than later. That's why the concept of “buy now, pay later” is so popular. You get the pleasure of owning the product now, and delay the “pain” of paying for it until another time! Aim to get your product into your prospect's hands as quickly as possible, to satisfy their desire for instant gratification. If yours is a digitally downloadable product, pitch this as a benefit. “You don't even have to wait to have this delivered... the moment you place your order, you'll be taken to a page where you can download this product immediately, and start getting the benefits right away.”

→ Avoidance of Pain

While we move *towards* pleasure, we'll usually move *away from* pain. When I was very young, I remember a coal fire where we lived. I remember picking up one of the hot coals. I guess curiosity got the better of me. The pain taught me an instant lesson I'll never forget... don't pick up hot coals (just in case you might be tempted). I wore a sock over my hand for the next three weeks. Another time I decided to find out what would happen if I fired a stapler into my thumb. I discovered that it hurt. Like hell.

Pain is nature's way of telling you not to do stupid things like stapling your thumb, or to warn you that something is wrong. That's why we flinch when that hand or fist comes our way. It's our body's natural reaction. Our brain is hard-wired to avoid pain.

And it's not just *physical* pain. "Pain" could also mean *emotional* pain, unpleasant consequences, things we want to avoid.

Use copy that moves people away from pain or unpleasant consequences.

"Avoid the THREE mistakes 87% entrepreneurs make that will KILL OFF YOUR NEW BUSINESS faster than the IRS ever could."

Einstein taught us that *every action has a reaction*. In the context of copywriting, I'd also say that *every inaction has a consequence*. Tell them about the consequences of not doing anything, of not getting their problem solved. Move them to get off their butts and do something about it (which usually means buying your product).

- **Procrastination.** I suppose this is really an "anti-motivator". It's about putting things off.... usually, things that are likely to involve pain or effort. When creating your sales pitch, you can't afford to let your prospects put off their problems any longer - because if they do, chances are they won't buy from you. That's why you must agitate their problems, "rub the wound" a little, and remind them (in a compassionate manner) of the possible consequences if they don't get their problems sorted out. You're not doing this to be nasty. It's to shake them out of their complacency, to stop them procrastinating, and to move them to take action NOW, before it's "too late".

→ Information / Knowledge / Wisdom / Secrets

Children have a natural thirst for knowledge. If you're a parent, you know that the questions your children ask you almost never seem to end. That's because they're on a mission to make sense of the world. They ask “Why?” questions, to try and understand why things happen the way they do.

As adults, nothing much has changed, except perhaps a slight arrogance that we've figured it all out now, so we perhaps put less effort into acquiring new knowledge and asking the really good questions. (Plus, pestering your parents with those kinds of questions after the age of, say, 30... will probably result in them changing their telephone number.)

Now, I distinguish between information, knowledge and wisdom. To me, *information* is like pieces of data. *Knowledge* is just about knowing stuff, like how things work. *Wisdom* is about being able to apply that knowledge to our benefit, or the benefit of others.

We want to know how to do things and solve problems, and preferably in a convenient, easily digestible format. We want to have a better understanding of the world, so we can make better decisions that involve ourselves and our loved ones.

We also love secrets. We tell only our closest friends our personal secrets, and it contributes to the bonding process. There is also a slightly perverse sense of satisfaction in hearing secrets that were told to somebody else in confidence. The very word “secret” attached to a piece of information gives it a premium. It implies somebody doesn't want you to know this information, which only makes it more desirable. It's like the forbidden fruit. “Don't eat from that tree, Eve. It's forbidden”. After that, the serpent had a pretty easy time. “Forbidden? Woah... something's going on there, Eve... just think of all the secrets you'll get from that fruit... and besides, you're not going to let him boss you around like that, are you?”

> Draw attention to their “knowledge gap”

It bugs us when we discover something is missing from our picture of reality, especially if it's an aspect of reality that's important to us. We feel we need to know “the full story”, so tease them with what they don't know. “Here's What They're Not Telling You About Your Current Health Insurance Plan...” “Don't Buy Another Used Car Until You've Read This...” “The Truth They're Not Telling You About Copywriting...”

> Throw in “nuggets of logic”

“Nuggets of logic” is my term for simple, logical arguments that are hard to argue against, at least at first glance. You can use “nuggets of logic” to justify why your readers don't already know “the full story”.

For example, why would an existing authority have a vested interest in *not* revealing the “full story”? What logical reason do they have for holding back? “The drug industry aren't going to tell you the TRUTH about this disease... not after having spent BILLIONS on developing products and patents that are designed to keep you as a *patient*... in need of regular (and expensive) drugs... rather than someone who is CURED and doesn't need to come back repeatedly to buy more of their drugs.” “Realtors are on commission. They're not going to tell you these property buying secrets, because if you knew them, they might lose their commission. However, you need to know these “Seven Insider Secrets” before you invest a single penny into your new home. Here's Secret #1...”

- **Confirmation bias.** We tend to filter out information that goes against what we already believe, and are more inclined to accept information that supports our own biases. This is simply a fact of life, so rather than risk being filtered out by telling them they're wrong (because nobody likes to be wrong), frame the information and insights you're revealing to them as *expanding* their perspective. Suggest that these are truths they might have suspected in the back of their minds, but never verbalized. You could even go “trojan”... agree with their general line of thinking, and then slip in an idea that expands their own thoughts in the direction you want them to go. “Sure... if you're naturally good looking, then you're going to find it easier to attract beautiful women. But the good news is... if you're *not* Brad Pitt, there are lots of things you can do to attract the woman you desire.”
- **Inside information.** Does this information come straight from the top, or from an “inside” source with her finger on the pulse? Do you have a red hot secret known only to an elite few, the “inner circle”? If the information is both exclusive and beneficial to the reader, sell it as such! “Only a handful of the elite copywriters know how to use this technique with such precision that it literally stops prospects mentally in their tracks and has them thinking, “Oh ****... I must buy this NOW!”

- **Controversial information.** Maybe the information is closely guarded by the “elite” for a reason. Maybe it could do damage in “the wrong hands”. Maybe they don't want the masses knowing about it, because then the technique would lose its effectiveness. “I'm sharing it with you on the understanding that you use it caringly and compassionately.. because it's practically a form of mind control.”

→ Curiosity

If we see a crowd in the street, all looking at something, it's almost impossible to resist the urge to find out what they're looking at. Curiosity tugs at us, pulling us to find out what everyone's looking at. It's difficult to resist.

Use the power of curiosity in your headlines and in your sales pitch. Get them wondering, “*What IS this...?*” That's why the promise to reveal secrets known only to the “elite” or to “insiders” is compelling – it both appeals to our curiosity, and our fear of “missing out”.

Just remember, curiosity is great for initially pulling in the crowd, and for “hooking” them in... but you'd better make sure you've got some substance to back it up.

- **The human element.** We're curious about other people, how they're living, how they overcame their challenges, the strange and funny things they get up to. If you've struggled and overcome challenges to solve the same problem as your reader, tell them your story.

→ Entertainment

We want to be entertained. We don't want to be bored. The Romans kept the masses from complaining too much by providing bread and circuses. Nowadays, we have endless TV channels and websites to keep us entertained.

Can your headline offer the promise of entertainment? Can you make your sales letter just provocative and insightful enough to actually be entertaining?

→ Power / Control / Influence

Frank Kern's best-selling product in the Internet Marketing niche was called “Mass Control”. The title appealed to people's desire to want to be able to control large numbers of people into buying. It sold pretty well, which implies

this idea of control still sells.

Of course, it's not just about controlling others. Often it can mean a sense of being “in control” of one's life and destiny. It's related to the desire for freedom and a sense of “empowerment”.

We also want to influence others. That's certainly true of copywriters! We want to influence people to buy the products we're writing about. However, it's also true of a lot of other product types. A man buying a dating product wants to influence women, and vice versa. A mother buying a parenting book wants to influence her children. A person buying a “How To Train Your Dog” type product, wants to influence their dog. If the product involves any kind of a relationship, then it's ultimately about influence. *Empower your prospects. Give them the ability to have influence and success in their world.*

→ **One-upmanship**

We like to gain an advantage over others, because that can put us in a better position to get what we want. This is especially true in a business context, where competition is natural and to be expected; or in environments where there is natural competition, such as sports or dating. (Hey, you're not the *only* one with your eye on that hot guy or girl!)

- **Humiliating the competition.** Can we give the competition a metaphorical “black eye”? We'd love the tools and techniques to see off our rivals with ease, and send them packing.
- **The unfair advantage.** We love things that give us an edge over our rivals and competitors, especially when it's something they can't do anything about, i.e. “unfair”.

→ **Self-improvement**

We want to improve ourselves and our prospects in life, which includes improving our bodies (keeping healthy and fit) and minds (education, training and so on).

Sometimes self-improvement doesn't have a specific goal in mind, but usually it does (even if we're not always directly aware of that goal). We might want to keep fit, because ultimately it gives us a greater sense of well-being, as well as improves our chances of getting sex. We might want to acquire more

information, knowledge and wisdom because we might be making a specific purchase in the near future, or simply so we can better understand the world and make more effective decisions.

→ Newness / Freshness

We tend to filter out “old” information, in order to pay attention to the new. Newness grabs our attention, especially if it's related to a subject that interests us. [“Stunning New Breakthrough Skin Treatment Reverses The Effects Of Aging, Making You Look Up To 30 Years Younger!”](#)

- **News.** We want to feel we're “up to date” with the latest news and information. This drive is even stronger in certain niches such as “internet marketing”, where specific techniques can go out-of-date fairly quickly, and new gimmicks are coming along all the time; or in certain professional fields where there is a responsibility to keep up-to-date.

→ Relative Value

How do we determine the value of something? Dan Ariely, in his book *Predictably Irrational*, describes the process:

"Humans rarely choose things in absolute terms. We don't have an internal value meter that tells us how much things are worth. Rather, we focus on the relative advantage of one thing over another, and estimate value accordingly. (For instance, we don't know how much a six-cylinder car is worth, but we can assume it's more expensive than the four-cylinder model.)"

This is partly why people like to “shop around”. It gives them a way of determining the value of things, by comparing prices.

Value can also be determined by what something is worth to us, personally. A cup of water might have little value to you at home, but to someone dying of thirst in the desert, it might be more valuable than gold. A treasured family heirloom might be of high sentimental value to you, but worth almost nothing to somebody else.

People don't necessarily know how to value your product, so you must help them to do so. You can do that in several ways I'll get into later, including asking them questions that lead them to place a high value on the product. [“How much would you EXPECT to pay for a program like this, that is going to](#)

show you no less than 17 different ways to make your business more profitable in a matter of weeks? What would this kind of information be worth to you?”

You can also make comparisons, to show that your product is actually a bargain compared to some alternatives, and that people spend more money on throwaway things like meals at restaurants. “You could spend months at the gym, spending \$50 or more a month (\$600+ a year!) and not get HALF of the fat burning results you could get from this product... and all I'm asking is \$47. That's less than the price of a meal for two at a decent restaurant.”

→ Self-respect

We want to be able to respect ourselves, knowing that we have to live with this person 24/7. For example, part of the reason we might want to lose weight is to be able to look at ourselves in the mirror with a certain sense of satisfaction.

- **Avoiding humiliation, embarrassment and loss of face.** These are negative emotions and feelings we want to avoid, because they make us feel bad, and show us up in front of others.
- **“I'm right”.** We have a tendency to think that we're right, and we put up resistance to those who want to prove us wrong. For that reason, it's usually better to frame your copy not as proving the reader wrong, but instead, helping them to expand their perspective.

→ Jealousy / Envy

We get jealous of others, of what they have, of what they've achieved, of the good things they have right now that we don't have.

- **Keeping up with the Jones'.** For the sake of appearances (pride and vanity), we want to project an image of success to others; and if we can't appear better than them, then at least we aim to keep up with them.
- **Greener grass.** We think that “the other man's grass is always greener”, that other people have things better than us.

ACTION STEPS

- (1) Write down a list of the human motivators you think could be relevant for your product.
- (2) Write a brief note next to each item on your list, explaining why it could be relevant, and any additional ideas you can think of.

3. Finding The Magic Selling Ingredients Hidden Within Your Product And Story

The ultimate reason you want to write a sales pitch is to sell your product or service. However, the ultimate reason a prospect will buy your product is to satisfy a desire or solve a problem. In that respect, your product is just a means to an end, a way for them to get the *results* they want.

For that reason, you must know your product, and what your prospect will get out of it. The following five questions will help you to really think about your product in a way that will sell it.

(1) What does the buyer ultimately get out of your product?

People buy products to get results, to solve problems, to satisfy a burning desire. We buy home security to give us “security” and “peace of mind”, knowing that our home, family and treasured belongings are in relative “safety”. We might buy health insurance for “peace of mind”, and also to actually cover us in the event of illness, meaning we “save money” compared to paying outright for the hospital treatment. We might buy a DVD box set of our favorite TV show to “be entertained”.

19 year old Jack wants to buy that flashy motorbike because he feels it will give him a sense of “power”, “control” and “independence” riding it, and also because he feels it will give him “sex appeal”. Of course, he tells his parents that it will “save him time” and “save him money” getting to work, which is why he needs it.

To paraphrase Mark Twain, a person has two reasons for what he does. The reason he can tell his spouse, family and friends... and the *real* reason. This is also true in the context of buying.

Think about what your product ultimately gives them. Get inside your prospect's heart and soul. Why do they want to “lose weight”? Sure, maybe it's the right time for it, and they've been thinking about losing weight for a while now, and they want to fit into those slimmer clothes (all the reasons your prospect might tell her friends)... but in her heart and soul, she wants to feel more self-respect and self-confidence, she wants the admiring comments and perhaps the occasional envious glance from her friends, and to look and feel sexy and desirable again.

Explore the deeper reasons and motivations for why a prospect might consider buying a product such as yours. That way, when you write the copy, you can touch not only their mind, but also their heart and soul.

(2) What is the nature of the product? What are you really selling?

Different products have different natures which can change the way you pitch it. A “problem solving” product takes a prospect's problem and offers them a solution. If you've struggled with the problem and solved it successfully, a great way of proving your product works is to tell your story, and show how the solution worked for you.

Some products might be designed for entertainment purposes. Games and toys spring readily to mind here. Still, even entertainment products might solve problems, although they are firstly of an “entertainment” nature. For example, if you're selling a family board game and you're pitching it to parents, it's worth noting that it solves several parental problems, such as how to keep their young ones entertained, and it provides a way for the family to play together.

Some products might be “luxury”, “indulgence” items, the kind of items you might buy to treat yourself or someone you love. Some might be “gift” items, expressions of love and affection.

Also, ask yourself the following question: “What am I *really* selling?”

Think about the rose you might buy for your sweetheart. To the recipient, it's hopefully not just a rose. It's an expression of love. It says, “I thought about

you. I care for you". It's a symbol of affection, expressed perhaps in the petals wrapped tightly together.

You're not just selling a "weight loss" product. You're selling hope. You're selling the dream of being slim and sexy. You're selling them a new body, a new look, a glamorous new lifestyle!

You're not just selling a "make money on the Internet" product. You're selling them the lazy, be-your-own-boss, walk-around-in-your-underwear, get-up-when-you-want lifestyle. You're selling them freedom.

By asking this question, "What am I *really* selling?"... it will enable you to see different ideas and ways of making your product sound appealing to your prospects.

(3) What's unique, special or distinctive about your product?

Your product doesn't exist in a vacuum. Chances are, other products in the marketplace will be competing for the attention and money of your prospects. That's why you'll need to demonstrate that your product is special or distinctive in some beneficial way. Ideally, at least one feature of your product makes it stand out from the crowd of other products in the marketplace.

It needs to be something that genuinely benefits the prospect. For example, if everybody else's product is red, and yours is blue, this doesn't necessarily benefit the prospect, although it does make it stand out.

On the other hand, if your product shares with them a set of techniques for getting website traffic (that might normally cost \$0.30 a visitor) for just \$0.01, then this will benefit them (i.e. it will save them money), and if nobody else is sharing this information with them, it's unique to your product, making it a selling point.

Nowadays, especially when it comes to information products, the information you share might not be completely unique, which is also why I use the word "distinctive". If only a few other products in your market share the source of the \$0.01 traffic, that still makes your product distinctive.

List as many unique and distinctive features and aspects of your product as possible, that are also beneficial to your prospect in some way. When it comes to writing the copy, you'll want to emphasize as many of these unique and

distinctive aspects as possible, to give your product the edge over others in the marketplace.

(4) What's your story? How did you come up with the product? What was life like before and after the solution you discovered?

Your story, and the story of how your product came to be, may play an integral part of the sales material, especially for problem solving and life-changing products.

If you went from a broke newbie living in your parent's basement, to a high-flying entrepreneur making \$10,000 a month without breaking a sweat, all in just 6 months, that's a story worth telling in your sales pitch if you're selling them your money-making system. Telling your story adds credibility to your pitch, and conveys that “if I can do it, so can you”.

I call these your “**before**” and “**after**” stories. You simply talk about what life was like before you solved the same problem as your prospect, and what life's like now you've solved it. You can share with them some of the insights you gained along the way, which demonstrates your authority and expertise, and conveys you as a caring, sharing person who just wants to help. It also lends proof to your claim that they can do this as well. If you don't have any stories yourself for whatever reason, you can always use client stories and experiences (with their permission), or just hypothetical situations.

I'll get into the storytelling process in more detail in a later chapter, but basically here's a rough outline of how you can tell your story in a sales pitch:

- Here's what life used to be like for me...
- Maybe this is true for you as well.
- Then some things happened that changed me...
- Here's some insights I learned because of these things...
- Here's what life's like for me now...
- Here's why you haven't yet solved your problem...
- Here's how I can help....

Of course, it doesn't have to follow this exact order, but that's basically what you can do, before you introduce the product to them. Don't write your whole story at this stage, just jot down some ideas.

(5) What's unique, special or distinctive about you and your story?

Your product might be a “me too” product – that is, just like every other product in the marketplace (although hopefully it isn't). However, there might be something special about you, and your story.

It might be in your character. Consider the “Rich Jerk” in the internet marketing / make money niche. He portrays the persona of being a “rich jerk”, the arrogant guy who has the girls, the yacht, and the wads of money... and he isn't afraid to show it off and boast about it. He's willing to share his knowledge with you, so you can join the club... but he doesn't give a crap about whether you listen or not. It's your loss if you don't... carry on enjoying your poverty, loser. (That's his overall attitude, although not his exact words).

Contrast this with Frank Kern's persona, the guy who came up with the product called “Mass Control” in the internet marketing niche. He comes across as a chilled-out surfer dude, the kind of guy you wouldn't mind hanging out with and having a beer, where you'd probably chat briefly about web stuff before getting out onto the waves all afternoon.

Now, I don't know how real either of these personas are. It doesn't matter. That's all part of their story, or rather, it forms the backdrop and context to their story.

These interesting characters make what they have to say interesting as well. It adds richness to their “before” and “after” stories, making them more compelling and believable.

Now, I don't mean you have to necessarily adopt a persona like Rich Jerk or Frank Kern, or any other persona you come up with. However, it's another way you can distinguish yourself and your products in the marketplace.

It might be in your background. Did you get to work with Google for three years, and get a glimpse into how they rank sites in their search engine? Did you work with one of the top people in your fields for a time? Did you get a glimpse “behind the veil” that others weren't able to? That gives you a unique angle which you can use to pitch your product. That might even be the “hook” that gets their attention in the first place (which we'll talk about in a later chapter).

In Conclusion...

To paraphrase what I said at the start of this chapter: *Your product is just a means to an end, a way for them to get the RESULTS, OUTCOMES and SOLUTIONS that they want.*

You may be “in love” with your product, but remember that your prospect doesn't share that love, at first. It's great to be enthusiastic about your product in your copy (because that also builds credibility)... but keep in mind that your prospect cares less about your product and more about what's in it for them, what they're going to get out of your product – that is, the results. Be enthusiastic for your product... but be *even more* enthusiastic about what they're going to get from it!

ACTION STEPS

For your product, write down answers to the five questions in this chapter.

4. Getting Into The Mind Of Your Target Audience

It's a copywriting cliché to say that you must “know your audience”. When we say that, we mean much more than just knowing who they are as a collection of people, i.e. “internet marketers” or “young females”.

We mean REALLY know them, truly understand them and what motivates them, holds them back, and currently prevents them from solving their problems and getting what they want.

When we truly understand them at this deeper level, we can relate to them, empathize with them in a way that shows genuine compassion, play on their fears and frustrations, and build up their hopes and aspirations. Our words can enter and not only appeal to their logical mind, but also move their heart and soul.

In short, it allows us to “get intimate” (in a non-sexual way) with our readers.

What you're effectively saying is, “Don't worry... I know exactly what you're going through... and I'm here to help.” It's the antidote to a sales pitch that conveys the message, “Hey, buy this stuff because I want to make a ton of money at your expense.”

So let's get intimate. Write down the answer to the following questions about your target market:

(1) Who are your ideal prospects?

If you say something like “business owners”, “internet marketers”, “men”, “women”... that's too broad. Narrow it down. Get specific. Which specific business owners? Which specific women? Which specific set of internet marketers?

If you're selling a dating product for men, your target audience aren't “men”. That's too vague. Not all men are going to want or need your product. You're targeting a more *specific* group of men – presumably single guys, probably in their 20's or 30's, who are struggling to go on dates. These are your ideal prospects.

(2) What are their fears and hopes?

What are the fears and frustrations of your typical prospect? What keeps them awake at night? What do they worry about? What frustrates them about their current situation?

What are their hopes and aspirations? What do they dream about during those quiet times at work? What do they fantasize about? What do they want for their future? What do they ultimately want, as a result of solving their problems?

(3) What objections, limiting beliefs and questions might they have in relation to buying your product?

An *objection* is simply a statement that reflects a person's reason for not taking action, such as...

“I can't afford this.”

“I'm not prepared to pay that much.”

“I haven't got the time for this right now.”

“I want to think about it before committing to buy.”

“It sounds too hard for me to understand.”

“I don't trust you.”

In a written or online sales pitch, prospects aren't going to express their objections to you in words. They're simply going to BUY, or NOT BUY. If you're lucky, they might contact you for further information; but most of the time, if you haven't successfully tackled the reader's objections in your copy, they simply won't buy.

Write down all of the potential objections a prospect might have to buying your product. Start with the following, and add any more you can think of...

“I can't afford it.”

“I haven't got the time for this right now.”

“I want to think about it.”

“I don't trust you enough.”

“I don't think this product is for me.”

Some of their objections could be called “limiting beliefs” - that is, beliefs they have about themselves or of the world, that are holding them back. “I don't have the willpower for this” is a statement that they don't believe they're going to be able to stick it out. “It sounds too hard for me” might sound like a statement about your product, but it's really a reflection of their fear about their own ability to comprehend or use your product.

Your sales letter must eliminate ALL possible objections by the time you ask for the order. Right now you don't have to figure out how to do that. Just know and understand the potential objections and limiting beliefs that *must* be resolved in the reader's mind before they will hit that “Buy Now” button. Write those objections and limiting beliefs down. For example, if your product gets technical at times, “This sounds too hard” is a possible limiting belief. Write it down.

You'll also want to write down any questions a prospect might have, such as what format the product is in (i.e. a pdf document or Windows Media Player files), how long the program will take, and so on. Your sales letter will need to answer all of these questions. If there's a lot of them, you might want to consider a “Frequently Asked Questions” section of your copy.

(4) What's holding them back right now?

Why haven't they already solved their problem? What's holding them back? What challenges are they facing at the moment?

For example, if you're selling a dating product for men, why isn't the prospect *already* getting the dates he wants? Maybe it's shyness, lack of experience, not knowing what to do or say, not having the time or money, fear of rejection, and so on.

Write these down. Put yourself in their shoes, and think about all the things, real and imagined, that are currently holding them back from getting what they want.

ACTION STEPS

For your audience, write down answers to the four questions in this chapter.

5. How To Fire Off Benefit Loaded Bullets Into Your Prospect's Brain

For products loaded with beneficial features, or rich with useful information, tips and techniques, you want to communicate all of these benefits to the reader.

The best way to do this is usually in the form of **bullet points** (often simply called **bullets**) that look something like this...

- Here's a feature of the product, and here's why it's of benefit to you...
- Here's another feature of the product, and you're going to find this useful because...
- Yet another feature is [the feature], and here's all the wonderful things you can do with this...

Bullet points provide an easily digestible way to explain the benefits of each aspect of the product. It can be a good idea to create a bullet for each and every feature of your product.

Before I continue, let's make sure you understand the difference between a feature and a benefit:

Features are just aspects of the product, such as a list of technical specifications, ingredients, or components.

Benefits are what the features do for the customer, why they are there and how it will help them.

As a simple example, look at the list of ingredients when you buy a food product. Those are basically the *features* of the product. It might contain “flavorings” - that is a feature. What is the *benefit* of this feature? Why put flavorings in? What do they do for the customer? How are they useful to them? It probably makes the food taste nicer. That's the *benefit* of having flavorings included.

Your milk might say, “fortified with calcium”. That is a *feature*. The *benefit* of having the milk fortified with calcium is that it strengthens your teeth and bones, making you healthier.

Now, when it comes to creating a sales pitch, I recommend that you write the bullet points for your product first, before any other copy (including the headline). Why? It's because writing the bullet points will get your creative juices flowing, your mind thinking along the right lines... which means asking yourself, “What's in it for my customer? Why should they care about this product, and what it can do for them? Why should they care about this feature? How can it help them to get what they want?”

Here are the three steps you can use to create your bullet points:

(1) Identify each feature of your product.

For technical products, that's easy enough. Just write down a list of the technical specifications. To give you an example, I went over to Amazon.com

and picked the first digital camera I could find, which happened to be the “Canon PowerShot A3000IS 10 MP Digital Camera with 4x Optical Image Stabilized Zoom and 2.7-Inch LCD”.

A handful of its features include...

10 megapixel camera
Optimal Image Stabilizer Technology
18 Shooting Modes
Low Light mode
Large, bright 2.7-inch LCD

For information products, such as ebooks or downloadable courses, you want to treat each piece of key information that you share with the customer in your product as a feature.

For example, you might have a chapter revealing 3 important things to do in order to recession-proof a business. You might have a simple technique for legally reducing their first year's tax bill significantly. Treat each of these nuggets of useful information as a feature.

(2) Explain the benefits of each feature.

You might understand why the feature is in your product, but it might not immediately be obvious to the customer why a particular feature is useful. In the case of Canon's PowerShot A3000IS digital camera, what is “Optimal Image Stabilizer Technology” and why is it useful? Why the need for “18 Shooting Modes”? Why not just one or two modes?

Smartly, the copywriters at Amazon.com explain to us exactly why the “Optimal Image Stabilizer Technology” feature is useful: “The PowerShot A3000IS is also equipped with Canon's acclaimed Optical Image Stabilizer Technology that automatically detects and corrects camera shake--one of the leading causes of fuzzy or blurred shots. Even when zoomed in, you can get the steady, crisp, brilliant images you'll be proud to shoot and share.”

First they tell us what the feature does (“automatically detects and corrects camera shake--one of the leading causes of fuzzy or blurred shots”), and then they tell us the benefit to the customer (“you can get the steady, crisp, brilliant images you'll be proud to shoot and share”).

For “18 Shooting Modes”, they tell us: “Advanced presets for the best possible photos under certain conditions. With 18 Shooting Modes including Scene Modes, you're ready for whatever shot comes your way.”

Here we have the feature (“18 Shooting Modes”) along with an explanation (“advanced presets for the best possible photos under certain conditions”) and the benefit to the customer (“you're ready for whatever shot comes your way”).

For the “Low Light mode” feature, they explain: “Now even scenes notorious for having insufficient light, such as those lit by candles, fire, or street lamp, come through in fantastic color and clarity, with less noise. You can keep the feel of the scene intact without adding additional light, so the result will be scenes with the visual accuracy, depth and clarity you expect from a Canon camera.”

So then... don't just give a list of features. If that feature is technical or unlikely to be easily understood by the reader, first explain what the feature is, in terms they can understand, i.e. the “Optimal Image Stabilizer Technology” (huh?) feature “automatically detects and corrects camera shake” (aha!). Then tell them what that means to them, how it will help them, how they will find it useful.

For physical products, tell them about the feature. If necessary, explain what the feature is, and then give them the reason why the feature is included, and how it will help them. Answer the question in the reader's mind, “*Why should I care about this?*”

For information products, do the same for each key nugget of useful information you share with them. Tell them why it's important to them, and how it will help them, keeping in mind what they ultimately want.

For example, let's say your ebook contains a chapter that reveals “3 important things to do in order to recession-proof a business”, you might have a bullet point that says...

- Three ways to recession-proof your business, which means your business can thrive during hard times.

You have a section that gives them tips on how to legally reduce their tax bill early on.

- A simple technique for legally reducing your first year's tax bill by as much as 80%, enabling you to keep more of your money in your business.

Your information product shares with them “how to get and stay at the top of Google for their chosen set of keywords”. We could go with a classic “How to...” bullet, ie.

- How to get and stay at the top of Google for your chosen keywords, meaning more people finding your site, and more traffic.

At this stage, remember to draw out the *benefits* of each feature... what the feature will do for the customer, how it will help them.

(3) Spice up each bullet, with human motivators and dramatic words.

Now we want to take each bullet point, and re-write it to make it as appealing as possible. The easiest way to do this is to refer back to Chapter 2 and my “Human Motivation Machine”. See if you can work at least one or more of those human motivators into each bullet point.

- Recessions kill 76% of small businesses. Don't let yours be a victim. In chapter two, I'll reveal the three recession-busting techniques that will help your business thrive during hard times, while your competitors are left in the dust.

OK, I introduced the bullet point with a fact (which I made up for this example, but hopefully you'll be using *real* facts and figures). I then hinted at the fear of them being a “victim” of recession, and I alluded to them humiliating the competition and perhaps gaining an unfair advantage over them.

- Don't let the Government “steal” money from your new business! Here's a simple, easy to implement technique for legally reducing your first year's tax bill by as much as 80%, enabling you to keep more of your money for growing your business in that CRITICAL first year.

I didn't change this one a whole lot, but I added a little twist, the idea of the Government “stealing” money from them, and the idea of how critical keeping as much money as possible is to them in the early stage of their business.

- Google insider of 3 years reveals the shocking secrets of how to get and stay at the top of Google for your chosen keywords... bump off the competition and scoop up all their traffic!

It's more intriguing when an “insider” reveals secrets, and not just any old secrets, but “shocking” secrets! I'm also promising to help them humiliate the competition and gain an unfair advantage.

Remember, the aim for your bullet points is to make the information sound as desirable, appealing and intriguing as possible.

While I recommend focusing on what they will get out of any nugget of information, sometimes you can focus on the consequences of not knowing these things, which utilizes “fear of loss”, and the risks of “missing out” or being “left behind”.

- A sneaky search engine tactic your competitors are probably using *right now* to keep you out of the Top 10 rankings forever. (Warning: If you don't know how they're doing this, you'll never get a decent ranking.) I'll show you how to bust right through their deceptive techniques to get yourself up there, and knock them down into the pages of Google obscurity.

Whenever possible, give your techniques intriguing names that don't give away the whole story. You can then refer to it in the bullet point.

- **The Heart To Heart Technique...** how to get just about ANY single guy to fall head over heels in love with you, in just a few short days. It's incredibly simple, and just utilizes some basic male psychology.

Remember, we want things that are quick, easy, convenient... and that promise results. In the above, I justified why it's simple... it “just utilizes some basic male psychology”.

An alternative way of structuring your bullet points is to go for one bullet point per chapter, module or section. In other words, if you have an ebook of 12 chapters, you can write one bullet point per chapter.

ACTION STEPS

Write your bullet points, based on the three steps in this chapter.

6. The Hook: How To Reel In Your Prospects

The hook is a copywriting term for the overarching concept or element that pulls them into your copy by playing on their curiosity. A good hook makes them slow down to look, like a car crash on the other side of the highway. They can't help it. Satisfying their sense of curiosity is hard to resist.

The most often-quoted example of this in the copywriting world is that of John Carlton's "one legged golfer" hook, forming the basis of a pitch for a golfing product that started with this headline:

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

Sure, a golfer was no doubt interested in adding 50 yards to their drives, slashing up to 10 strokes from their game and so on (i.e. the benefits)... but what particularly caught their attention was the "one-legged golfer". In their mind, it made them go... "Say... what?"

Most golfers probably imagine that two legs are needed to play golf to a decent level... so for a *one-legged* golfer to discover an "amazing secret", combined with all those benefits... it would be hard for a golf player to resist reading, just to find out what's going on with the one-legged golfer!

Of course, if you're not a golfer, you're likely to pass this headline by... but if you ARE a golfer, the headline sucks you in with its compelling human interest story, combined with an implied promise of some big benefits for the reader. It

suggests, *“if only YOU knew his secret...”*

John Carlton didn't find this hook in the product. He found it while interviewing the product creator, who happened to mention, almost in passing, that he was watching a one-legged golfer play, and noticed how much better he was at golf. While the product creator didn't see the significance, Carlton knew he'd found his hook... the thing which would get his target audience curious.

That doesn't mean you need to use a one-legged accountant, or a one-legged internet marketer. “One-legged” created curiosity in the context of golfing, where two legs are seen as necessary, but doesn't really matter as much in other fields like dating, weight loss or making money.

The hook is often hiding somewhere, you just need to draw it out. This is especially true, the more distinctive your product is. Here are some ideas for finding it:

- **Is it in your story?**

Did you work for Google for 3 years, and got to discover fragments of their algorithm for determining search engine ranking? That could be your “hook”. You're the “Google Insider” who “cracked their secret code” and is now “spilling the beans”.

I recently came across an intriguing book with the title: **“Heaven is for Real: A Little Boy's Astounding Story of His Trip to Heaven and Back”**. The title includes an incredibly powerful “hook” that, whether you believe in heaven or not, makes you do a double-take.

Think about your story, and see if you can find something that your target audience would be intrigued by. Maybe it's the story itself, or just a certain part of the story.

- **Is it in the concept behind the product?**

You may be able to take what your product does or is all about, and create an intriguing concept out of it.

A while back I developed a piece of software that could get feedback from readers of a page, and then give a reply based on their feedback.

After a bit of thinking, I realized it was almost like “reading their minds”, and being able to answer their objections or concerns immediately. I used the idea of reading a visitor's mind, and responding automatically to their thoughts, as the hook to get them curious. My software was like reading your visitor's mind! This was the hook, upon which the headline and beginning of the sales material was based.

- **Is it in a distinctive aspect of the product?**

If your product contains some fairly unique or distinctive tips and techniques, or features that your competitors don't have and that give your customers an advantage, you might be able to find the hook in there.

If a hook doesn't come to you, don't worry. You can still write a compelling sales letter, based on the ideas I'll share with you in the coming chapters. However, as you continue to develop your sales pitch, keep your mind open to new ideas and thoughts. You might find the hook as you go through the writing process.

ACTION STEPS

See if you can come up with a compelling “hook” that you can use to arouse your prospect's curiosity. It might be based on your story (or the story of how your product came to be), on the concept behind the product, or on some distinctive or unique aspect of the product.

7. The “Magic Headline Generator” - How To Write Headlines That Your Prospects Will Find Almost Impossible To Ignore

The **headline** is your key tool for stopping prospects in their tracks, getting their attention, and dragging them, kicking and screaming, into your copy.

A headline is especially important in a magazine, when your ad is competing

for attention with other articles and ads. However, it's still important even if your sales pitch is online, and you've already got your prospect to click the ad. That's just the start. Now you've got to follow through on any promises you made in the ad.

Human beings form an initial impression of a person in less than a second. The same is true of websites and sales pages. First impressions matter. Your headline will form their first impression of you and what you have to offer, and maybe their last. If it doesn't immediately grab them, perhaps appeal to something they really want or need, or ignite a burning curiosity within them, there's no guarantee they'll even read past the headline.

Professional copywriters will often spend *days* just on the headline alone, because a good headline can give you a chance of hooking in the reader and compelling them to read the rest of your sales pitch.

Of course, you probably don't have the luxury of spending that kind of time on a headline, so in the next few minutes I'm going to give you several pointers for coming up with great headlines quickly and easily. (And you want things to be quick and easy... right?)

When it comes to your headline, don't try and get “clever” or “cute”. Madison Avenue advertising agencies can “afford” to throw money away. You don't have that luxury. Don't bother trying to think up catchy slogans and word-plays. Assume your prospects are only ever going to read your headline and pitch once, so you have one chance with each new reader.

Take a piece of paper, and use the following seven ideas to write down thoughts and phrases for your headline. You don't have to come up with a complete headline just yet. Just write down every idea that comes to you. You're going to do a “brain dump” on paper or your computer screen, and then use those ideas to put together a good headline. Let's go:

(1) Write down words and phrases that speak directly to your prospects.

In your headline, you want to use words and phrases that wave to your target audience and say, “Hey... look here... this is for YOU!”

Write down all words and phrases that would signal relevance and attention to your target audience.

If your audience are first time home-owners, words and phrases like “new home owner”, “first time buyer”, “mortgage”, “real estate” and “realtor” could signal relevance and be of interest to them.

Some of these would clearly disqualify people who already own property, so you wouldn't want to use, say, “first time buyer” if you're targeting all home-owners. Some terms are dependent upon location. For example, in the UK a “realtor” is called an “estate agent”. Relatively few people from the UK would know what a “realtor” is.

(2) Provide a tantalising glimpse of your story.

If you can tell a compelling story in your copy, you can point to that story in the headline. We'll get into storytelling later on, but in the headline you can get in a summary of your “before” and “after” stories.

“How a 32 Year Old Scrawny, Geeky Virgin From Colorado Discovered The 'Magical Formula' For Attracting Beautiful Women... And How You Can Do It Too...”

By the way, this is written as if a third party reporter is telling your story. I call this **reporter mode**. The “32 Year Old Scrawny, Geeky Virgin” part pretty much sums up the “before” story, and the part about discovering the “magical formula” for attracting beautiful women sums up the “after” story.

(3) Talk about the results they want.

Remember, people usually buy products to get results and outcomes they want. They buy cosmetics to make them look younger, healthier and more attractive. This might give them more self-confidence, and a feeling of being more desirable to others. Boast about the results in your headline: “A Simple Beauty Cream That Makes You Look Up To 30 Years Younger!”

If you had results the reader can also potentially enjoy, tell them this in your headline. Tease them with benefits and results. “Broke Newbie With Zero Web Knowledge Discovers The Secret To Making \$1,200 A Week On The Internet Like Clockwork... And Now You Can Too...”

(4) Work in the “hook”.

In the previous chapter I recommended you try and come up with a “hook”

that would ignite a burning curiosity in your prospects. If you were able to find a good hook, you want to work it into your headline.

For example, you've developed a piece of software that compels people to buy. It's almost like “mind control”. That could be your hook. Controversy arouses curiosity. “Should This Be Banned? Internet Geek Develops Software That Uses 'Mind Control' To Virtually Compel Your Website's Visitors To Buy Without Question...”

(5) Pre-empt their immediate objections.

Your prospects will be naturally skeptical, especially of the idea that *they* can get the same kind of results as you. This is why you must know all of their objections beforehand. If you make a big, bold claim in your headline, or promise them something pretty amazing, you can pre-empt their immediate objection before it has a chance to become lodged in their minds.

What objections might they have to your headline? If it promises them easy money... “Make \$1,200 A Week Like Clockwork...” the reader might be thinking objections like, “It sounds difficult” or “I haven't got an opt-in list”. If these aren't true, you can pre-empt these objections in your headline, by simply adding something like: “...It's Dead Easy (Anybody Can Do It), And No... You Don't Even Need A List.”

“Discover The Secrets To Attracting Beautiful Women... Even If You Aren't Tall, Rich Or Handsome”. This was a real headline used by David DeAngelo, author of “Double Your Dating”. It promises the benefit (“Attracting Beautiful Women”) and pre-empts their immediate objection (“Even If You Aren't Tall, Rich Or Handsome”).

(6) Use my “Human Motivation Machine” to work in as many human motivators as you can.

With the “Human Motivation Machine”, I've given you over 20 core motivators that motivate us as human beings, especially in a buying context. Go through each of the motivators on the list, and for each one, ask yourself whether it can be utilized in the headline.

Some will be product specific. If your product improves their physical appearance, work in the human motivators connected to *vanity*, and *sex and love*. “Stunning New Breakthrough Weight Loss System Finally Gets You The

Body You Deserve... And Makes You Twice As Attractive To The Opposite Sex”.

Some can be used with just about any product. If your product teaches them important new things about a particular field, play on their “knowledge gap” and their thirst for information and knowledge. Hint at the *secrets* “they” are keeping from the reader. “Don't Invest Another Penny In the Stock Market Until You Know These 10 Money-Making Trading Secrets The Investment Brokers Have Been Keeping From You...”

Don't forget the universal motivator of *curiosity*. Can you add a twist that stops the reader in their tracks and forces them to do a double-take? Imagine seeing *this* headline in your local news-stand, from *The National Enquirer* in 1964: “Deadly Flies Make Everyone Blind... Whole Town Doomed”. That might just arouse your curiosity! At the very least, you might wonder whether the article is talking about *your* town, or somewhere else.

Leave some things unanswered. Force them to satisfy their burning curiosity by reading into the body of your copy.

(7) Spice it up.

Make your headline even more exciting and compelling by adding words and phrases that tell your readers how to respond. It's not merely a “New Breakthrough...” but a “Stunning New Breakthrough...” You haven't merely found a way of writing headlines easier, they can actually “Discover The Shocking Secrets To Writing Headlines Faster And Easier Than Ever Before (That The “Elite” Copywriters Pray You Never Find Out)...”

Words like “shocking” and “stunning” tell readers how to respond, and also imply what they're about to read is going to rock their world. Notice how I imply it's a “secret” that the elite copywriters don't want them to know. We all want the forbidden fruit!

Get personal. “Don't Invest Another Penny Into Property Until...” is a good start, but why not get more personal with “Warning: Don't Invest One More Cent Of Your Hard-Earned Cash Into Property Until...”

They're not merely “pennies” any more, it's *their* hard-earned cash. Notice also how I start with “Warning”. This is a word that immediately demands attention. Who in their right mind is going to ignore a warning, especially if it seems to apply to them? Someone thinking of buying a used car is going to

pay attention to a headline that begins: “Warning: Don't Even Think Of Buying A Used Car Unless...”

Look at each word, and see if you can replace it with something that packs more of a punch, and isn't boring. Let's go back to the “Discover The Shocking Secrets To Writing Headlines...” one.

“Writing” headlines is pretty boring. It's a bit bland. What about “Knocking Out” headlines? Even better, we could imply they virtually write themselves, because everyone wants to do minimum work, and have things quickly and easily, remember? “Discover The Shocking Secrets To Headlines That Virtually Write Themselves...”

Piecing Together Your Headline

As I said at the start of this chapter, you don't have to try writing your headline all in one go. I prefer to write down words and phrases, fragments and ideas first, and then later on I'll put together maybe 10 or 15 headlines based on these words, phrases and ideas.

If you're short on time, the trick to speedy headline writing is to pick the fragments and ideas that are most likely to grab your prospect's attention, arouse their curiosity and make them go, “Hmm... what IS this?”... and then put those ideas together into a coherent and compelling headline.

If possible, I'd start off with the hook, the idea that is going to ignite their curiosity. Then, I'd write down specific words and phrases that speak directly to my target audience. For example, if you're aiming for “internet marketers”, those might be...

“internet marketers”, “internet marketing”, “online”, “make money”, “income”, “business”, “running a business”, “entrepreneur”, “working from home”, “being your own boss”, “independent”, “website”, “list”, “list building”, “traffic”, “conversions”

By the way, be careful with words and phrases that might sound “spammy” to your target audience. “Working from home” might have negative connotations in the mind of your audience, provoking more skepticism than other phrases such as “being your own boss”.

Next, I'd write down words and phrases that describe the end results the

prospect wants. For an “internet marketing” product, these might be “make \$x,xxx a month”, “work from home”, “be your own boss”, “run your own business”, “have the time and freedom to...”

For a beauty product, they could be “look and feel younger”, “become more appealing to the opposite sex”, “have more confidence / self-respect”, “feel good”.

Now, work in your hook and/or your story. Get in the human element that creates the compelling curiosity. If you're going to get your “before and after story” into the headline, think of words and phrases that would describe you before you had the results: Ugly, Fat, Skinny, Geeky, Shy, etc.

Have fun with it. Go nuts. You don't have to use all or even any of these words and ideas, but they might spark additional ideas you *do* use. “Fat, Man-Repelling 160 Pound Female Monster...”

Do the same for *after* you got the results: Beautiful, Skinny, Babe Magnet, Man Attractor, Sexy, Ripped, Pure Muscle, Fit, Smarter, Genius, etc.

It also helps not simply to think of words that might describe you before and after, but also to think of analogies and comparisons for what you were *like* before and after; i.e. you were like a “160 pound female monster” until you made your weight loss breakthrough, and now you're a “lean, mean man-attracting machine”. I don't care how cheesy they sound, get 'em down on paper. They might spark further ideas for use in your headline or copy. (75% of copywriting is about coming up with the right ideas and knowing what thoughts to convey to the reader. 40.2% of all stats are also made up.)

Now write a juicy headline that gets in the hook, maybe tells the “before and after story”, or conveys the benefits of what they're about to discover. Promise them a tantalising story, or amazing secrets, or both. Appeal to as many human motivators as you can.

Remember, there is no one single correct headline for your product. A headline does its job if it grabs your target audience's attention, compels them to start reading the copy, and signals that what they're about to read is profoundly relevant and interesting to them personally.

One final thing. Your headline is ultimately making a promise. When you tease them with a story they feel they want to hear, make sure you tell that story in

your copy. If you're promising them amazing secrets, share some of them in your copy, although you can reserve your best secrets and techniques for within the product itself. Don't trick them into reading, by using a headline that is unrelated to your copy.

Here's a simple formula to keep in mind that will help you create effective headlines that hook in your target audience:

AUDIENCE SPECIFIC WORDS AND PHRASES + INSATIABLE CURIOSITY + COMPELLING STORY + DESIRABLE RESULTS = POWERFUL HEADLINE

In other words, if you use words and phrases that speak directly to your target audience, arouse insatiable curiosity in them through a “hook” and/or suggest a compelling story that would be interesting, relevant and even entertaining to them, and talk about the results that they ultimately want, then you've probably got yourself a winning headline.

Question: *In the headline, should I mention the product or give away the fact that I'm selling something?*

It depends on how you're advertising the product. If you've already pre-sold the product itself (i.e. you've talked about it to your opt-in list), or the advertising that took them to your sales letter refers to a product, then you can mention the product in the headline. Make sure your headline (and copy) matches up with the message you convey in any prior advertising or pre-selling.

However, if they're not already aware that you're selling a product, then it's probably better not to reveal this fact until later on. As I'll talk about in the next chapter, before you introduce the product, you want to demonstrate an understanding of their problem, make solving the problem as urgent as possible, and show that you have the authority and expertise to deal with their problem.

Once the reader knows you're selling a product, their natural instinct is to then find out the price. They will often skip the copy to hunt down the price. Then, they will weigh up the price and decide whether they can “afford” it, even before they fully know about what you have to offer! Your aim is to delay this process until you can pitch the *value* of your

offer.

However, in situations where the prospect has an obviously urgent problem, and you offer a relatively low priced solution, it may be better to signal that you're offering a product (and even its price) right from the start, i.e. “Here's The Best \$27 Solution To Your Back Pain...”

ACTION STEPS

Come up with one or more headlines for your sales pitch, based on the techniques I've shared with you in this chapter.

8. How To Use The Secrets Of Natural Persuasion To “Prime” Your Prospects Into Wanting Your Product

Think about a typical conversation with your friend. You might chat with no specific goal in mind, except perhaps to pass the time and enjoy one another's company. Sometimes you might have more specific reasons for the conversation. You might have a goal in mind. Every man knows that when his wife says, “we need to talk...”, it's probably not going to be a casual chat. She has something in mind.

Your sales letter is basically just a written conversation with the reader, but with a specific goal in mind, that of persuading them to buy. To understand the persuasion process we need to use in a sales letter, it helps to understand how we persuade one another naturally. For example, take this imaginary fragment of conversation between you and a friend:

Kathy: Hey, do you remember that vacation we had last year?

You: [thinks] Yeah... the Bahamas.

Kathy: Wasn't it great?

You: Yeah!

Kathy: I mean... boy, was it hot!

You: It was!

Kathy: Hey, do you remember winning that Karaoke contest... and all the bar were calling out, "More... more!"

You: [smiles] Yeah... I remember.

Kathy: Hey, we should go there again!

You: Yeah... that would be fun.

Kathy: I mean... seriously. I can book some time off work in a couple of months, and we can go back to that bar... I hope it's still open.

You: I'd like to. Mind you, I don't know whether I'll be able to afford it at the moment.

Kathy: Aww... come on. Can't you save up? If we book it for 3 months time that will give you time to save up, right?

You: [thinks] I suppose...

Kathy: And besides, you deserve a vacation. It's been over a year since your last one, and you've been working hard recently.

You: That's true.

Kathy: Oh come on... it'll be fun. We'll have a great time. Let's do it... what do you say... please???

You: [thinks for a while...] Oh, why not... let's do it!

Kathy: Great, let's book it right now...!

Of course, persuasion isn't always quite as easy, but this is a very basic example of how we *naturally* persuade one another.

Take a closer look at what happened. Bottom line... you and Kathy talked yourselves into booking another vacation together!... but let's look at the process which you both went through.

It started off by you both recalling the good times you had on the last vacation. You pictured those good times in your mind, and your body recalled the great feelings you had. You were both in this great state of mind when Kathy came up with the suggestion, "Hey, we should go there again!"

It's harder to say no to this idea when your mind and body are filled with all the wonderful memories and feelings associated with that last vacation! Besides, it's easy to say "Yes" to going again at this point, because it's pretty vague, and isn't really a solid commitment. Yes, you'd go again... but there's no saying when, is there?

Except that Kathy pressed the issue. She meant now! However, you're practical. You raised an objection. "I don't know whether I'll be able to afford it at the moment". Your heart said "Yes!", but your mind (and bank balance) wasn't so certain.

Kathy quickly countered the objection, by suggesting you book it three months from now, giving you some time to save up. "I suppose..." you said, wavering. Your mind realizes this is possible, but you just need that extra convincing, that extra little nudge.

That's what she did. "You *deserve* a vacation... you've worked hard... it'll be *fun*... we'll have a *great time*." These words make absolute sense to you. Yes, you feel you *do* deserve a vacation, because it's been a while since the last one, and you *have* worked hard! And yes, of course it will be fun... because you had fun the last time. You're almost sold.

Finally, comes the friendly begging. "Let's do it... what do you say... please???" How could you resist? Your heart wants to say "Yes". Your mind wants to say "Yes". And now, it's easy to say "Yes" to your friend, because she really wants to go as well! "Oh, why not," you say. "Let's do it!"

Of course, Kathy doesn't allow you to get home and lose the enthusiasm, and start to think about it, and find all the reasons not to go after all. She pulls out her smartphone so you can both make the bookings right away.

The process you both went through was entirely natural, and followed a natural sequence. For example, would this have worked if Kathy had simply started the conversation by saying, "Hey... I think we should go to the Bahamas again this year"? Maybe, maybe not. I'm sure you'd have still given it consideration, but because you're not riding the same emotional "buzz", your logical mind is going to throw up all kinds of objections earlier on. It may even hinder you from getting excited in the first place, because your logical mind takes charge and thinks, "Hey... not going to happen."

Instead, the order went something like this: First, you both agreed that your previous vacation was great, and you shared some experiences from that time, evoking good feelings. Only then did Kathy start persuading you to go again. You were happy to agree to that, because it was a vague commitment, but when she pressed you on going now, you raised an objection. She countered your objection, and then took your desire to its peak by talking about how you deserved it, and reminding you of what a great time you'd have... and then she

begged you in that sweet and irresistible way of hers. You gave in, but that's because you wanted to. Your mind and heart already said “Yes”. You just had to say the words.

A sales letter works in basically the same way. We do things in a certain order because we're following the same natural persuasion process. Copywriters talk about the **A.I.D.A** formula, which stands for Attention, Interest, Desire, and Action. It is the basic order in which we do things in a sales pitch. First we get their Attention, then we get their Interest, then we build their Desire for our solution, and only after that do we tell them to take Action.

Points Of Agreement

There is an even more useful way of figuring out how to structure your sales letter, in order to achieve maximum persuasive effect.

Let's go back to your conversation with Kathy. After asking you to recall your vacation together in the Bahamas, she asked you: “Wasn't it great?” You said “Yeah”. *Bam!* That was your first point of agreement which led to booking the vacation – you agreed with her statement that the previous vacation was great. If you had disagreed on the greatness of the vacation, the whole conversation would have been different, and chances are you wouldn't have decided to go again.

Along the way, you also had to agree that you should go there again, that you could afford it after all, that you'd have fun, and that you deserved it. Had you disagreed with any of these things, chances are you wouldn't have said “Yes” in the end; or at the very least, you'd need more persuading.

Good salespeople know that getting to the “Yes!” at the end of the sales process (i.e. the actual order) usually requires lots of smaller agreements along the way. I don't simply mean getting them to verbally say “Yes” to every little question... I mean that their heart and mind must say “Yes” to each major point that develops your ongoing case for the product. This is the key to a powerful sales pitch.

First of all, ask yourself the following question:

What do your prospects need to agree with along the way, in order for them

to view your product as THE solution for them?

Let's say that Kathy had a sneaky agenda; maybe she'd read my persuasion material, and was really out to persuade you to go on that vacation right from the start. The very first thing she needed to get you to agree with was the idea that your previous vacation together was great. Fortunately for her, she didn't really need to persuade you on that point. You were happy to accept it, although she still reinforced it by reminding you of that fun experience in the Karaoke bar.

The next point she needed you to agree with was that you should both go back. That was also easy to agree with, since it didn't involve committing yourself to a specific time. After that, you were already sold on the idea, and then the real persuasion began. She had to get you to agree to definitely go, and actually book it, and this is where you started to put up resistance, so she needed to also convince you that you could afford it, that you'd have fun, and that you deserved it.

I'd write these down as specific points:

- your previous vacation together was great
- you should both go back
- you should book it now
- you can afford it
- you'd have fun
- you deserve it

I call these **points of agreement**. If we were converting this into a written sales pitch, I'd probably put the third point of agreement (“you should book it now”) last. That's when we'd tell them to buy now. In other words, the best and most persuasive order would probably look something like this:

- your previous vacation together was great
- you should both go back
- you can afford it
- you'd have fun
- you deserved it
- you should book it now

Simply by coming up with all the “points of agreement”, I have the basic outline for a sales pitch!

“Points of agreement” are the points you need to establish in order to build your case. If they don't agree with a particular point, it's going to hinder your case. In a sales pitch, your aim is to establish all of the points of agreement in your prospect's mind, so that they are left with the inescapable and inevitable conclusion that your product is THE product for them.

Let me show you how this works in the context of creating a sales letter. Let's take an imaginary dating product, aimed at men who feel they need help in their dating and love life. Let's ask: What do they need to agree with, in order for them to view my product as THE solution for them?

Here are some I could think of:

- They have a problem.
- It's not just about looks, money, height etc.
- Confidence is important, but you can't just “be confident”.
- You need *techniques* to change your state to one of “confidence”.
- Chat up lines don't usually work.
- There ARE things you can say to get a woman's attention and interest.
- Men and women are different.
- You need to know why women react in the ways that they do.
- Understanding the female mind will lead to greater success with women.

Write down as many points of agreement as you can think of for your product. Then, you'll want to think about each one, and determine how useful they are in building the case for your product.

For example, if my imaginary product contained a chapter on “the 100 greatest chat up lines” (oh dear!), then it's not going to be particularly smart to make the point that “chat up lines don't usually work” in the copy. The sensible reader is going to wonder, “What then is the *point* of having a chapter with the 100 greatest chat up lines... if they don't work?”

Drop any points that aren't helpful to your case. Next, you want to put the remaining points into a logical order that develops your case naturally.

For example, if you're going to make the point that “It's not just about looks, money, height etc” then the reader is naturally going to wonder, “OK... then

what IS it about?” So it makes sense to next talk about what it IS about, i.e. “It's about being confident, knowing how to adapt to the circumstances, what to do and say, etc”. In fact, I'd probably add that to my list of points of agreement.

Now, you want to think about this question...

For each point of agreement, what can you share with them that will convince them of that point?

Your copy needs to tackle each point of agreement, and convince them of its truth. In other words, you want them to mentally say “Yes” to that point. You can do so by telling them about your insights into that subject, by sharing facts and figures with them, or by recounting a story or experience. I'll talk more about all of these later on, so you don't need to think too deeply about how to get these points across just yet.

Priming For The Unique Aspects Of Your Product

What I'm about to share with you is quite an advanced copywriting technique, and yet I'm going to “spill the beans” because I want you to be able to create copy that kicks ass.

If your product has unique or distinctive aspects or features that make it stand out from the crowd of other products, while you're building your case for the product, you want to get your prospects thinking in advance about the benefits of that feature, even before you introduce it to them. Then, when you actually introduce the product and show them that feature, they are already sold on why the feature is important to them!

OK, let's give you an example. I wrote the “Human Motivation Machine” chapter of this book because I realized you can't write copy that highly influences and persuades your fellow human beings, without having a deep insight into what makes them tick, what pushes their buttons.

Now, to be fair, some of the “human motivators” are a mixture of elements that good copywriters are already familiar with, and copywriters like Joseph Sugarman have written whole books (i.e. “Triggers”) which go into detail about some of those human motivators. Psychologists such as Cialdini have written whole books on some of them. (Probably the best book on the subject of human motivation is Cialdini's “Influence” - still a classic, and highly

recommended if you really want to go deep into this subject.)

Still, that's no good to a person needing to be an *Emergency Copywriter*. If you're aiming to write a sizzling piece of sales copy in as little as 24 hours, you don't want to have to wade through several 256 page books, just to understand human psychology and motivation. You want this knowledge quickly, easily and conveniently. You want the “magic pill”, the bottom line on human psychology in a buying context...

...which is why I wrote that chapter. I put all the key human motivators into one section which could be read and referenced quickly, and that cuts out some of the “fluff” which other copywriters in their long drawn out seminars might get into, such as “Maslow's Hierarchy Of Needs”. I'll admit, I was tempted to put in a diagram of that - but then I realized, for an *Emergency Copywriter*, knowing all that deep stuff isn't anywhere near as important as knowing what ultimately makes us buy.

So I boiled it all down, cut out the psycho-babble, put it into some kind of order of importance (although as I pointed out, importance depends upon a person's specific needs and wants at the time, as well as their own personal values), and gave it a fancy label... the “Human Motivation Machine”... which I could then use in the copy to sound intriguing, and create a burning curiosity in you!

Now, go back and read the paragraph above in bold, five paragraphs above. Read it again. What did I say? I said... “You can't write copy that highly influences and persuades our fellow human beings, without having a deep insight into what makes us tick, what pushes our buttons.”

When selling my own product, do you think it would be useful if my potential prospects agreed with this statement, before I introduced them to my “Human Motivation Machine”? The answer you're looking for is “Yes”. So do you think this is a point I should make in the sales copy for this product you're reading right now? Again, the correct answer is “Yes”.

So I'd want to establish a “point of agreement” that went something like this...

→ You can't write truly persuasive copy without knowing what motivates humans in a buying context.

If I had one for this product, I'd add this point to my list of “points of

agreement” which would need to be established in the copy.

Hopefully you can begin to see why this is such a powerful technique. If I've got them to agree with this thought before I've even introduced the product, then by the time I introduce my product and talk about my “Human Motivation Machine”, the prospect is going to be thinking, “Wow... this is EXACTLY what I need... because it's true...you can't write persuasive copy without knowing what motivates us in a buying context!”... or hopefully something along those lines.

In other words... use the earlier stage of your copy (before you introduce your product) to get them to mentally *agree with* points that later lead them to accept the distinctive or unique feature of the product as something they need!

Listen. What I've just said to you in these last few pages is pure copywriting gold. If you have one or two unique or distinctive features of your product that are genuinely beneficial to your prospect, you can in some cases literally build the first half of the sales letter just doing what I talked about above!

By the way, this is called **priming**. You won't hear many copywriters talk about it publicly, because it's one of those “trade secrets” we like to keep to ourselves. Oops. I talk about it in more detail in [Presell Mastery](#), particularly in the context of presell material before the prospect even gets to the sales letter.

You want another example, just so you can be crystal clear on this critical point that I'm making? Fair enough. OK, let's say you're selling split testing software that can track visitors even if they get sent to a shopping cart on another site. This would be a fairly distinctive (although not necessarily unique) feature, since a lot of split testing software can't do this.

You want to prime your readers to see how important this is to them, so I'd add something like the following two points to my list of “points of agreement”:

- Many sellers nowadays use shopping carts on external sites, or thank-you pages that are on external sites, or might need to do so in the future.
- Most split testing software can't track to external sites and pages, but being able to do this is important.

Now, all you need to do is write some copy that persuades them on these two points. When you introduce your product to them, and show them it can track sales externally, you've primed them to think, "Ooh.. then THIS is the solution for me!"

Of course, I haven't yet talked about how to write the copy. For now, just think about WHAT points you need to get across. I'll show you HOW to make those points later on.

ACTION STEPS

(1) Write down a list of **points of agreement** that your readers need to agree with, in order to build your case, and to lead them to the conclusion that your product is THE solution for them.

(2) Write down further points of agreement that will prime them to see the unique and distinctive aspects of your product as something they need.

(3) Put these points of agreement into a logical order.

9. How To Eliminate The Competition In Your Prospect's Mind... So They Only Want Your Product

Your product doesn't exist in a vacuum. Chances are, your prospects have lots of choices on where to place their business.

In your marketplace, there may be lots of products that are competing directly with your product. This is what I call **direct competition**. Maybe they don't offer the same wonderful unique and distinctive features and benefits as your product, but your prospects may not be aware of that. All they see is lots of choice, lots of options.

As well as products that are directly competing with yours, chances are your prospect has what I call **conceptual alternatives** to choose from – that is, alternative ways of getting their problem solved, that might not be directly competing with you. For example, if you're selling a “gain muscle” product, conceptual alternatives might be the gym, food supplements, and fitness equipment.

In your copy, you need to tackle the competition. By “competition”, I mean both direct competition and conceptual alternatives. There are lots of ways you can do this, as I'll discuss in a moment.

First, a word of warning. It's probably not a good idea to mention specific people, products, companies or brands/trademarks by name or implication. Instead, use generic descriptions of the alternatives available to your prospects, i.e. “the search engines”, “going to the gym”, “the muscle building supplements”, “the drug companies”, “the gurus” and so on.

With that in mind, here's how you can eliminate the competition within your copy:

- **A “priming” education.** We already talked about coming up with “points of agreement” to prime them to accept the unique and distinctive aspects of your product, that give your product an edge over your competitors, and over conceptual alternatives. You can educate them, priming them to see your solution as the correct one.

“Here are the 5 dirty secrets the muscle building industry don't want you to know...”

Secret #1 – Longer sessions in the gym does not mean more muscle.

If that were the case, you'd be in the gym for hours! Truth is, spending too long in the gym may actually be doing you more HARM than good, as I'll explain.

Here I'm implying that “going to the gym” *isn't* the answer to their problems. I'm eliminating this conceptual alternative from their mind, couching it in the form of secrets being revealed.

- **In your “before” story.** I'll get fully into storytelling and your “before” and “after” stories in a later chapter. You can eliminate the alternatives

in your “before” story. For example, in your struggle to lose weight, you could talk about how you tried the alternatives, and they failed you. (Remember, I strongly recommend not mentioning specific people, products or brand/trademarked names.)

“I subscribed to my local gym, and for the first month I was an enthusiastic regular.. but then, my visits faded out.

I realized that as well as costing me money each month, my gym membership couldn't motivate me to go, nor could it give me willpower to stay away from those “deadly” foods.

I tried all the latest diets, but none of them did any good when it came to not having enough willpower to stick with the diet and eat only the right foods.

I was on the edge of despair... until...”

Notice I work in the specific reasons those alternatives failed me, and also some of the negative aspects (i.e. gym membership cost money each month, lack of help for the problem of “willpower”). This would contribute to making MY solution (i.e. an ebook or downloadable program) seem more attractive once I introduce it, if it's a one-off payment.

- **Straight talk / logic.** You could simply talk to prospects one-on-one about the reasons the alternatives won't solve their problem. No couching it in “secrets”, simply tell them the way it is, using logical arguments that aren't easy to argue against.

“Truth is, gym membership isn't going to automatically make you lose weight.

First of all you have to make sure you go regularly... and let's face it, who has the time to spend an hour or more a day in the gym... two or three times a week... on top of everything else?

And the gym still won't solve the real problem... having the “willpower” to stop eating the foods that are making you fat.”

I'm giving you examples here to show you how it's done, but don't worry

about getting into the specific wording right now. It's important to realize that, when you get into actually writing the copy, you must deal with the alternatives that are available to your prospects.

ACTION STEPS

(1) Write down the names of the 3 competitors your prospects are most likely to come across, and write down reasons why your solution is better than theirs.

(2) Write down all of the conceptual alternatives to your product, that your prospects have available to them. For each one, explain why that alternative is not ideal for the prospect.

10. Creating A Roadmap To Guide You And Make It Easy To Write Your Copy

If you wanted to get from location A to location B in real life, you wouldn't just set out and hope blindly that you'd arrive at your destination. You'd have at least a rough idea of the route you intended to take to get there.

The same should be true when it comes to writing a sales letter. You want to initially go from starting your letter, and get to the point of introducing your product, and then finally to the point where you're ready to ask them to buy.

In this chapter, I'm going to show you how to write a Roadmap which will help you to sketch out your route for getting to the point where you're ready to introduce your product. This will also make the process of writing the copy so much easier.

The Five Roadmap Goals

First of all, let's think about what you need to achieve before you can introduce the product. You need to:

(1) Demonstrate a deep understanding of the prospect's problem

(2) Make the problem feel as urgent as possible

(3) Show that you have the authority and expertise to deal with their problem

(4) Eliminate the alternatives

(5) Prove that you have the solution to their problem

Let's call these the **Five Roadmap Goals**. You don't necessarily have to do them in the exact order they're presented above, but they all need to be done, and ideally before you even introduce them to your product. If you've done all of these first, then they are primed for hearing about your product and how it will solve their problem. Keep these five goals in the back of your mind as you prepare to write your copy. You might even want to write them down and keep them next to your computer.

Be The Expert: Demonstrate A Superior Understanding Of Their World

As someone who is about to promise to help solve the prospect's problems, you need to demonstrate a *superior* understanding of their world and problems. When you can show a clear grasp of their situation, why they're in it and how they can escape it, you become their virtual go-to person for answers and solutions.

For example, take someone who might consider buying an information product on dating for men. He doesn't want to hear the usual clichéd advice from well meaning friends, to “just be yourself” or “be confident”. Chances are, he's already tried that, and it didn't work... because perhaps he doesn't know what to do or say, has a fear of rejection, lacks confidence, or is just plain shy. If your sales letter conveys the message that he should just “be yourself” and “be confident”, then your message will fall on deaf ears, because you simply come across as someone with no real understanding of the prospect's world or the problems he faces.

You need a superior understanding of his world. You need to be the person who pulls back the curtain for him, who shows a more profound awareness

and understanding of “dating and women” than his well-meaning friends. After all, you're the expert. You're the authority. Don't just say that you're the expert, *show* it in the insights you reveal throughout your sales letter. BE the expert.

If you're the creator of the product you're writing about, hopefully you already have this superior understanding. You simply need to demonstrate this in your copy, by sharing insights and perspectives they might not have considered before. Draw their attention to the “elusive obvious”, the things that seem obvious once pointed out, but that often elude us in our everyday lives.

For example, take the well-meaning friend who tells his shy male friend to be confident around women. The “elusive obvious” here... the thing that actually becomes obvious only once pointed out... is that you cannot just “be confident”. It doesn't work like that. It's not something you can just turn on and off like a light switch. “Confidence” is a state of mind... and just like states of mind such as “love”, “bliss”, “fear” or “excitement”, confidence can't be generated simply by ordering yourself to become it. You don't fall in love by telling yourself to “be in love”. You don't become excited by telling yourself to “be excited”. **“That's the bad news. The good news is... confidence CAN be induced, through a series of steps. I'll show you what those steps are in just a moment.”**

Here I'm pointing out something that doesn't work, but that everybody says anyway. “Oh, just be yourself... be confident.” This allows me to explain WHY it doesn't work (demonstrating my expertise and understanding), and tease them with the fact that I know what DOES work, and that I'll share those insights with them soon, if they keep reading.

The basic pattern here is... “X doesn't work... (even though everyone says it does)... here's *why* it doesn't work... and later on I'll explain what DOES work.”

By doing this, you demonstrate a deep understanding of their problem, as well as showing that you are probably the one to have a solution to their problem, simply because you truly understand while others don't.

Building The Need For Urgency

You also want to make the problem feel urgent, because if you don't, prospects might mentally acknowledge they have a problem, but put off its resolution

for another time, meaning you don't get the sale. (Remember the human tendency to procrastinate.)

How can you do this? There are three main ways:

(a) Talk about what they're missing out on, by not having their problem solved.

Remember the human motivators of “fear of loss”, and not wanting to “miss out” or be “left behind”. Tell them what they're missing out on, what they're not currently enjoying because of their problem. The aim here is to build massive desire for the results your product offers, and hence all the good things they're currently missing out on.

For example, you're selling a product that gives men advice on “women and dating”. We already know what might be holding them back, but what are they missing out on? Chances are, they're missing out on all those hot dates, sex, love, romance, the chance to meet the love of their life, meeting new and exciting women, etc. Talk about those things! Make them fully aware that they're missing out, increasing their desire to get it sorted *now* rather than later.

(b) Talk about the consequences of not solving their problem now.

What happens if they don't get their problem sorted? What is life like for them at the moment? What might it be like next week, next year, next decade... at the end of their life as they look back on their whole life? Might it get worse? Might it lead to even bigger problems? What are the consequences, both now and in the future, of having this problem remain?

If you have “secret”, “inside” information, what happens if they don't know what you know? Will they be doomed to make the same mistakes as everyone else, over and over again?

Let's go back to the “women and dating” product as an example. The guy uses the same old stuff to try and get women, and he gets rejected, maybe even laughed at... leading to frustration and an even worse self-image. These are the *consequences* of not knowing “**the REAL way to attract women**” or whatever.

You want to build sufficient fear of the consequences of not sorting this

problem out. At the same time, you want to be compassionate. Allow desire to trump fear. As I pointed out earlier, don't simply tell them, "If you don't get this sorted, you might die alone". That's just mean. Give them hope. Gently play on their fears, but ultimately bring them hope if they take action now. Link the product to the results they could enjoy if they take action. "Nobody needs to be alone, and my product is going to show you exactly how to attract the right kind of women into your life."

(c) Use your "after" story to talk about what you've got now.

Remember the human motivator of "jealousy". Get them a little jealous. Talk about the results you and your clients now enjoy, since you found the solution to their problem. Make them think, "Wow... I want what you've got!"

HOW TO CREATE A ROADMAP FOR YOUR COPY

Earlier on I recommended that you write down a list of "points of agreement", and then put them into a logical order. Now you can use these points to construct a basic Roadmap, which you can use as an outline for how to get from starting the sales letter, to introducing the product. Along the way, you want to achieve the Five Roadmap Goals.

Creating this Roadmap will save you a lot of time and effort later on. It means you won't have to struggle trying to figure out where to go next when you're writing the copy. Your Roadmap will tell you where to go, and also keep you on track.

The Roadmap isn't meant to be complicated. In fact, I'd strongly urge you to keep it to one line per thought. Write one line for each key point you need to make, based on the "points of agreement", and also any points that will help to demonstrate your expertise, eliminate alternatives, and increase the urgency for getting their problem solved. For now, you only need to get to the point of introducing the product. You can use square brackets [] next to each point, and write in any ideas on how to convey those points in your copy.

Here's an example of a Roadmap for an imaginary "dating for men" product:

ROADMAP FOR MY "WOMEN AND DATING" PRODUCT FOR MEN

Introduce the problem.

What goes wrong? [examples]

It's not about looks etc. [story of “my friend Bill” to illustrate]

It's about confidence, awareness, knowing what to do or say etc.

However, you can't just “be confident”. [explanation]

You need “techniques” to achieve a state of confidence.

Lots of bad dating advice out there. [examples; why most people are wrong; eliminate alternatives.]

Why I decided to get this aspect of life sorted. [my “before” story]

What life's like now I have it sorted. [my “after” story]

How I helped others to get this sorted. [“proving” my insights work.]

Share a particular insight with them. [demonstrating authority]

Why it's urgent to get this sorted / what you're missing out on. [increases urgency]

Why I decided to share this knowledge with the reader. [justifies creation of product.]

Introduce the product.

Notice that I devote just one line to each section. I'm not aiming to write the actual copy here, this is simply a *roadmap*... a guide to tell me where to go, and how to develop my case for the product. Using this Roadmap I can now write a whole section of copy establishing each point, and if I wonder, “Where am I supposed to take this now?”... I simply look at my Roadmap, and it tells me.

Notice how I get in all of the Five Roadmap Goals. I start out by introducing the problem, and what goes wrong, i.e. why they're in that situation. Here's where I intend to demonstrate my deep understanding of their problem. I then share some insights, i.e. “it's not about looks” and I back it up by sharing a

story of “my friend Bill”. I then share with the reader my “before” and “after” stories, and another insight (which I haven't decided on at this stage), to demonstrate my authority and expertise. The “before” and “after” stories also imply that my techniques work, which goes towards proving I have the solution for them.

I include a section on “why it's urgent to get this sorted / what you're missing out on”, to increase the urgency and desire. Finally, I explain how I decided to share my knowledge with the reader, justifying the creation of the product I'm about to introduce to them. And by that point, I'll be ready to introduce the product!

This Roadmap isn't meant to be the final say on how my sales letter will develop. It's simply a useful starting point - a rough guide for how to get from the beginning, to the point of being able to introduce the product. It's one way of getting from A to B, but when it comes to actually writing the copy, I'm free to take a diversion or change something if I feel it's justified. However, when you know where you want to go, and roughly how to get there, it makes the journey so much easier.

ACTION STEPS

(1) Create a Roadmap for how to get from the beginning of your sales letter, to the point where you introduce the product. Use the points of agreement as the basis for this Roadmap, with further points to help demonstrate your authority and expertise, eliminate the alternatives, and increase the urgency. Limit yourself to about one line per point. *Do not try to write the copy at this stage.*

(2) In square brackets next to each point, briefly write your ideas on how you could convey this point to your readers. If you're not sure about how to make a specific point, don't worry about that for now.

11. The “Rules” The Elite Copywriters Don't Want You To Know (In Case You Put

Them Out Of Business)

You're getting close to the stage where you're ready to begin writing the sales letter. I'll show you how to get started writing actual copy in the next chapter; but first, I'd like to give you some guidelines on HOW to write copy in general.

Writing a sales letter is not like other forms of writing. It has its own unique style. For example, fiction writers like to show off their use of language and vocabulary. They try to be clever. That's OK in the context of fiction, because people have already bought their writing for the purpose of being entertained. In that context, being clever with words can be amusing and entertaining.

However, you don't have this luxury in a sales letter. Your prospects may come to your sales material completely skeptical, only mildly interested, and they certainly do not want to read an essay, a thesis, a science paper or the kind of “word canvas” you might see in a novel.

You're not trying to create a work of art. You're not writing poetry. You're not writing a novel. You're not trying to impress a university professor, or get your article published in a science journal or an article directory – so don't try using the same writing structures and conventions as these other forms of writing. Instead, treat it as a sales pitch, an altogether different form of writing. View it as a written conversation between you and a friend, in which you want to help them and persuade them to take action.

Here are some guidelines for writing your copy, which you should keep in mind from now on:

- **Keep it personal.**

Don't speak to many people all at once. Speak to your reader as if you were writing to him or her personally. Don't say, “all of you reading this now”, because that sounds impersonal. Speak to the prospect one-on-one, even though you may not know their name. If it helps, visualize a specific prospect in your mind, and write to him or her.

- **Keep it simple.**

Don't use ten words when you can say it in five. You're not trying to win a literary award, you're trying to make a sale. Dumb it down a bit. If

you're good with words and language, save it for within the pages of your product, not the sales pitch. The fewer words you can use to convey the same thought, the more likely that all of your sales letter's thoughts will be read, absorbed and accepted. Words with fewer syllables are easier to read. For example, "However" and "But" mean basically the same things, but "but" is simpler and quicker to read.

- **Lose "fluff" words and phrases.**

"It's important to remember...", "what you don't realize is..." These are words and phrases *that* we use in speech, but *that* can probably be ditched without affecting the main idea. Also, watch out for words like "that". You'll find *that* you use it quite a lot, but *that* it can usually (not always) be ditched without losing the basic thought.

- **Speak to your prospects at their level, in their language, using everyday words.**

Even if you're a doctor with six PhDs under your belt, speak to your prospects in terms they can understand and relate to, i.e. in the everyday language of your prospects. Don't use your "academic" language to show off your knowledge (except where absolutely necessary, i.e. in technical descriptions).

- **Put clarity over grammar.** I know that a lot of writers are trained to see the rules of grammar as being almost on a par with the Ten Commandments. However, sometimes trying to force a sentence to conform perfectly to the rules of grammar can make it sound clumsy. Make it easy for your prospects to read your pitch. If that means occasionally violating a rule of grammar, so be it. (If someone emails you to complain about a grammar violation, point out how right they are, and then pitch them further on your product.)

For example, in grammar lessons you were told not to start a sentence with "And". But from a copywriting point of view, it can be useful to do so. It's hard to resist the next sentence when it begins with that word! But don't do it all the time. Because then it just looks like you're trying to be a grammar rebel. (Oh, and "But" and "Because" are useful for the same reason. Keep that in mind.)

- **Speak to the things that matter to them in relation to the product**

you're selling.

Your prospects will keep reading, as long as what they're reading is interesting and relevant to them. Your “before” and “after” stories may be relevant to them, but they probably don't care what you had for breakfast this morning (unless perhaps you're selling a “new healthy breakfast” or diet). And does your political rant about the latest antics of your government really matter if you're selling a dating product? Probably not, although it might be relevant if you're selling, say, an investment product. Keep it on-topic, interesting and relevant to your prospects right now.

- **Keep it in the five senses.**

Don't speak in abstract language. Write using their five senses: sight, sound, feeling, taste, and smell. Don't just talk about a “powerful” technique. Make it a technique that's going to “smack the competition and bring them to their knees”, “shake your world to its foundations”, “show you how to make mouth-watering appetizers that will amaze your friends”, “have your enemies tearing their hair out in frustration”, “send that man into a lustful, dreamy obsession over you” etc. Notice all of those utilized at least one of the five senses.

- **Don't try to be clever.**

Don't waste time thinking up slogans, rhymes or memorable phrases. Unless you're the Coca-Cola Corporation and have a billion dollar marketing budget, nobody's going to remember your clever puns and rhymes when used in a sales letter. Don't try showing off with your language. In the context of a sales letter, words are merely tools for conveying persuasive thoughts and ideas that lead them to buy.

- **Short sentences are fine.**

Listen. Don't be afraid to use short sentences at times. Even one word sentences, like “listen”. They work. See? They make your writing easier to read. Again, don't do it all the time, because it will look and sound odd. But once in a while, a short sentence can be useful for breaking up larger sentences and paragraphs. Talking of which...

- **Don't write long-winded sentences and paragraphs.**

It's quite common to see long sentences and paragraphs in books and articles. But in sales letters, keep sentence length fairly short, and especially paragraphs. This makes it look easier to read. If you write a long paragraph (of three lines or more), see if you can break it up into two smaller paragraphs.

- **Write with “So what?” in mind.**

Keep in mind the Nightmare Prospect. Think of them asking, “So what?” after every sentence you write. Why should they care about what you're going to tell them? What's in it for them? Why does it matter to them? “So what?” Often, this will give you clues as to what to write next, and warn you when you're drifting away from what you have to say being relevant and interesting to them.

- **Establish your points, but don't beat them to death.**

You have points you want to make, and you need to make them. There are different ways you can make your points, as we'll talk about shortly. For example, you could use one or two anecdotes. However, you probably don't need to subject your prospect to twenty anecdotes to make the same point. After the first two or three, your prospect is going to mentally say, “OK... I get it!” That's the natural time to move on to your next point. There is no easy way to determine this moment, because it will depend on each individual prospect. However, if your copy has done its job, they should get your point after one or two examples, or three at a push.

- **Avoid ambiguity.**

“After the vicar comes round for lunch, we'll be going through acts together.” I'm sure the vicar was relieved to discover you meant the “Book Of Acts”. Of course, it would have helped if I'd capitalized the first letter of the book title. However, other ambiguities are easier to overlook. Maybe you could read back what you've written to a friend, to make sure there is no ambiguity, because they're easy to miss. Your friend, that is. Ambiguities slow down the reader, as their mind has to try and figure out which version of the sentence is correct. It hinders the “slippery slide”. (Incidentally, there are times when ambiguity is useful, such as making suggestions to the subconscious. However, that's a whole

other book.)

HOW TO TALK TO YOUR PROSPECTS

I find it useful to think of a sales letter as a *conversation* with the reader; a conversation in which you're simply trying to establish a series of points, which lead them naturally to conclude that your product is the right one for them.

There are lots of ways you can make each of your points. I'll summarize them here, although I'll go into more detail about some of them later on:

- **Straight talk.** This is the simplest way of demonstrating an understanding of their problems. Just talk about them frankly and compassionately, as one friend to another. In effect, you're saying to them... “Hey, you have Problem X... it sucks... it means you don't have A and B and C... and that can lead to D and E and F.”
- **Stories, experiences and anecdotes.** These can show your understanding of their problem, build urgency, and also demonstrate your authority and expertise. It's basically a different way of telling them how it is, and establishing points of agreement. You can use your own stories, or the stories of your clients, friends or colleagues. Here's a very basic example: “I remember one time a client came into my office, she had Problem X... and she told me how it affected her..”
- **Hypothetical scenarios.** If you don't have a specific story for the situation you want to describe, you could give a hypothetical example of what could happen, a kind of “for example”. Get right into it after giving them some indication that they need to imagine the scenario. “Picture it. It's a Saturday night. You're at the bar, and you *really* want to talk to that hot girl. You know she's just right for you. Your hands grow sweaty and your mind races to find just the right words... but it remains blank. Nothing.”
- **Facts and figures.** These can be useful in building your case. “You might be surprised to discover that over 92% of product sellers still don't split test on their web sites... meaning they're throwing away money. This means you could gain a massive advantage by split testing on your site.” By the way, when it comes to statistics, if you can give the source, it adds to the credibility of the statistic. “A recent survey conducted by the

polling company XYZPolling, Inc. showed that 87% of...”

- **Useful insights.** You're supposed to be the expert, right? If you can share with them useful insights that help them understand the nature of their problem better, you both demonstrate your understanding of the problem and show your authority and expertise.
- **Nuggets of truth and logic.** Remember, you want the prospect to agree with you, even when you're presenting something new or insightful to them. This is where logic is your friend. Make your arguments sound logical. Look at the split testing argument I made above. 90% or more site owners aren't split testing, meaning they're throwing away money, meaning you can get a massive advantage over them by split testing. It's a logical argument, and hard to argue against. Keep throwing in nuggets of truth and logic that they can't easily argue against. “Listen, if you don't get your problem with 'women and dating' sorted out, what will change? Sure, you might get lucky and meet the woman of your dreams tomorrow, or the next day... but chances are, it's not going to happen... because it didn't happen yesterday, or the day before... so why is it suddenly going to happen tomorrow? If you don't change something, you'll get the same results you've always had... unless...”

Use a mixture of the above to have a *conversation* with the reader. That's really all a sales letter is: a conversation with the reader, that leads them almost naturally to conclude that you're the expert and that you (and only you) have THE solution for them, which they need now rather than later.

OK, so now I've primed you to understand what you're aiming for, you're ready to get dressed up and go out on that date. You'll discover that all this build up has been worth it. It's time for the real fun to begin! Let's do some persuading!

12. The Opener: Seven Easy Ways To Start Chatting Up Your Prospects

Let's get this party started. And where better to start than at the beginning!

I call the first few paragraphs of the actual sales letter the **opener**. The opener needs to make them sit up and pay rapt attention. In addition, each sentence

and paragraph must compel the reader to read the next one. Copywriter Joseph Sugarman called this the “slippery slide”.

I recently came across a great opener by fellow copywriter Paul Hooper-Kelly. After the headline and greeting, the opener read...

Are you rich yet?

If not, it's probably not your fault - and *it's simple to fix*.

Because you're looking for wealth in the wrong place.

This is a great example of an opener, for several reasons. The opening line is incredibly short, at just four words – and yet it asks a beautifully relevant question to its target audience, those who are looking to make money online. The second line reassures them, “it's probably not your fault”, and gives them hope: “it's simple to fix”. The third line then explains *why* it's not their fault and is simple to fix. “Because you're looking for wealth in the wrong place.”

This begs the question: If they've been looking for wealth in “the wrong place”, where then is the *right* place to find wealth? The implication is, read on and you'll find out.

This is how the “slippery slide” works. Write in such a way that compels them to read on. Take them on a breathless journey that makes their eyes slide easily down the page, compelling them to go naturally from one sentence to the next.

Keep in mind that you're not trying to write an article or essay for submission to some academic body. You're trying to win hearts and minds, and ultimately a sale. Keep your first couple of paragraphs as simple as possible, in order to hook them in.

OK, let's get into actually writing the opener...

SEVEN WAYS TO OPEN YOUR SALES LETTER

It's worth spending some time crafting a good opener, because it's usually the second thing they'll read, after the headline. Your headline must pull them into the opener, and the opener must push them into the rest of the copy.

Here are some great ways of opening your sales letter:

- **Ask the reader questions common to their problem and situation.**

Questions compel a reader to think about their situation, at least momentarily. “Are you rich yet?” is not a deep question. Most people know instantly whether they're rich or not. The question forces the reader to realize they haven't yet achieved what they want.

You could ask multiple questions, something like this:

“Let me ask you some questions. Think carefully as you answer...”

- Do you often struggle to sleep at night?
- Have you ever found yourself tossing and turning, still wide awake when you know you should be fast asleep?
- Are you often lacking energy during the day, because of your lack of sleep?

If you answered “Yes” to *any* of these, then pay attention to every word I'm about to tell you.”

You can ask multiple questions, the idea being that you want many or even all of them to ring true with the prospect, so they mentally say “Yes” to as many of the questions as possible. This puts them in a “Yes” mindset from the start, it demonstrates you have an understanding of their problem, and shows that what you're about to tell them is relevant to them.

Don't get too specific. “Have you ever been up at 2.37am and found yourself having to watch Episode 4, Series 2 of the *Lost* re-runs?”... is probably too specific.

Relate the questions to *common* experiences and situations the reader is likely to have faced, in relation to having the problem. “**Have you ever found yourself all alone with no date on a Saturday night?**” might be a common experience for a person thinking of buying a dating product.

- **State your case.**

This is equivalent to what I call “straight talk”, except that you simply state your case from the beginning. Tell them what you're about right from the start.

“Hi, I'm Dr Sally Peppercorn, and I've discovered a revolutionary new system that allows anybody to fall asleep within 17 minutes of hitting the bed. Here's what it's all about...”

If they have sleep problems, this can hook them in to reading on. You could then go straight into the story of how you discovered your system, or explain why they're suffering at the moment.

- **Make a promise.**

This is a pretty simple one. Just tell them their problem, and promise to solve it for them. This is particularly effective for problems which are already urgent in the prospect's mind.

“If you've ever struggled to fall asleep at night, pay attention to every word in this letter.

I'm going to explain precisely WHY you've had this struggle, and WHAT to do about it.

There are 3 reasons you're struggling right now...”

Always remember to deliver on your promises. Naturally you won't want to give away everything in your sales letter, but make sure you give them enough of the WHY so they'll willingly pay you to know WHAT to do about it.

- **Reassure them. “It's not your fault”.**

This is the approach used in the example I gave at the beginning of this chapter. They're not rich yet? It wasn't their fault, because they're looking for wealth in all the wrong places.

For this opener, just briefly state their problem, explain that it's not their fault, and WHY it's not. Maybe it's some powerful forces lined up against them, or maybe it's simply the bad advice they've been given in the past.

“Are you struggling to find, meet and date the RIGHT kind of women?”

That's not surprising. And truth is... it's **not** your fault.

For decades now, men have been subjected to all kinds of bad dating advice from the media, parents and well-meaning friends.

Some of that advice is just plain nonsense!

Take the classic one... “just be yourself.” Here's why this is BAD advice...”

As you can see, this opener gives me the perfect opportunity to demonstrate my deeper understanding of their problems, and thus set myself up as the expert.

- **Get them to use their imagination to picture desired results.**

I call this the “What if...” frame. Get them to ask themselves, what IF they could have the results they really wanted. What would it be like? Picture it. Imagine it. Think about it. Wouldn't it be great?

“Just think. How good would life be... if you could step out on a Saturday afternoon... maybe to your local shopping mall...

...and EASILY get yourself a hot date lined up for the same evening?

What if you had the CONFIDENCE to just walk up to any woman you wanted to get to know... and have her telephone number within 5 minutes?

I know... sounds too good to be true, right?

Well... it's perfectly possible. Here's how.

By the way, listen carefully... because what I'm about to share with you in the next few pages is going to blow your mind.”

When you get them to imagine these things at this early stage, be aware that you'll probably trigger a “Yeah, right” mental response if the scenario you're describing is not in their current scope of reality, the range of what they feel is presently achievable for them. “What? Me?”

Have the confidence to approach a woman and get her telephone number...all in 5 minutes? Yeah, right.”

So you need to recognize this likely response right away. Acknowledge it, and deal with it. That's what I did in the example above. “I know... it sounds too good to be true, right?” And then I used that opportunity to tell them to pay attention and listen up. Next, I could choose to share with them some insights or a story, or whatever was next on my Roadmap.

- **Begin with a story.**

Let's face it, stories can be fun to hear. I'll get into stories a couple of chapters from now, but you can also start your sales letter with an intriguing story – either a real one based on an experience, or a hypothetical situation. Make sure your prospect can relate to it.

“It's 5am, and you're in bed... still awake.

You know it's 5am because it's the fifth time you've looked at your clock.

You've been in bed for hours... and yet you just can't sleep. You know tomorrow is going to be another nightmare day without having a good night's sleep.

Does this sound at all familiar? If so, I have some GOOD NEWS for you.”

- **Commentate on your headline.**

If you've written a good headline, you can simply follow up or commentate on the headline. For example, if you've made a big, bold claim in the headline, comment on what they're likely to be thinking.

New Breakthrough For Insomniacs Allows You To Fall Asleep Easily And Naturally In As Little As 17 Minutes

Dear Sleep-Deprived Friend,

17 minutes? It sounds too good to be true, doesn't it?

And yet in a recent test conducted on 100 insomniacs using this exciting new breakthrough, the average time it took to fall asleep was 32

minutes, and the quickest was just 17 minutes!

My name's Dr. Peter Snoozemaker, and in a moment I'll tell you how you can benefit from this remarkable breakthrough.

First, you need to understand WHY you're having sleep problems.”

Notice how talking about “this remarkable breakthrough” creates anticipation. The prospect has to read on to find out what it is, and how it works. (We'll talk about how to build anticipation in the next chapter. You'll love some of the techniques I'll share with you.)

Keep in mind that these are just ideas. You don't have to use any of them, you can pick just one, or you can use more than one, and mix them up. It's up to you, as long as you hook them in with an opener that punches a fist through their computer screen, grabs them by the lapels, pulls them towards the words and says, “Read this now!”... without the actual violence or broken computer screen.

Question: “When am I supposed to introduce myself?”

You could introduce yourself and state your case right from the start, as in the earlier example, i.e.

“Hi, I'm Dr Sally Pepperson, and I've discovered a revolutionary new system that allows anybody to fall asleep within 17 minutes of hitting the bed. Here's what it's all about...”

However, you can delay your introduction until you've fully hooked them into reading your copy. For example, if you wanted to go the “questions” route, you could ask the questions first, build anticipation for what you're going to share with them, and then introduce yourself.

“Let me ask you some questions. Think carefully as you answer...”

[questions]

If any of these are true for you, then listen very carefully what I'm about to tell you. I promise you'll thank me for it.

My name is Dr Sally Peppercorn, and three years ago I used to struggle with the exact same problems. [tell the “before” story]”

In other words, as long as you introduce yourself at some point fairly early on, you don't have to do it right at the start... but at some point the reader will naturally wonder, “Who IS this, anyway?” so you'll need to introduce yourself somewhere along the line.

ACTION STEPS

Write your opener, perhaps using one of the seven techniques I've given you in this chapter.

13. How To Build A Solid Case For You And Your Product (And Build Anticipation To Keep Them Hooked)

As well as being a conversation with your prospects, I also see a sales letter as *building a case* for you and your product. A good, solid case uses a strong logical and emotional appeal. Everything you say up until you introduce the product is priming your prospects to see you as the expert, build their desire for a solution, increase the urgency, and point to your product as the solution for them.

If you've already created a Roadmap, the good news is you've already got the key points of your case. Now it's simply a question of turning each point in your Roadmap into actual copy, to create a persuasive case.

The process is simpler than you might think. Here's how you do it:

For each point in your Roadmap, use one or more of a combination of straight talk, stories, experiences and anecdotes, hypothetical examples, facts and figures, useful insights, and nuggets of truth and logic... in order to firmly establish that point.

In Chapter 11, I gave you a list of ways in which you could talk to your prospects, in order to get across the points you wanted to make. I have a specific chapter devoted to stories coming up, because it requires a bit more skill, but building your case is really quite easy once you know what points you need to make.

OK, let's take the first six points of the Roadmap I came up with for my imaginary “women and dating” product aimed at men:

Introduce the problem.

What goes wrong? [examples]

It's not about looks etc. [story of “my friend Bill” to illustrate]

It's about confidence, awareness, knowing what to do or say etc.

However, you can't just “be confident”. [explanation]

Let's start writing some copy! First of all, I need to decide what opener I'm going to use. Let's go with asking the reader questions common to their problem and situation.

Dear Friend,

Think carefully as you answer the following questions:

- Have you ever found yourself wanting to approach a woman you liked... but simply didn't know what to do or say?
- Do you suffer from a lack of confidence in being able to approach and attract women?
- Do you find your current dating life seriously lacking or non-

existent?

- Would you like to be able to *naturally* attract the woman of your dreams into your life?

If you answered “Yes” to any of the above, then you need to read every word of what I'm about to tell you very carefully.

I picked the questions based on typical fears and frustrations, and hopes and aspirations, of people who would consider buying my imaginary “women and dating” product. The first question was based on the problem of “not knowing what to do and say”, the second was based on “lack of confidence”. I also added a question that appealed to their hope of being able to “naturally attract the women of your dreams into your life”. If I were writing this sales letter in real life, I might add several more questions.

To write yours, simply look through your prospect's list of fears and frustrations, and hopes and aspirations, and ask them questions based on those, and common situations that relate to those fears and hopes.

Remember, this is just *one* way of opening the sales letter. I could have started out with a story or experience, or maybe told them to imagine what life would be like if they had this problem sorted out.

OK, with this opener, I've introduced the problems, and now I can get into the second point on the Roadmap, i.e. “what goes wrong?”, perhaps with some examples. Let's continue:

If you answered “Yes” to any of the above, then you need to read every word of what I'm about to tell you very carefully.

I have both GOOD and BAD NEWS for you.

The bad news is that society, the media, and even well-meaning friends and family have “programmed” you for failure.

You've been bombarded with rich and handsome celebrities who seem to be able to get hot women at the drop of a hat...

...and at the same time, well-meaning friends and family have given you

basically useless advice like “Be confident...” and “Just be yourself”. (I'll explain why these pieces of advice are useless in just a moment.)

No wonder so many men struggle with this thing we call “women and dating”!

Your head has been filled with BAD advice and impossible role models from the moment you first noticed the opposite sex!

That's the bad news. But I have some WONDERFUL NEWS for you...

The good news is, I'm about to share with you how you can “dump” all of that useless programming...

...and turn yourself, almost instantly, into the kind of man that *naturally* attracts women... and *is attractive to* women... almost effortlessly.

Truth is, it isn't really about looks, height, money... or any of the things “society” and “the media” say it is.

OK, let's stop here for the moment. Overall, what I've written so far is an example of what I call “straight talk”. I'm just talking to them, one friend to another, about the reality of their situation. I'm throwing in “nuggets of truth” and “nuggets of logic”, while at the same time, explaining their world from the vantage point of someone with a superior understanding of their problems (without coming across as arrogant). I wanted to convey that I fully understand their situation and that I'm on their side.

Let's ask the key question... “So what?” Why am I telling them all this? I'm demonstrating my expertise and understanding of their problem, while at the same time building a case. I'm implying that what they've learned up until this point is mostly “bad advice”, and they finally need to get some “good advice” and a superior understanding of their situation... and that I can help them in that regard.

Even though I don't directly say it here, I'm implying that “it's not your fault”, shifting the blame for their failure elsewhere – in this case, well-meaning friends, society, and the media. These things become the “common enemy”, which I can use to justify why they've been given bad advice up until now. (I'll get into this concept of the “common enemy” in the next chapter.)

If you genuinely are the expert, it's easy to talk about why they have their problems and why they persist. Just remember, you're aiming to demonstrate a *deep* understanding of those problems.

Notice I also gave them *hope* early on. I promised that I would show them how to dump all that “useless programming”, and thus “**turn yourself, almost instantly, into the kind of man that naturally attracts women... and is attractive to women... almost effortlessly.**”

This is getting to their hopes and aspirations, what they really want. Look how this sentence is also laced with human motivators – the desire for sex and love (and attention from the opposite sex); “instantly” plays on their desire for instant gratification; with “naturally” and “almost effortlessly”, because we all want quick and easy results that involve minimum effort.

Think of writing copy as like mixing a cocktail. You want to blend in a dash of talking about their problems, stirring gently their fears and frustrations and hopes and aspirations, and adding a shot of human motivators. Delicious!

Did you notice also how I promised them good and bad news? This is a way of building anticipation. It keeps them hooked. I talk first about the bad news, so that they anticipate the good news. They can't easily stop reading until they've satisfied their curiosity as to what the good news is. In fact, now is a great time to introduce this subject...

HOW TO BUILD IRRESISTIBLE ANTICIPATION

It's not enough to get them to *start* reading your sales letter; you need to *keep* them reading until you've fully built your case, introduced the product, ramped up their desire to its peak, and asked for the order. If they stop reading before this, chances are they won't buy because they haven't been fully sold.

So you need to keep giving them good reasons to continue reading. Build their anticipation for what is to come in your sales letter. Here are a number of ways you can do this:

- **Make a promise that will benefit them in a big way.** Of course, the biggest promise you could make is to solve all their problems and give them the results they desire. You could say something like, “**If you read**

this all the way through, I promise I'll give you THE solution to all your problems with X.” Just make sure you deliver on any promises you make.

- **Hint at what you're going to reveal shortly.** You can make shorter-term promises to compel them to read on. “In just a few moments I'm going to share with you 3 things about the female mind that most men don't understand. Knowing these will give you a major advantage in “the dating game”... but first, let me tell you about my friend Bill.” They're going to hear your story about Bill because they want to know the knowledge you've promised them, to give them “a major advantage in the dating game”.
- **Talk about X, build it up... but don't explain X right away.** Let's say you're young, male, single, hungry for love (or sex), and I (as the expert) know your local area pretty well. If I said to you, “Listen... I know this *great* nightclub in your area. It's absolutely crammed full of hot women.” Do you think you'd be happy if I just left it at that? Of course not... you'd be bugging me and pestering me for the name of the club. I could spend minutes really building up the club, to the point where you'd practically punch me if I didn't tell you its name! If you have a key piece of information, see if you can build it up and withhold it from them temporarily at the same time. You can also use the delay to talk about what it's *not* (and why it's *not* those things).

“Let me tell you the biggest secret of all to losing weight. You'll be surprised.

It's not diet. Sure, eating the right food is important, but not nearly as important as this secret I'm about to share with you.

It's not exercise. Again, exercise can help you lose weight, but there's something far more important.

When you know this one secret, you'll find it EASY to lose weight. It will require almost NO EFFORT whatsoever.

Let me tell you how I discovered this secret.”

See how that works? Like the nightclub example, I'm teasing them. I'm talking about how wonderful this secret is. I'm telling them what it's *not*, but I'm withholding what it is, at least temporarily, to build massive

anticipation. I can now continue this tease by telling them the background behind the secret, and if they want to know what the actual secret is, they have no choice but to keep reading!

- **Leave unanswered questions in their mind.** On a slightly more sneaky but even more powerful level, make the reader ask important questions in their mind, and don't answer them... at least, not straight away! This requires a bit more skill, but the easiest way to do it is to leave out an important piece of the puzzle.

“My client was struggling to close his clients in face-to-face settings, until I gave him my *three magical closing questions*.”

The very first time he used these questions, he could see his client hesitate for a few moments... and then he said “Yes!” The deal was closed.

Ever since discovering my “three magical closing questions”, his closing rate has gone from about 10% to over 40%. That goes to show the ridiculous importance of asking the right questions.

Of course, it isn't just about closing. You have to get the rest of the pitch right as well. Let me tell you about how I solved one client's problem...”

Here I mentioned my “three magical closing questions” that sealed the deal for his first client, and that took his closing rate from 10% to 40%. In the back of their mind, I want my reader to wonder, “What are these three magical closing questions?” I leave the question unanswered! Now, I could choose to reveal them later in my pitch, or I can use this as another reason for them to buy the product, i.e. they only get to find out what they are, by purchasing the product. If I later include a bullet point pitching the “three magical closing questions”, I've primed them to want this particular feature, increasing the chances of clinching the sale!

- **Leave a story temporarily unresolved.** Don't you just hate it when someone tells you a story, but they don't get a chance to finish it? You've invested your time in hearing the story, and if it's interesting, you want to know the outcome. Use this to your advantage. Tell them a story, but leave it *temporarily* unresolved. Use the time in-between to further your case... and then tell them the outcome. We'll get into storytelling in the next chapter.

- **Bad news / good news.** You saw me use that technique in the section of copy I just wrote a little earlier. I basically said, “I have both GOOD and BAD NEWS for you.” Then I talked about the bad news first, leaving them anticipating the good news.
- **Wrong thing / right thing.** This is similar to the pattern for bad news / good news. I showed you an example of this at the beginning of Chapter 12, where the copy said, “Because you're looking for wealth in the wrong place.” By discussing “the wrong place”, it invites the reader to wonder, “What is the right place?” You could talk about wrong advice they've been given, things they've been doing that don't work etc, in order to build anticipation for the right advice, the right things that really work, and so on.
- **The X essentials.** If I said, “There are FOUR things you need to understand about the male brain, if you want to win his heart”... the reader is going to have to stick around to find out what all four of them are. This is especially true the more *necessary* we make them sound. “There are FOUR KEYS to understanding the male brain. If you even want a CHANCE to win his heart, it's absolutely vital to know all four of these keys. Key #1 is...” By the way, I'd perhaps be sneaky with this. I'd reveal the first three keys fairly early on, and leave them hanging until the end of my sales letter, for the fourth! Or maybe save it for within the product. (How can they stop reading until they know Key #4... you've told them it's vital!)

Don't underestimate the importance of building anticipation. It compels your prospects to keep reading. It greases the “slippery slide”.

14. How To Use Stories To Build Your Case And Move Prospects To Buy

Stories are an important part of the process of writing copy. Well-told stories have entertainment value. They can build anticipation, as prospects have to keep reading to find out the ending. They can build rapport with prospects, especially if you're sharing experiences with which they can relate.

For me, the most important thing is that stories are another way you can

convey the lessons and points you want to make. For example, for my imaginary dating product for men, I listed one of the possible points of agreement as the idea that “men and women are different.” I could talk about that using “straight talk”, but another way of establishing this point might be to recount a story or experience in which men and women typically respond differently to something. The story could be used to make or reinforce the point. In this chapter, I'm going to show you how to use stories to make points, and also discuss the different types of stories you can use.

By the way, stories work best for problem solving products, especially when the product is tackling human flaws. For example, a “weight loss” product has to deal with several possible human flaws, including not having enough willpower, being drawn to “bad” foods, and plain old laziness.

GETTING TO THE PUNCHLINE

Just like jokes, the stories you tell in your copy should have good punchlines. While the punchline in a joke is designed to get a laugh, your story's punchline should be designed to make a point, to convey a lesson to the reader. Unlike a joke, you can get to the punchline either at the start or the end of your story.

Let's look at the Roadmap I set out earlier, for my imaginary dating product for men. The Roadmap started off like this...

Introduce the problem.

What goes wrong? [examples]

It's not about looks etc. [story of “my friend Bill” to illustrate]

It's about confidence, awareness, knowing what to do or say etc.

Earlier on I got to the point about “it's not about looks”, and in the Roadmap I indicated to myself that I could recount a story about my friend Bill, that would illustrate my point. I'll take the copy further now. In the example below, I make the “it's not about looks” point first, and then use my friend Bill to illustrate my point.

Truth is, it isn't really about looks, height, money.. or any of the things “society” and “the media” say it is.

Sure, those things *can* give you an advantage. If you look like Brad Pitt, you're obviously going to attract women without much effort.

But most men don't look like Brad Pitt.

And I've seen fairly ugly guys with stunning women hanging on their arms. In those cases, most guys assume, "Oh... then he must have money."

That's not always true either. Let me tell you about my friend Bill.

Bill didn't have money. He worked a late shift at Walmart, and only just managed to pay the bills each month.

As for looks... well, I know he wouldn't mind me telling you he's nothing special in the looks department... a fairly short 5 foot 4 inches... skinny... glasses... definitely no Brad Pitt.

Yet he has no problem meeting and dating beautiful women.

We were in a bar recently in Manhattan, New York... chatting with each other at the bar, when our eyes strayed over to a group of three stunning women sitting at a table in the corner.

I was about to comment to my friend about how lovely they looked, but before I could open my mouth, Bill had already got up and was strolling casually over to them!

A few years ago I might have rolled my eyes, but not any more. I know that when this happens, chances are, I'm about to witness some magic.

Sure enough... within about a minute they were smiling, laughing and one of them was playfully touching his arm.

Ten minutes later, he came back to me, grinning like a Cheshire cat, with three pieces of paper and a telephone number written on each. "I won't be able to meet you after work tomorrow," he apologized. "I have a new hot date."

What was his secret? Did he flash a wad of money at them? Was he

wearing some super-pheromones that drove women wild?

No.

It was *much* simpler than that. It was, in fact, the reason we became good friends.

Two years earlier, I was a TOTAL MESS when it came to women and dating...

OK, let's stop here for now. Notice at the end of this anecdote how I've opened up the way to be able to tell my "before" story. This is a bit earlier than in my Roadmap, but the Roadmap is just a guide. You don't have to follow it exactly.

Let's talk about what I've written here. First I started off with the point I wanted to make. Then I first threw in a "nugget of logic". Yes, if you look like Brad Pitt it's going to help (acknowledging that "looks" aren't a totally insignificant factor), but it isn't everything (because most people don't look like Brad Pitt). It's one of those things they can't easily argue against. I gave an example of ugly guys being with beautiful women, and I again acknowledged the possible objection that it might be because of money.

Then I talked about Bill, using him as an example of someone who didn't have looks, money or height on his side; and I shared an anecdote to illustrate how he was able to easily and confidently approach a group of attractive woman and get a date.

In the Roadmap, I intended to get into the point about "confidence", but when it came to actually writing the copy, I decided to talk about how I met Bill, and get into my "before" story, saving the discussion on "confidence" for a bit later, perhaps as one of Bill's revelations that helped *me* to get the results I wanted.

Now, in this instance, I *started* with the "punchline", and then justified it. I could have saved the punchline until the end. I could have talked about Bill, and then said, "Truth is, it's not really about looks" and so on. What matters here is that I used the anecdote to establish the point, to convey the lesson that "it's not about looks etc" (the point I needed to establish, based on the Roadmap).

THE THREE MAIN STORYLINES

Every good story has a storyline, a kind of overall theme that runs throughout the story. For example, if we had to sum up the storyline for *The Lord Of The Rings* by J.R.R. Tolkien (the second best-selling novel ever written, with over 150 million copies sold), it would go something like this:

Unlikely hero Frodo Baggins stumbles across a ring of unimaginable power. The “enemy” wants to get hold of this ring for its own dark ends, so our hero Frodo is charged by “the good guys” with the destruction of the ring, which means a long journey into the land of the enemy. Despite the odds being against him, he eventually makes it. The ring is destroyed, Middle Earth is saved, and he comes back to a reluctant hero's welcome.

Now look at the following three main storylines you can use in your own copy, and see how this compares. By the way, I credit marketing genius Frank Kern for identifying these three main storylines:

1. Us Versus Them

Every good story has an “enemy”, which the hero either has to fight in some way, or which is opposed to the hero succeeding on their quest. Your sales letter is the same. You and your reader want to share a common enemy. This allows you and the reader to bond. It becomes you (who wants to *help* the reader) and them teamed up together, versus the “enemy” who wants to *hinder* them getting the results they want (and deserve). You're on their side, and you can pin the blame for the reader's problems on the “enemy”. **“It's not your fault. It's *them*... [the enemy]”**

This goes back to the reasons why they haven't yet solved their problem. What's stopping them? Who or what is hindering them? Why don't your prospects already know the truths you're about to reveal to them? Who or what is perhaps concealing this information from them? What vested interests are out there, that might not have the reader's best interests at heart... and why?

In the copy I've written so far for my imaginary “women and dating” product, I said that their problems stemmed from “the media”, “society”, and “well-meaning friends and family”. For the purpose of this sales letter, these become the common enemy. It's not the prospect's fault he's a failure with women... it's that of “the media”, “society” and “well-meaning friends and family”, and the bad advice they've been giving to the prospect, and the bad role models put up

by the media. In the case of “well-meaning friends and family”, they haven't necessarily been hiding the truth from our prospects, they've just been giving out misguided information.

Let's think of enemies for other types of products. In the health and fitness niche, the “enemy” could be the government, the FDA, drug companies, the health and fitness industry, the media, health and fitness magazines, and so on.

Of course, I put the word “enemy” in quotes here because, they're not really enemies in the *absolute* sense of the word. The prospect's family and friends are probably not out to deliberately sabotage his or her love life. The government probably isn't out to get them personally. The media probably doesn't have a policy to screw up men's chances with women, and so on.

You're not aiming to turn your prospect against family and friends! In the context of my “women and dating” product, I simply want to help them realize that family and friends aren't necessarily the best people to turn to for dating advice.

They are the “enemy” in a *relative* sense, in the specific context of the prospect's problem. This is where “nuggets of logic” can be used to justify why they are the “enemy”.

“Are your friends so good with women that they can go into a bar and walk out with two or three numbers, or maybe even a girl on their arms? If not, perhaps it's time to stop taking dating advice from your friends... and listen to someone who CAN do this. Here's how...”

“Those muscle building magazines make most of their money from their advertisers. No wonder they're always pushing those products in the articles! Truth is, those magazines are driven by the ad dollar, and don't necessarily have your best interests at heart. They won't tell you the best ways of building muscle... they'll tell you what pleases their advertisers. Listen, here's what those magazines aren't telling you...”

Weave the “us versus them” storyline throughout your copy, pointing out who or what the “enemy” is, why they are holding the reader back, and how you (as their friend as well as the expert) are going to pull back the curtain, and spill the beans. After all, it's time they knew the TRUTH... right? Unlike the “enemy”, you're here to help.

2. Loss And Redemption

With this storyline, you (as the product creator) are the underdog. Maybe like the reader, you started off with several disadvantages, or you used to be like them, suffering from the same problems. Then you made a big discovery, breakthrough or had a series of insights that turned your life around and solved the same problem your reader is going through. Now, because you're generous and caring, you'd like to share your discoveries with the reader, so that they too can benefit from them.

This storyline is great for several reasons. We like supporting the underdog, especially if they're up against a “common enemy”. If you've suffered the same kind of problems as your readers, it allows you to build rapport with them. You have a common bond – namely, your life experiences. You're basically just like them.

It also gives them hope. In effect, it says to the reader, “If I can do it... so can you.” This is even more effective if you suffered even more extensively than the prospect. It also justifies why you created the product. You wanted to help them, and benefit from the experience and insights that you gained along the way.

3. The Reluctant Hero

With this storyline, you're the ordinary, humble guy or girl with a remarkable story, who just happened to stumble on something which will solve the reader's problems. Word got out about your solution, and soon everybody wanted to know about it.

As a favour to the world you've decided to teach it – but, you want people to realize that you're nothing special, in some ways you got lucky by stumbling upon this solution. You've got your flaws, you're human too, you've made mistakes. You didn't really ask for this leadership role, but basically fell into it because that's what people wanted. You don't “know it all”, but you're happy to share what you've discovered and give back to the world that gave you this lucky break.

This is a great storyline because you come across as humble. We're not that fond of people who brag, boast and claim they “know it all”; but the “reluctant hero” is endearing. Frodo Baggins from *The Lord Of The Rings* made a great

hero precisely because he wasn't some muscular, heroic dragon-slayer who quite obviously could slay the enemy, destroy the ring, and be back home in time for dinner. Quite the opposite. He was small and weak in comparison to the other races in the Middle Earth environment, and his enemies were incredibly powerful. This allowed the reader to empathize with Frodo, and root for him in his noble quest to destroy the ring.

THE TYPES OF STORIES YOU CAN USE

We touched on these earlier, but now it's time to go into more detail. In your copy, there are different types of stories you could use...

- **Anecdotes.** These are stories that describe specific experiences that happened to you or a client, usually with specific outcomes. Make these relevant to your prospect. As well as using them to establish points of agreement, you can also use them for case studies, and for highlighting specific results a client achieved.
- **Hypothetical situations.** These are stories that aren't necessarily real, but are used to illustrate possibilities and what could happen. You can use these to describe situations prospects might currently encounter, as well as getting them to think about what life could be like after their problems have been solved.
- **Your “before” and “after” stories.** These are stories showing the reader what you and your life used to be like before and after you solved your problems.
- **Client stories.** If you haven't experienced a problem personally, you may be able to use a story of one of your clients who *has* had that problem. The advice you gave to your client, and how you solved his or her problem, can contribute to demonstrating your expertise.
- **The story of your product.** This is the story of how your product came to be, what specific steps led to your discovery, your breakthrough, the insights that led you to the solution.

“BEFORE”, “AFTER” AND “CLIENT” STORIES

For products in which you've gone through the same problem as the reader, it can be useful to tell your “before” and “after” stories. This demonstrates that you can truly understand and relate to the prospect, and shows that because

you've been through it and solved the problem, you are more likely to have the solution for them. In short, it grants you a form of expert status through the “school of life” as it were. You don't have mere academic knowledge of the subject, you've been there, done that, and got the scars to prove it.

Telling your “before” story is simple enough. Just tell them what you used to be like, before you solved the problem. Weave in your prospect's fears and frustrations, and highlight the reasons you hadn't got your problem sorted out at the time, to which your prospects can relate. Ideally, you want your prospect to think, “That's just like me!” or even better, “That's even worse than the situation I'm in!” The message you'll be conveying to them is, “Hey.. if even I could solve this problem... and look at the bad situation I was in, then you *certainly* can. Here's how.”

Let's return to our imaginary dating product for men. I got up to this point in writing the copy...

Two years earlier, I was a TOTAL MESS when it came to women and dating...

Now I'm ready to tell the “before” story. OK, since I'm making this up, let's have some fun!

For one, I was incredibly shy. It took a MAJOR EFFORT just to even approach a woman I liked... and if she was a stunner, it was almost impossible!

And even when I did have the guts to approach, I'd usually come out with something really lame or dumb... resulting in embarrassment for both me and her.

I bought tons of courses and books that were supposed to teach me how to master this area of my life... but they simply left me even more confused. They taught all kinds of “techniques” and “methods”, but never really addressed the root causes of my problem... my shyness, and my lack of confidence.

Sure, they ditched the clichéd “pick up lines” and replaced them with more sophisticated things like “openers”, but the bottom line is... I found they were basically just more subtle pick up lines. They were more like “pick-up paragraphs”.

And besides, once I'd run out of this hot new material to throw at women (and that would usually last about 10 minutes)... my mind would go blank again, and I was back to square one.

Nothing had really changed... except I'd learned a couple of slightly more sophisticated pick-up lines.

I realized I needed REAL change... not the artificial change I was being taught by these so-called “systems” and “methods”.

I don't know whether it was coincidence or not, but it was almost at that time... I met Bill.

Bill was the new guy at work, and after a night out with the guys and girls from the office, I told Bill my problems with women, over a couple of drinks.

“Look,” said Bill. “You've got it all wrong. But it's not really your fault.”

It was Bill who told me about “confidence”, and how it's not something you can just BE... at least, not unless you know specifically HOW to do it.

Bill showed me a series of techniques he used to get into a confident state of mind. They sounded amazing, even though I was still skeptical.

But then...

OK, let's stop here. This is my “before” story, and it also explains how I discovered the techniques I share with them in my imaginary product. The idea is that Bill was my mentor, and perhaps I learned from his ideas and maybe even refined them for others to benefit from. In other words, it's also the story of how my product came to be.

I also used the opportunity in this story to begin eliminating the alternatives. I'd bought “tons of books and courses”, but they hadn't really helped... in fact, they had confused matters and made it worse. I justified why they didn't work for me, thus setting up *my* solution as the one that did work, and will hopefully work for the prospect.

Where do you start telling your “before” and “after” stories? It's up to you. I usually find it makes sense to do so after you've revealed some insights to your prospects that make them see their problems from a different perspective, building your authority and expertise. After that, they will naturally want to know, “How come you know all this? Where did you get these insights?” It makes sense to tell them your story at this point. What you're saying, in effect, is: *“How do I know all this? Because I've been through what you're going through right now. Here's my story.”*

Not all problems require you to have personally gone through the same things as your prospects. For example, you might be a marriage guidance counselor who has created a product on how to save a marriage. You might be an expert in your field, and yet have never experienced a problem in your own marriage. You could still use your client's stories in your copy, although make sure you conceal your client's identity, unless they have given you specific permission to share their story. You still need to show that you're an expert, and you can do this by demonstrating your superior understanding of the prospect's problems.

Finally, a quick note on writing copy. If you're not happy with what you write at this stage, put some curly brackets {} around the part you're not happy with, to remind yourself there's room for improvement. You can always edit it later. I find it important to keep the flow going, so if you can't find the right words, just write something that gets across the essence of what you're trying to say, and edit it later. (I have a chapter on editing coming up.) Don't aim for perfection the first time round. Most good copywriters write several drafts before they're happy with their work. Even if you don't have time for this, come back to the parts you're struggling with later on.

ACTION STEPS

By now, you have all the tools you need to write a first draft of your sales letter up until the point where you're ready to introduce your product, so go ahead and do this! (You don't have to introduce the product just yet, I'll show you how to do that in the next chapter.)

As you write, always keep in mind the **Five Roadmap Goals** we discussed in Chapter 10. You're aiming to (1) demonstrate a deep understanding of their problem, (2) make the problem feel as urgent as possible, (3) show that you have the authority and expertise to deal with their problem, (4)

eliminate the alternatives, and (5) prove that you have the solution to their problem.

Use your Roadmap as a guide, making sure you firmly establish each point and build your case, using a combination of straight talk, stories, hypothetical situations, facts and figures, useful insights, and nuggets of truth and logic. Use the techniques I shared with you in Chapter 13 to build anticipation along the way.

Don't worry about breaking up your copy into sections with “subheadlines” just yet. I'll explain how to do that in a later chapter.

15. Introducing The Product And Its Benefits

Hopefully by this stage you've written the copy (or at least a first draft) up until the point where you're ready to introduce the product. You've talked about the reader's problems. You've shared some insights with them, and perhaps you've shared your story with them.

Before you introduce the product, it's a good idea to justify why you decided to create it. Bearing in mind the three main storylines we discussed in the previous chapter, there are plenty of reasons (other than wanting to make a fast buck) you could have decided to create the product:

- The “enemy” has hindered prospects for too long. It's time to fight back, and that's why you created the product; as a blow to the enemy, and to help the prospect. (“Us versus them”.)
- You've been there, with the same problems, and you want to share your experiences with the prospect, so they can benefit from them. You want to help. (“Loss and redemption”.)
- Word got out about your “system”, and soon lots of people demanded to know it, so as a favor to the world, you're sharing it. (“Reluctant hero”.)

Make sure you justify why you came up with the product, in your copy. Ultimately, you want to convey that (a) it's because you care, and (b) because you (and ideally *only* you) have the required expertise and experience.

Once you've done that, it's perfectly natural to introduce the product to them, and it's very easy to do so. Once you've introduced the product, I recommend writing a paragraph which basically sums up the product, and what it could give the prospect – or maybe a couple of small bullet points summing up the product and the ultimate benefits.

Here's a couple of examples showing how you could do this:

- “I decided to create a program which would help guys to get what they want when it comes to women and dating.

I call it **Multiply Your Dating...**

It's a complete system showing you how to have success with women and dating... starting from where to go, what to do, what to say to attract women... right through to finding and keeping the woman (or women!) of your dreams.”

- “Since so many people wanted to learn my weight loss system, I decided to put all of the tricks, techniques and tactics I discovered for effectively losing weight into one complete 82 page ebook.

Introducing **Willpower-Free Weight Loss...**

- how to lose weight quickly and easily without the need for willpower... finally!

- how to make the right foods just as tasty and desirable as all the “bad” foods

- shed as much as 20 pounds in as little as 28 days!”

- “I wanted to help people to write copy quickly and easily, perhaps in as little as 24 hours, without having to spend hundreds of dollars on a copywriter, or months and years studying how to write copy...

...which is why I created **Emergency Copywriting...** a “get me results

NOW” crash course on creating mindblowingly persuasive sales pitches quickly and easily.”

Simple, right? If you truly know your audience and what they want, both on the surface and at a deeper level, you can make the summary of your product sound as appealing as possible. Using the right words, work in those human motivators whenever possible: “Quick”, “easy”, “effortless”, “time-saving”, “money-making” and so on. Get in the aspects that makes your product stand out from the crowd in a beneficial way, and the things your prospects want and desire.

Incidentally, when you put this copy online, here (at the introduction of the product) is a great place to show an image of the product. Show them what the product looks like. If it's a digital product, get a graphical e-cover made, that represents your product. You certainly don't have to pay a fortune... I've had decent e-covers made for under \$50. An e-cover adds to the perceived value of the product, and gives it substance.

Once you've introduced the product, the next logical step is to talk about the benefits of the product, and what they can expect to get out of it. This is where your bullet points come in. Hopefully you've already written them! In which case, it's simply a question of introducing the bullet points. (If you haven't yet written the bullet points, see Chapter 5 on how to write them.)

Here's some simple ways you could introduce the bullet points:

- Here's what's inside:
- Here's just a small glimpse of what you'll get from my product...
- Look at what you'll get from [product name]:
- Take a glimpse inside each chapter...

ACTION STEPS

Write a section of copy that justifies why you created the product, and that introduces the product. Follow it up with the bullet points.

16. How To Build Your Prospect's Desire To Its Peak, So They Must Have It Now!

If the bullet points have done their job, you now have a keen prospect sitting in front of their computer screen thinking, “Wow... this sounds *good!*”

But don't stop there! Now you have the opportunity of ramping up their desire to its maximum. The bullet points have shown them all the wonderful benefits they can get from each aspect of the product; now you want to put the pieces back together for them, and get them to think about what they ultimately want, and how your product will give it to them.

There are multiple ways you can do this. Use as many of these together as possible:

- Get them to imagine life with the results your product offers.

Once they can *imagine* having the results, it becomes more real for them, so paint a “word picture” of what life could be like for them. Appeal to their hopes and aspirations.

“Just imagine... finally being able to slip into that slinky dress. Your new slim figure is the talk of your friends (and maybe the subject of some jealous glances).

And you've suddenly noticed guys are paying that much more attention to you... no, you're not imagining it.

You not only *look* sexier, you *feel* sexier as well... and it shows, both on the outside, and in your newfound self-confidence.

Best of all, you feel healthier. You have more energy to do whatever you want, which helps to keep the weight off permanently.

Sound good? I'm sure it does... and this reality can begin for you just a few moments from now.”

Notice how I write as if it's already a reality for them. Why not? It *could* be their reality, if they buy the product! Allow them to have a sample of how that reality could be and feel, by describing it to them.

Don't get too specific when painting your word picture. Allow them room to insert their own preferences into the picture.

- **Remind them of what they could have.**

This is the equivalent of “straight talk”. Just talk to them about what they could have.

“Just think. In just three or four weeks you could start to have the kind of slim body you've always dreamed of...

...the kind of slim body that turns heads, gets your friends a little jealous, and will allow you to feel sexier and healthier.”

- **Get them jealous. Remind them of what you (or your clients) have right now, and what they're missing out on.**

Jealousy is a powerful human motivator. We want what other people have. Be compassionate, but show off what you and your clients have, and point out that they can have this, too... if only they take action.

“I helped Jenny to lose ten pounds in just 28 days. Her new slim, sexy body added a new dimension to her sex life:

'Since I started the **Hancox Quick Slim System** I have renewed energy, and I've found my partner and I have become much more passionate. Where before we might have sex once or twice a week, we're now making love five or six times a week! (It would be seven, but he works all day and night Monday.)'

Listen. I can't guarantee you'll have exactly the same results as Jenny. I can't magically promise you an instantly better sex life.

But let me be blunt: Having a slimmer, sexier body is hardly going to *hinder* your sex life... is it?

Here I used a client's results-based testimonial to point out what the product has delivered for this client (i.e. an improved sex life), along

with a nugget of truth – that I can't guarantee an improved sex life, but it's hardly going to hinder it!

- **Turn it into a need.**

Use nuggets of truth and logic to take the product beyond something they *want* and *desire*, and turn it into something they actually *need*. This is where you can gently point out the consequences of not taking action, but in a caring and compassionate manner.

“Weight isn't going to lose itself. If you want the kind of slim and sexy body you've dreamed of, you need to take action now.

My product is the only one that will show you how you can lose weight fast without the need for willpower... which is the cause of so many dieting failures.

It's almost *impossible* to fail with my system! That's why you need it right now. If you don't, you're going to be stuck with that weight... and keep on struggling with all the latest diet “fads” that come and go.”

ACTION STEPS

Write a section of copy building your prospect's desire to its peak.

17. How To Build The Value And Reveal The Price

OK, so they really *want* your product... and they even feel they *need* it. Great. There's still one small problem... the price. Will they think it's too much? Can they even afford it? If they don't feel your price is “worth it”, or something they can “afford”, then they won't buy.

A lot of people who aren't copywriters wonder why we copywriters feel the need to take so long before getting to the price. Well, part of the purpose of your copy is to build *value* for what you have to offer before you reveal the

price.

This is why you buy things in the first place. You exchange some notes, coins and digits in a bank account or credit card for something else that has *value* to you. But if you don't know the value of the thing you're buying, why would you exchange *any* money for it? You wouldn't, unless you were forced to (as in the case of taxes and muggings, which some might argue is the same thing).

I appreciate that the impatient, skeptical prospect wants to know, “Just get to the point... tell me what you're selling, and tell me the price as quickly as possible”. The problem is, if you do this too quickly, without building value in the prospect's mind, they may incorrectly decide “they can't afford it” or “it's not worth it” based solely on the price.

Now listen carefully to what I'm about to tell you here:

It's your job to delay the price discovery process, in order to build desire, and to build a case for the value of the product.

We've all been that impatient, skeptical prospect who just wants to know the price. What I've just said sounds counter-intuitive from a customer's point of view, almost contrary to “common sense”. Surely if you don't waste their time, tell them briefly what you're selling, and then give them the price as quickly as possible, they'll respect you for it, and reward you by buying?

Sadly, no. It doesn't work like that. If it did, copywriters would do *that* instead. Believe me, it would make my job as a copywriter much easier if that's all I had to do.

Yes, in some limited circumstances you can get away with simply doing that. For example, if you have an email list of prospects, you've built up a good relationship with them, you've presold them on the product you're pitching, and the product is quite low in price, then sure... you can probably just sum things up in a short sales pitch, give them the price... and you'll get sales.

In most other circumstances, you're potentially dealing with the Nightmare Prospect. He's impatient and skeptical, and also a procrastinator. He'll put things off for as long as possible, and that includes solving his own problem. After all, unless the problem is critical and/or puts his life in immediate danger, he can put it off until another day. He might have spent several years with the problem, so what's one more day, week or month?

Besides, even if he wanted to get his problems sorted out sooner or later, why *you*? There's lots of other “weight loss” or “make money” or “women and dating” products to choose from.

That's why you shouldn't worry too much about the length of your sales letter. Make it as long as it needs to be to build your case. Only once you've done all that, are you ready to give them the price. Even then, we must put the price in the best possible light. It doesn't matter if your product is just \$7, it's still the prospect's hard earned cash... and that's true even if they put it on a credit card. They still have to pay off the balance on their credit card out of their hard earned cash.

And it's even more important to go through this process if your product is \$700 or \$7,000. People don't part with that sort of money unless you have something they really want, desire and need.

Give them the gift of feeling they are getting immense value for their hard earned cash. Pile on the value, and make the price feel almost like a bargain... too good to miss.

HOW TO HELP YOUR READERS UNDERSTAND VALUE

Here are some things you can do, before you introduce the price, to demonstrate the value of what you have to offer:

- **The experience cost.** If prospects were to do the same things as you, have the same experiences or go through the same educational process as you, what would it cost them? The message here is, you're basically saving them all that money by not having to go through the same things.

“It took me YEARS to develop the insights and tactics I'm sharing with you in this product.

During that time I must have spent thousands of dollars paying for drinks, meals and other stuff that resulted in nice dates, but very little else for me...

...until I realized I was just buying my way into her heart (and not very effectively). I want to save you all that money, by showing you the REAL things that will win her heart, without it costing you a small fortune...”

- **Break it down and cost up the components.** Are there specific components of your product that would cost more, if sold separately? If so, point this out, along with its value when sold separately.

“John normally charges \$200 an hour for his time, but with this offer, he's agreed to include a 30 minute telephone consultation. That's a \$100 value right away.”

- **Development costs.** Did your product, or specific components of your product, cost you a lot of money to develop? If so, point this out to them. It means they don't have to spend that much money to get the same thing, because it's a part of your product.

“I spent \$5,395 developing this software, to make sure it will run smoothly on your website. You don't have to pay anywhere close to that.”

- **Pricing the conceptual alternatives.** As we discussed earlier, your prospects probably have “conceptual alternatives” available to them, i.e. if your product is a downloadable weight loss system, alternatives might include “real life” weight loss programs, going to the gym, and other diets. Highlight the costs (as well as the disadvantages) of the alternatives, if they are more highly priced than your product. If the payments for these alternatives are monthly, point out what they would pay over a year, or even over many years.

“Yes, you can go to the gym. But you're likely to be spending \$50 a month or more (that's \$600+ a year!), and most people stop going within 3 months... while those payments are still going out of their bank... and besides, the gym still doesn't solve the problems of overeating and resisting those fatty foods.”

- **Ask them how much they would expect to pay.** Do this *only* when you have fully built up the value. Here's the best way of phrasing this question: “How much would you expect to pay for...” and then summarize what you're offering, along with the key benefits. Tell them explicitly what they should *really* be paying, if you were charging the full value of the product, making sure you justify your figures whenever possible.

“How much would you expect to pay for a system that enabled you to

lose weight quickly and easily, without having to rely on 'willpower'?

Quite frankly, many of my clients were paying me thousands of dollars to help them lose weight... so even if I charged just \$497 (which I'm not), I think that would still be exceptional value."

- **Justify your lower pricing decision.** What *could* you price it at, and why didn't you? Did you want to make it easily available to the masses? Did you want to suck it to the "enemy" by exposing their secrets at such a low price? It's no good to say, "Hey... I could have priced it at \$997, but instead I'll give it to you for \$17." That just sounds ridiculous, and makes the higher figure sound "pie in the sky". Always have a good reason for the difference between what you *could* sell it for, and what you *are* selling it for.

"I asked the advice of a couple of other copywriters, and they said **Emergency Copywriting** was easily worth \$1,000 or more and recommended that I charge no less than \$197... after all, they pointed out, it's practically a "crash course" on copywriting!

Plus, there was a certain element of self-interest. They didn't want some of the techniques I reveal in this book reaching the masses. We copywriters need our trade secrets!

However, chances are the people who need this the most might find that \$1000 or even \$197 to be a serious barrier to buying. I want to give you the best opportunity of succeeding with your own product, which is why I decided to price it much lower."

Your aim here is to write a section of copy that builds up the value, justifies what you *could* charge for it (but aren't going to) and leads up to the actual price. All the while you want to build anticipation for what they really want at this stage, which is the actual price. To do this, you could use phrases like...

"...but you're not going to pay anywhere near that."

"...but no, that's not the price."

"I'm only asking a fraction of that."

"I think you'll be pleasantly surprised."

INTRODUCING THE PRICE

Only once you've helped the reader to fully understand the *value* they're getting from your product, are you ready to introduce the price. You'll be pleased to know, that's simple enough... just tell them the price!

At the same time, help them to put your price into perspective. \$97 might seem like a lot of money to the prospect without all the build up, but now that you've built the value and desire, surely it's almost nothing, compared to the lifetime of benefits they'll get from your product. Besides, the amount you're asking is really just the price of a couple of concert tickets, or maybe a couple of meals at a fancy restaurant. It's an investment in themselves, rather than a disposable purchase which can be forgotten tomorrow.

If your product can help them increase their income or sales, compare the price to the kind of income boost they might typically expect over a period of time, i.e. 6 months or a year. If you can make them substantially more savings than the price of the product, point that out to them. Here's a couple of examples of introducing the price:

- “The price of this product is just \$97, which is nothing compared to the lifetime of value you'll get from it.

You'll be able to refer back to it time and time again, and unlike most products that go out of date within a few months, the techniques you'll learn here will work years from now. This is an investment in your business that will pay you back multiple times.”

- “I decided to price this product at just \$47, because I wanted you to have the opportunity to grab it right now.

\$47 is just a drop in the ocean compared to the benefits you'll receive. Let's say you only make a *fraction* of the money I made from this system... say, just \$500 a month... that's TEN TIMES what you paid for it... and this could be coming in to you as repeat income... month in, month out!”

- “You can download this complete system for only \$67. Just think... you're getting all this massive value for the price of a meal for two at a fancy restaurant! Would you rather splash out on a couple of meals that are forgotten a few days later... or get your problems sorted out right now, and benefit for the rest of your life? It's really a no-brainer.”

Remember, your ultimate aim in this section is to make the price sound like an almost unbelievable, too-good-to-miss bargain. What you're basically saying is: *Look... you're getting all this massive value... for this low, low price! It's practically a no-brainer... so buy now!*

Should you put the price in bold? I would suggest, No. The reason is simple. Unless the price is very low, you don't want to draw attention to it. You don't really want the skimmer to find it easily and evaluate your product on price alone. If you don't go out of your way to highlight the price, the skimmer will have to work to find it, and hopefully they'll get hooked back into the copy by one of your intriguing subheadlines (which we'll talk about later on), rather than finding the price. You don't necessarily have to *hide* the price, just don't go making it stand out either.

STACKING BONUSES

You might have bonuses that you want to include. You could talk about them any time after you've introduced the main product. So after the bullet points, you could have a section pitching each of your bonuses. However, I usually prefer to include bonuses after I've introduced the price. This is a more natural location, because hopefully they're just about sold on your main product at this point. The bonuses can tip prospects over the edge.

If the bonuses are of good quality, you could stack them in as part of your product “offer”. In other words, instead of pitching them as “bonuses” (which people tend to treat as less valuable), include them in your whole product “package”.

You could say something like this: “**And that's not all... if you order right now, I'm also going to add the following two reports to your package...**”

Make sure you pitch the practical value of each bonus to the prospect. Tell them why it's of benefit to them. Maybe you could include a small selection of bullet points pitching its benefits.

Attach a dollar value to it. If possible, justify why you've used that dollar value. Saying, “Bonus report, \$27 value” isn't anywhere near as compelling as saying, “**Just a few years ago I sold this report for \$27. Since then, I've revamped it and decided to include it in this package, which nicely complements the main product. With a \$27 value, it's now yours FREE when you place your order.**”

ACTION STEPS

Write a section of copy that builds the value, introduces the price of your product, and that stacks the bonuses where appropriate.

18. How To Use A Strong Guarantee To Clinch The Sale

Having a strong guarantee is an important part of doing business, especially online. It's the ultimate form of proof that you believe in your product and stand behind it.

After you've given the product's price, and perhaps stacked additional bonuses on top, your guarantee is the ultimate way of clinching their business. In effect, you're saying to them that they can try out your product completely risk free!

Your “guarantee” section of copy doesn't have to be complicated. Simply tell them what your guarantee is. Keep in mind that a strong guarantee is also a major benefit, so don't be shy in proclaiming your confidence in it. “Satisfaction guaranteed or your money back” doesn't really sound like much of a guarantee. Here's an example of the kind of wording I'd recommend:

“But it gets better. I really believe in this product, and I'm confident you'll get results.

That's why I'm willing to put my money where my mouth is. I'm willing to offer you a **completely no risk, no questions asked, 100% money-back guarantee.**

If you don't believe this product is worth TEN TIMES what you paid for it... or you're not happy with it for any reason... I'll refund 100% of your money, no questions asked... anytime within 90 days of your purchase today.

In other words, there is no risk on you whatsoever. I'm taking all of the risk... and all of the responsibility... for you.”

You could also display your guarantee in the form of a fancy certificate; but ultimately, make it clear that they have absolutely nothing to lose from their purchase (because you're taking all of the risk) and everything to gain.

ACTION STEPS

Write a section of copy that presents your guarantee.

19. Time To Buy: Closing The Deal, And The Call To Action

By this stage you've built the prospect's desire to its peak, and you've offered an iron-clad guarantee that proves your product is the real deal, and if they're not happy, they can get their money back.

Even at this point, they might still have that final hesitation about buying. This is the moment they actually have to make the decision to buy, and it's easy to get cold feet here. After all, *not* buying is easy. They just don't buy! Buying, on the other hand, means making a mental decision to say, “Yes”... to hit the “Buy Now” button, to go through the order process (which might involve having to find their credit card and type in their details), perhaps download or wait for the product, go through and apply it – much more effort involved!

That's why, after introducing the price and the guarantee, I like to write a section of copy which I call “closing the deal”. This is where you overcome any last minute hesitation or doubts. Reassure them that they're doing the right thing. Remind them of the ultimate benefits they could get from your product. If your product has unique aspects that are beneficial to the prospect, remind them of the benefits of these. Gently hint at the consequences of not getting their problem sorted right now. Make your strongest logical appeal for them to buy now. If you haven't already done so, make sure you also answer any questions they might have, that they need to know the answer to before they

will buy.

This section is really just a recap of all the best reasons to buy *now*, rather than later (or not at all). Remember to weave in those “human motivators”. If your prospects have read this far, then every additional motivator you employ could make the difference between a sale, and no sale.

“At last, here's a weight loss system that doesn't require “willpower”. This is what you've been looking for all this time.

Just imagine having the figure you've always wanted; a new, slimmer, sexier you... that gets heads turning and your friends looking in admiration (and perhaps a bit of jealousy).

If you don't get this problem sorted right now, what's going to change? Nothing. You'll still be the same weight, and the mirror won't be your friend. Maybe you'll struggle every so often with those “diets”... and, like most people, you'll fail.

Listen. It doesn't have to be like this. You deserve better. It's time to make a REAL change and get your weight loss problem sorted out once and for all. This is your opportunity to do so, right here... right now.

It's easy to make excuses, but deep down you know that you really want this. You want to lose weight quickly and easily, and you want the figure to prove it!

So the right time is NOW. Let's get you slim... and fast.”

Finally, you're ready for what copywriters call the “call to action”. This is where you tell them to take action, in this case to go ahead and buy! Just before doing this, I recommend telling them specifically how to order, what happens once they hit the “Buy Now” button and how they get their product, the format of the product... and then I would tell them to go ahead and click the “Buy Now” or “Add To Cart” button.

“Click the “Buy Now” button below. You'll be taken to our secure payment processor where you can pay, and then you'll be taken to a page where you'll be able to download the program onto your computer.

So go ahead... click the button below to place your order and begin

downloading, and I'll speak to you again in just a few minutes:"

It may be a good idea to have multiple "Buy Now "buttons throughout your sales letter after you've introduced the product. For example, you could have one right after your bullet points, for those who are sold by the bullets and want to order right away. You might put another one just after the section where you introduce the price, for those who like the price and don't need any further convincing.

ACTION STEPS

Write a section that closes the deal and asks for the order.

20. Your Last Chance: The Signature And P.S.

We often call online sales pitches "sales letters", because they follow a similar format to physical letters sent out by direct mail marketing companies. These companies spent millions of dollars testing their campaigns to find the best formats that worked for them, and so when we write an online sales letter, we're really following many of the conventions used by the direct mail companies.

One of those conventions is ending the letter with a signature, and a P.S. The signature gave the letter a personal touch, making it more likely to be read, and the marketing companies also found that the P.S. tended to be one of the earliest parts of the letter to be read. That's because people would open the letter, scan perhaps the headline and introduction, and then skip to the end to find out who was writing to them. The P.S. would therefore get noticed early on, because it immediately followed the signature.

Things work a little differently online. Readers aren't opening a letter, and they can't just flip the letter over to find out who wrote it. They have to scroll down instead. Still, there's a strong possibility they may read the P.S. early on,

simply because they might scroll down to find a price, or to find an answer to their question, or to find out who wrote the letter.

We call these people *skimmers*. They're skimming the letter to get the gist of it, or to find a specific piece of information such as the price. Now, in reality, the majority of your prospects might be skimmers at some point. No matter how compelling you make your sales letter, there's no guarantee your prospects will read every word. Some readers will skip some parts, and some may skim right down to the price early on. You can't altogether stop this process, but there are things you can do to take advantage of this natural tendency to skim. For one, you can write intriguing subheadlines that pull them back into the copy. (We'll talk about these in the next chapter.)

For those who scroll down to the bottom, you can also write a P.S. that makes a final appeal to those who did read your letter in full, and also encourages skimmers to go back and read the copy.

I don't recommend mentioning the price in the P.S. That would make it too easy for skimmers. Instead, you could mention the biggest benefits of the product, and briefly explain that you're going to solve their pressing problems and satisfy their burning desires if they read the letter. You could use the P.S. to answer a major objection, and to give the prospect one final nudge to buy. For the benefit of skimmers, leave them with important questions in their mind that they can only get answered if they read the copy. Use it as a kind of summary of the sales letter, but in such a way that it forces skimmers to go back into the copy to find out what the fuss is about.

Here's an example:

PS: In this letter I've shown you exactly how you can lose weight quickly and easily, without the need of "willpower" which stops most people from getting the slim figure they desire.

I've shown you the FOUR SECRETS the weight loss industry doesn't want you to know, that's holding you back from losing weight... and I've shown you the THREE KEYS to a slim figure (without which, your slimming efforts will be a total waste of time).

And I've given you the perfect solution to getting slim in super-fast time, without "willpower" and without enduring those diets you can never stick

to. Take advantage of my offer before it expires.

Notice I point out that I've shown them a solution to their problems, which compels the skimmer to go back and read the letter. I refer to “the four secrets the weight loss industry doesn't want you to know”, and the “three keys to a slim figure”, which builds curiosity in the skimmer, if they don't know what those things are.

PS: Don't make your PS. too long. It's supposed to be a final afterthought! Two or three paragraphs is fine, but if it becomes too long, it blends into the copy and won't stand out to skimmers.

ACTION STEPS

Write a PS. for your sales letter.

21. How To Write Subheadlines That Stop Skimmers In Their Tracks And Force Them, Kicking And Screaming, Back Into Your Copy

A sales letter needs to be broken up into smaller sections, otherwise it looks too long. We use *subheadlines* to do this, which are basically smaller headlines within the sales letter.

Another very important reason for including subheadlines is to halt skimmers in their tracks. You want to create subheadlines that pull skimmers back into the copy out of sheer curiosity, and motivate readers to keep on reading your copy.

If you're new to writing sales pitches, I recommend writing all of the copy first (or at least a first draft), and then adding subheadlines afterwards. This allows you to get into the flow of writing the copy, and then you can extract the main

thoughts and turn them into subheadlines.

Use the same principles as writing headlines. Use each subheadline to “sell” the reader on reading the next section. Give them a compelling reason to read it. Use your subheadlines to point to what you're about to say, without giving away the details. Build anticipation for the next section . Here are some examples of subheadlines that do this:

What She Said Next Literally Blew Me Away...

Here's What The Weight Loss Industry Aren't Telling You...

**The Shocking Discovery That Changed
“The Dating Game” Forever...**

How To Make A Good First Impression

The Reason You're Struggling In Business...

What Happened Next Sent A Shudder Down My Spine...

Aim to make each subheadline relevant to the prospect. If your prospect were to read a headline in isolation, would they care about the message? Would it suck them into the copy? If not, write a better subheadline.

For example, the last one in the examples above might build anticipation, but it doesn't really answer the question of why the prospect should care about that. We can change it so we provide the prospect with a reason to keep reading:

**What Happened Next Sent A Shudder Down My Spine, As I Realized
I'd Been Duped By The Weight Loss Industry...**

Now the prospect cares, because they want to know how you'd been “duped by the weight loss industry”, so *they* can avoid the same fate.

Subheadlines should follow a specific format. You should use a **bold** font and align them to the center of the page. You should capitalize the first letter of every word. I also recommend using a dark red or green font for subheadlines, to make them stand out.

Use subheadlines at least once every couple of pages of copy, except between

your bullet points. At earlier stages in your copy you can use them to break up the copy and to build anticipation. After you've introduced your product, you can use subheadlines to introduce the remaining sections, such as the bullet points, the section on value and price, and the one where you close the deal. Here are some example subheadlines you can adapt for these sections.

For the bullet points...

Here's What's Inside The Product...

For the section on building their desire to its peak...

Here's Why You Need This...

For the section on value and price...

OK, So You're Probably Wondering... What's The Cost?

For closing the deal...

Now It's Decision Time.

For earlier parts of the copy, you could extract specific anticipation building sentences from your copy and turn it into a subheadline.

OK, let's take the fragment of copy I wrote in Chapter 13...

If you answered “Yes” to any of the above, then you need to read every word of what I'm about to tell you very carefully.

I have both GOOD and BAD NEWS for you.

The bad news is that society, the media, and even well-meaning friends and family have “programmed” you for failure.

You've been bombarded with rich and handsome celebrities who seem to be able to get hot women at the drop of a hat...

...and at the same time, well-meaning friends and family have given you basically useless advice like “Be confident...” and “Just be yourself”. (I'll explain why these pieces of advice are useless in just a moment.)

No wonder so many men struggle with this thing we call “women and dating”!

Your head has been filled with BAD advice and impossible role models from the moment you first noticed the opposite sex!

That's the bad news. But I have some WONDERFUL NEWS for you...

The good news is, I'm about to share with you how you can “dump” all of that useless programming...

...and turn yourself, almost instantly, into the kind of man that *naturally* attracts women... and is *attractive to women*... almost effortlessly.

Truth is, it isn't really about looks, height, money... or any of the things “society” and “the media” say it is.

If I were writing this sales letter in full, I might turn the “good news and bad news” line into a subheadline (because it's relevant to the prospect and gets their attention), and maybe the “...and turn yourself, almost instantly” line into a “How to...” subheadline, which promises useful information to the prospect. Here's what it would look like with these new subheadlines:

If you answered “Yes” to any of the above, then you need to read every word of what I'm about to tell you very carefully.

I Have Both GOOD And BAD NEWS For You.

The bad news is that society, the media, and even well-meaning friends and family have “programmed” you for failure.

You've been bombarded with rich and handsome celebrities who seem to be able to get hot women at the drop of a hat...

...and at the same time, well-meaning friends and family have given you basically useless advice like “Be confident...” and “Just be yourself”. (I'll explain why these pieces of advice are useless in just a moment.)

No wonder so many men struggle with this thing we call “women and dating”!

Your head has been filled with BAD advice and impossible role models from the moment you first noticed the opposite sex!

That's the bad news. But I have some WONDERFUL NEWS for you...

The good news is, I'm about to share with you how you can “dump” all of that useless programming...

How To Turn Yourself... Almost Instantly... Into The Kind Of Man That Naturally Attracts Women... And Is Attractive To Women (Almost Effortlessly)

Truth is, it isn't really about looks, height, money... or any of the things “society” and “the media” say it is.

As you can see, I didn't even need to write additional copy here, I simply transformed a couple of sentences into subheadlines! A typical prospect, who is interested in the subject and might be skimming the sales letter, will hopefully see one of these subheadlines and get drawn back into the copy.

For subheadlines, I tend to pick sentences that offer some immediate incentive

to the prospect for reading that section. The “I Have Both Good News And Bad News For You” subheadline promises to reveal what the good and bad news is, and the “How To Turn Yourself...” subheadline promises to reveal how they can turn themselves into the kind of man that attracts women. They both make immediate promises which are delivered in the section of copy that follows each subheadline.

ACTION STEPS

Put what you've written together into a sales letter, and break it up with subheadlines.

22. How And Where To Use Testimonials To Help Sell Your Product

If you've ever seen a sales letter, you're probably familiar with the concept of testimonials. Basically, they are statements from customers that endorse the product, and might look something like this:

“Paul's product is utterly brilliant. In the first month it has saved me over \$3k, and I've already added an additional \$5,467 of revenue just by using a fraction of the techniques he shares in this course. Highly recommended.” - Joe Bloggs, Michigan

We use testimonials in sales letters to add to the *proof* that the product can deliver results. You can boast about your own product all you like, but prospects are always going to be skeptical of your own boasts. After all, you're bound to say your own product is wonderful!

However, endorsements from your customers are much more effective. They represent people not directly connected to you or your company, who think your product is great.

Where should you put the testimonials? There are basically three different

things you can do with them:

- **Put them in a “Here's What Our Customers Are Saying...” section.**

You can have a section of copy devoted to the testimonials. If you're going to do this, in my opinion the most natural place for them would be after the bullet points and the section building the reader's desire to its peak.

- **Scatter them throughout the sales letter.**

If you'd rather not have a whole section devoted to testimonials, you can scatter them throughout the sales letter. Bear in mind that once prospects see a testimonial, it's an indication that you're selling something. So if you don't want to reveal this fact until you've introduced the product, don't use testimonials before then.

- **Use them to prove specific assertions.**

If you've made a specific claim in your copy, you could immediately follow it with a testimonial that proves or supports your claim. For example:

“Using my **Quick Sales Booster** technique, it's possible to increase your sales by over 15% in just a few short weeks.

One of my customers recently used this technique, and here's what happened:

“Using the Sales Booster method that Paul teaches, I was surprised to get a rush of new customers in the first week. Three weeks later my sales had gone up by over 20%. I was pretty happy!” - John Smith, MyWebSite.com

How many testimonials should you use? It's up to you. I tend to go with about 7 to 15 good ones.

What is a “good” testimonial? Ideally, you want testimonials that talk about specific results, and that prove the product solved the customer's problem. You also want to get as name specific as possible. Consider these two testimonials:

- “It's a great product... I love it!” - Joe M, California
- “This product has saved my company hours of endless frustration, and we've improved our productivity at least 10% over the past few months. I'm seriously hoping our competitors don't find out about this great product!” - Joe Makeshift, CEO of SomeNiceCompany.com

I hope you'll agree that the second one is more effective. It mentions specific results, and the person has a full name and website.

You can enhance the effectiveness of your testimonials even more by using pictures of the person next to their comments, and by using well-known and reputable people in your industry.

If you haven't yet got any testimonials, I'd strongly urge you to get some. You can get comments about your product simply by sending out free copies to a select number of people. However, if you do this, don't call them “customers” because technically they're not. You could still say something like, “Here's What People Are Saying About My Product”.

ACTION STEPS

Add testimonials to your copy whenever appropriate.

23. Editing Your Copy

Copywriters usually write several drafts of a sales letter, as they refine and edit what they write. This might mean chopping out whole sentences and paragraphs, re-writing some of them, inserting additional material, and clarifying some of the thoughts and ideas that are shared with the reader.

Chances are, what you've written so far may need editing, in order to polish it up and get it ready for presentation to your target audience. Go through the guidelines I gave you in Chapter 11, and make sure all of your copy follows them. Here's a brief reminder of those guidelines...

- Keep it personal.
- Keep it simple.
- Lose “fluff” words and phrases.
- Speak to your prospects at their level, in their language, using everyday words.
- Put clarity over grammar.
- Speak to the things that matter to them in relation to the product you're selling.
- Keep it in the five senses.
- Don't try to be clever.
- Short sentences are fine.
- Don't write long-winded sentences and paragraphs.
- Write with “So what?” in mind.
- Establish your points, but don't beat them to death.
- Avoid ambiguity.

Ultimately you want to aim for simplicity and clarity. Think back to the concept of the “slippery slide”. You want to make it as easy as possible for the reader to read your words and sentences, have the thoughts and ideas slip into their mind and really connect and agree with those thoughts.

Every time you use a word they don't understand, a phrase or sentence that doesn't make sense, or is ambiguous, or that goes over their head, or is too long and boring... you risk interrupting that slippery slide and thus losing the sale. Keep what you write simple, clear, and easy to read.

Don't aim for perfection. There is no such thing as perfect copy. If you were to give your product to every copywriter in the world, and ask them to write a sales letter for it, they would *all* write something different. That's because there are many different ways of making the same point, expressing the same thought, and building a strong case for your product.

Spicing It Up

As far as possible, you also want to make your copy *exciting*. “I have something to tell you that may impact you quite a lot” may get their attention, but it sounds fairly sterile. Get their heart pounding, their blood boiling, their hands a little sweaty. “I'm about to tell you something that will probably get you very angry... but hey... don't shoot the messenger. It's going to shake your world to its very core. You won't look at the world in the same way again...”

Use words and phrases that pack an emotional punch, especially when describing your feelings in the context of stories, or in describing results and consequences. “I felt humiliated... defeated.... helpless.” “It felt like I’d won the lottery.” “It was like a hammer blow to the head.”

Think of some of the words that describe extreme emotional states, both positive and negative: humiliated, helpless, terrified, shocked, gutted, exposed, devastated, ecstatic, blissful, amazed, beautiful, calm, relaxed. Where appropriate, allow your readers to experience some of those emotions, through your use of words that carry an emotional charge.

Instead of a “powerful technique”, maybe you could describe (with perhaps a bit of an exaggeration) what it could do, i.e. instead of “a powerful technique for getting the edge over your competitors”, it could be “a technique that will have your competitors quaking in their boots.”

Using Emphasis

Occasionally you'll want to use formatting like **bold**, *italics*, underlining, CAPITALS, color and highlighting to emphasize key points, words and sentences in your sales letter.

Use these sparingly. If you emphasize too many words, you'll simply make your sales letter look like a mess. I recommend emphasizing only your most important points using bold, capitals underlining or highlighting, plus occasionally using italics or capitals to put emphasis on words that you'd naturally emphasize if you were reading the letter out loud.

Notice how I did this in a sample of copy I gave earlier on:

“It took me YEARS to develop the insights and tactics I'm sharing with you in this product.

During that time I must have spent *thousands of dollars* paying for drinks, meals and other stuff that resulted in nice dates, but very little else for me...

...until I realized I was just *buying* my way into her heart (and not very effectively). I want to save you all that money, by showing you the REAL things that will win her heart, without it costing you a small fortune...”

I emphasized the word “YEARS” because I wanted readers to realize it took me a long time to “develop the insights and tactics”; “*thousands of dollars*” because that is the important point I'm trying to make; “*buying* my way into her heart” because that word (buying) is the word I'd want emphasized if I

were reading this out loud; “the REAL things” because I want to imply that the things the prospect might currently be doing aren't “real”.

Question: *How do I put my sales letter onto the Internet?*

First of all, you'll need to put your sales letter into HTML format, which is the format of a typical web page. You may be able to find free sales letter templates on the Internet, which provide the basic design for your sales letter. (Do a search on Google for *sales letter templates*).

You can then edit your chosen template in a HTML editor. (Kompozer is a fairly good HTML editor that is also free.) Finally, you'll need to upload your sales letter in HTML format onto the Internet. While the technical details on how to upload a web page is beyond the scope of this book, you can find tutorials on how to do this on the Internet.

Many graphical designers (especially the ones who design ecovers) are often willing to design sales letter templates as well, so you could perhaps get a sales letter template designed at the same time as your ecover.

Alternatively, there are also lots of sales letter templates available for Wordpress. Wordpress is often used as a blogging platform, but many smart designers have created sales letter templates for it. Do a search for *sales letter templates wordpress* for more information.

ACTION STEPS

Edit your copy so that it is ready for publication, and then put it into HTML format to be uploaded to the Internet.

24. Conclusion

In this book I've shared with you everything you need to create a powerful sales letter from scratch. I've shown you...

- how to get started, by creating a powerful headline that sucks in readers, and seven ways to begin your sales letter effectively
- how to build a convincing case for your product, that primes readers to see your solution as the best one for them
- how to put the features and benefits of the product in the form of enticing bullet points, and how to take your reader's desire for your product to its peak
- how to introduce the product, the price, build up the value, and close the deal.

If you ever get stuck, think first of all about the thoughts and ideas you want to convey, and the points you want to make. (That is why I encourage you to create a Roadmap first, because it will tell you what points should come next.)

Then think about how you can make that point. Do you have an anecdote you could share? Could you describe a hypothetical situation the reader might potentially face? Can you share some deeper insights with them to make the point? Maybe they just need some straight talk from someone (that would be *you*) who can see their problems from a better perspective.

Finally, keep in mind the “five roadmap goals” I discussed in Chapter 10. They should guide everything you write – so if you're not sure what to write next, take a look at which of the five goals you haven't yet achieved. Your sales letter is incomplete unless it achieves all of the five goals in some way.

I believe I've delivered great value for money for you in this book. For example, just in the chapter on my “Human Motivation Machine”, I've given you an intense “crash course” on human psychology in a buying context, and each motivator you use in your copy has the potential to boost sales.

You can also use this book not just right now, but also for many years to come, because the copywriting principles I've shared with you will remain essentially the same even five or ten years from now. (Sure, when the robots take over, and you're selling to a predominantly cyborg population... we might have to

rethink some of these principles... but I think we're safe for a few more decades!)

Of course, even if you decide to hire a copywriter at some point, you can use this book as an indication of whether your copywriter did a good job or not.

Thank you for reading **Emergency Copywriting**... and now, what are you waiting for?

Get selling!

For more information on resale licenses for this product, please contact me at mycopycoach@googlemail.com