

**FROM THIS...**

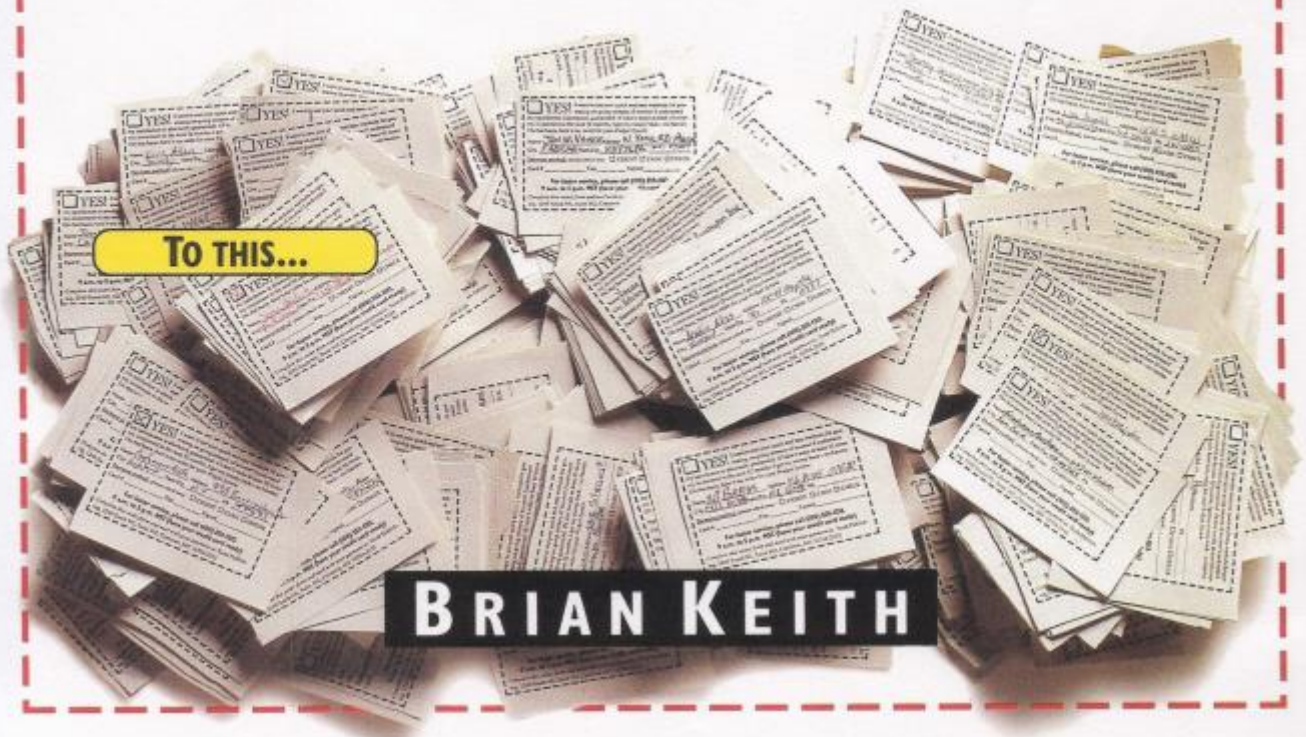


# AD. MAGIC

The Complete Guide To Creating Hot Ads & Sales Letters That Work

Turn ads that waste money into ones that make money  
True step-by-step system for writing powerful ads that sell  
Double, even quadruple, your results

**TO THIS...**



**BRIAN KEITH**

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## Dedication

I dedicate this book to my dear children, Karson, Joshua, McKay and my darling daughter Angela, who truly is an Angel; my Dear Mother who raised me to “be a good boy”, and to all those advertising and marketing legends whose shoulders I stand upon – my success wouldn’t even be a possibility without their bold-thinking, action-taking and generous sharing... long before I ever knew what a pencil was... God bless them all.

## Acknowledgments

Many people have played an important part in this book coming to pass. All of the great advertising minds of the past who really know what “accountable” advertising is have blessed my life in so many ways, I could never begin to repay. It is to those whom have paved the way for me to make a wonderful living for my family, and to those who are my friends, I would like to acknowledge: Frank “a legend in his own mind” Kern, Gary Bencivenga, Gary Halbert, Clayton Makepeace, Harlan Kilstein, the Mysterious “David Harper” a.k.a. Millard Grubb, Ted Nicholas, Jay Abraham, Robert Allen, David Duetsch, David Ogilvy, Victor Schwab, John Caples, Bill Meyers, Michael Kimball, Yanik Silver, Tony Flores, Joseph Sugarman, Dan Kennedy, Bob Bly, Claude Hopkins, Ben Suarez, Jerry Buchanan, Dan Kennedy, David Garfinkel, Bob Serling, and last, but not least, Mr. John Jams who inspired me to jump in and create this book. Without his encouragement, friendship, and belief in me, I doubt this book would ever have become a reality.

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# Advertising Magic

## The Complete Guide to Creating Hot Ads & Sales Letters that Work Like Magic!

### TABLE OF CONTENTS

INTRODUCTION TO ADVERTISING MAGIC .....	13
A CRITICAL PREFACE .....	15
<b><u>SECTION ONE</u></b> .....	<b>16</b>
<b>CHAPTER ONE</b> .....	<b>16</b>
Gearing Up to Create Money-Making Ad Copy .....	17
Introduction to Section One.....	17
<b>The Basics of Marketing You Must Know For Profiting In Your Business With Advertising..</b>	<b>19</b>
Success Step One: Focus on Buyer Benefits, Not Product Features.....	20
Know Where Your Prospects Are, How Many There Are, and How to Reach Them .....	21
Knowing & Understanding Your Competition.....	23
Understand the Frustrations & Problems of Your Prospects, & How Your Benefits Solve Them.....	24
Avoid Using Expensive Advertising – Always Use Less Expensive Options .....	28
Create “Client-Focused” Advertising Materials .....	28
<u>Always</u> Ask for the Sale – or for the Next Step in the Sales Process .....	29
The Secret of Marketing Success Is Persistence.....	30
Conclusion.....	31
<b>CHAPTER TWO</b> .....	<b>32</b>
<b>Advertising Madness: The 12 Reasons Why Most Ads Fall on Their Face, Costing You a Fortune Instead of Making You the Money You Deserve!</b> .....	<b>32</b>
Introduction.....	32
The 12 Reasons Why Most Ads Fall On Their Face, Costing You A Fortune Instead of Making You The Money You Deserve!.....	33
1) You Think You Need to (or You Already Do) Use “Image” Or “Institutional” Advertising Instead Of Direct Response Advertising .....	34
2) You Offer No Unique Benefit That Will Attract Prospects To You & Not Your Competition ....	38
3) You Don’t Use Powerful Headlines To Stop Your Prospects Dead In Their Tracks And Pull Them In To The Rest Of The Ad .....	38
4) You Don’t Tell Your Prospect What’s In Your Offer For Him – Instead, You Focus On You, Your Business, And What You’re Selling! .....	39
5) You Don’t Talk Directly To Your Prospect In A Conversational Tone, Using Specific Facts, Numbers, Quotes, and Details to Convince & to Motivate .....	41
6) You Don’t Open-Up With Your Prospects Problems & Frustrations .....	45

7) Your Ads Are Too Boring To Motivate Anyone To Do Anything – They Don’t Use Energetic, Exciting Action Words; They Have No Passion! .....	45
8) You’re Scared to Create Ads That Have a Lot of Copy – Instead, You Leave All the Compelling Benefits Out For Sake of Your “Image” .....	46
9) You Don’t Use Specific Numbers, Results, And Testimonials .....	46
10) You Don’t Tell Your Prospect In Precise, Step-By-Step Detail, What He Has To Do To Take The Next Step In Your Sales Process to Get the Benefit He Wants; Nor Do You Offer Him a Compelling Reason To Respond To Your Offer NOW! .....	49
11) You Don’t Look At Advertising, Sales, and Marketing As A Unified, Synergistic Team Of Money- Making Tools and Strategies – Instead, You See Them As Separate Functions, With Separate Goals .....	54
12) You Focus On Your Credentials Instead of Focusing On What Your Credentials Can Do For Your Prospect .....	54
Conclusion to Advertising Madness: The 12 Reasons Why Most Ads Fall on Their Face, Costing You a Fortune Instead of Making You The Money You Deserve .....	
55	
<b>CHAPTER THREE</b> .....	57
<b>Today’s Missing, Magic Ingredient Which Will Almost Guarantee Your Success as an Advertiser</b> .....	57
<b>CHAPTER FOUR</b> .....	63
<b>Ad Writing Primer: The Basics Of Writing Winning Ads That Sell NOW!</b> .....	63
INTRODUCTION .....	63
Typical Mistakes That You Must Avoid So That You Can Write Powerful, Motivating Copy .....	64
Transforming Your Features Into Benefits That Will make Your Prospect Buy From You NOW ..	65
Here Are The Steps For Turning Features Into Benefits:.....	66
Transforming What You’ve Done In the Past, and For Other Clients Into Compelling Benefits ..	67
Rules For Writing Copy That Motivates Your Prospect To Respond NOW .....	68
Break all the rules your English teacher told you to keep! .....	69
Always Lead With Prospect Benefits, & Follow With Product Or Service Features .....	70
<b>CHAPTER FIVE</b> .....	72
<b>Motivation Magic: What You Need to Know to Motivate Your Prospects to Take the Action You Desire!!!</b> .....	72
INTRODUCTION .....	72
Appealing to a Huge Benefit to Motivate Your Prospect .....	76
Appealing to Your Prospects Frustrations .....	78
Appealing to Your Prospects Anxieties or Pain .....	78
Don’t Sell to Needs, Sell to Wants .....	80
Getting Your Prospects to See Themselves Enjoying the Benefits of Using What You’re Selling	81

Make Them Feel the Anguish of Not Getting Your Product or Service .....	81
Conclusion to Motivation Magic .....	82
<b>CHAPTER SIX .....</b>	<b>83</b>
<b>Research Magic: Your Foundation to Advertising Success .....</b>	<b>83</b>
Discovering All Of The Inside Information You Need To Be Able To Press Your Prospect’s Hot Buttons HARD, & Get Them To Take The Action You Want! .....	83
Successful Advertising Starts With Research .....	83
Finding Out Exactly Who Your Target Market Is If You’re Already In Business .....	83
Finding Out Exactly Who Your Target Market Is If You’re NOT In Business Yet .....	86
Specific Techniques for Finding Out All You Can About Your Target Market .....	86
Getting To Know You .....	87
Researching For Motivations .....	91
What Are Your Prospect’s Most Powerful Anxieties & Frustrations? .....	91
Using your Prospects Hopes, Dreams, & Aspirations to Motivate Action! .....	98
Recap: More On Research, & The Importance of Knowing Your Prospect .....	99
Purposeful Advertising .....	99
Step by Step to Advertisements That Sell! .....	100
Who Are You Talking To? “Who Am I Selling To? .....	100
What Action Do You Want Your Prospect To Take As A Result Of This Ad? .....	102
What Does My Prospect Get When They Do Take Action? .....	103
Why Should Your Prospect Act NOW? Do You Have A Compelling Offer That Gets Them to Act NOW! .....	104
Getting Testimonials That Will Motivate Your Prospects To Do Business With You, Instead Of Your Competition.....	105
“What is most important to my prospect? .....	106
One More Idea For Uncovering Ideas That Will Work For You .....	106
Conclusion to Research Magic: Discovering All Of The Inside Information You Need To Be Able To Press Your Prospect’s Hot Buttons HARD, & Get Them To Take The Action You Want!.....	107
<b>CHAPTER SEVEN.....</b>	<b>108</b>
<b>Benefit Magic: The “Meat’n Tators” of Winning Advertising Revealed!!! .....</b>	<b>108</b>
Specific Benefits Sell – General Benefits Don’t .....	109
Using Your Competition to Prove Specific Benefits .....	110
Make It Clear... and Never Assume Anything .....	110
Conclusion to Benefit Magic: The “Meat’n Tators” of Winning Advertising Revealed!!! .....	114
<b>CHAPTER EIGHT .....</b>	<b>115</b>
Offer Magic: “Make Me An Offer I Can’t Refuse and I’ll Give You My Wallet and My Wife! 115	

Creating Offers That Make Your Prospects Stand-Up & Take Action NOW!.....	116
Remember to Motivate your Prospects to Take Action Now! .....	120
Be As Irresistible As You Possibly Can .....	121
Make Your Offer As Risk-Free As You Can Possibly Make It .....	122
Why Bury Your Offer On the Last Page of Your Sales Letter? If It's So Powerful & Compelling, Why Not Put It Up-Front, Right Where Your Prospect Can't Possibly Miss It? .....	123
Offer A Powerful Guarantee .....	123
Conclusion on Offers .....	124
The Elements of a Winning Order Form .....	124
1) A Compelling Headline .....	125
2) A Powerful, No-Risk Offer .....	126
3) A Powerful, No-Risk Guarantee .....	127
4) The Call To Action .....	128
5) The Buyers Information Block .....	129
8) Graphics, Layout, & Printing With Right Color & Paper Stock .....	132
9) Other Bells & Whistles ...../.....	133
More Tips & Pointers For Making Your Order Form Work .....	134
The Best Order Form Format For Your Application .....	135
Here's My "Step-By-Step Procedure For Creating An Effective Order Form: .....	135
Conclusion On How to Create Winning Order Forms .....	136
<b>CHAPTER NINE ..... 138 Magical Openings: How to Start your Ads &amp; Sales Letters to Get Your Prospect's Attention!!! .....</b>	<b>138</b>
What Else Do Headlines Do .....	140
Tips and Tricks For Creating Powerful Headlines/Openings .....	143
The Best Way To Get Started Writing Headlines .....	147
Brainstorming Winning Headlines .....	147
Powerful Headline Words That Are Proven Effective .....	151
Different Kinds of Headlines .....	153
A Word About Being Specific .....	163
Conclusion to Magical Openings – Keys For Success .....	163
<b>CHAPTER TEN 166 Bullet Magic: How to Make Your Prospects Start Slobbering For The Benefits You Offer, and To Take Action NOW!!! .....</b>	<b>166</b>
The Creation of Bullets .....	167
Winning Bullets .....	167
Bullet Rules .....	170
More Thoughts On Creating Bullets .....	172

Bullet Formulas to Plug Right In to .....	174
How to Format & Layout Your Bullets .....	175
Last Thoughts On Bullets .....	176
<b>CHAPTER ELEVEN 177 Prove it or Lose It! How to Multiply the Pulling-Power of Your Ads and Sales Letters With “Credibility-Boosters” and “Believability-Builders”... or: Getting More Response By Making Your Ads More Believable &amp; Credible .....</b>	<b>177</b>
Making Your Advertising More Believable .....	178
A Step Better .....	183
Conclusion .....	189
<b>CHAPTER TWELVE .....</b>	<b>189</b>
<b>Reason-Why Magic: Tell Me Why &amp; Then I’ll Buy! .....</b>	<b>189</b>
<b>CHAPTER THIRTEEN 194 Testimonial Power: How To Get And Write Testimonials That Will Increase Your Business! .....</b>	<b>194</b>
How to Ask For (and Get) a Winning Testimonial .....	195
Why Bother Getting Testimonials’? .....	195
Who Needs Testimonials? .....	196
Good & Bad Testimonials .....	196
Getting A Testimonial For Every Major Benefit That You Offer .....	197
What A Good Testimonial Will Do For You & Your Prospects .....	198
Getting Good Testimonials Even If You’re Just Starting Out .....	199
Ways To Use Testimonials & A Few More Tips For You To Use .....	199
The Winning Testimonial Formula .....	200
Conclusion On Testimonials .....	201
<b>CHAPTER FOURTEEN 202 Guarantee Magic: How To Create Win-Win Guarantees That Take the Risk From Your Prospect, &amp; Shoot Your Response Through the Roof!! .....</b>	<b>202</b>
Risk Reversal .....	204
Guarantee Strategies That Work .....	206
The Elements of a Money-Making, Risk-Free Guarantee .....	207
Examples of Different Types of Guarantees .....	209
Conclusion .....	210
<b>CHAPTER FIFTEEN 210 The Magic Question Your Prospects Want Answered: “Why Should I Do Business With You Instead of Your Competition? .....</b>	<b>210</b>
Finding Your “Unique Competitive Advantage” and Blending It Into All Your Advertising and Marketing To Boost Immediate and Long-Term Response! .....	211
Formulating Your Own UCA.....	214
Putting Your UCA Down on Paper 217 What To Do If There’s Nothing Unique About My Product, Or How I Do Business?.....	217

Conclusion .....	219
<b>CHAPTER SIXTEEN</b>	<b>218</b>
<b>Word Magic: Using the Proven Magic-Words that Sell, and How They Should Flow In Your Ads &amp; Letters! .....</b>	<b>218</b>
Magical Words .....	220
Words and Phrases That Sell .....	221
Salesmanship in Print .....	225
Remember To Use A Conversational Tone In Your Ads & Sales Letters. Use Easy-to Read Language & Write Your Ads the Way You Talk .....	226
The Magic Phrase Prospects & Customers Love to Hear... <i>YOU GET</i> .....	227
Here's A Powerful Way To Put The Magic Phrase "You Get" To Use For You: .....	228
Creating Conversational Ads & Sales Letters That Clearly Communicate .....	229
Tips For Writing Clear & Exciting, Motivating Copy .....	229
Use Short Sentences, Short Words, and Short Paragraphs! .....	230
Here Are Some Suggestions For Breaking Your Ads Up Into More Readable, Less Intimidating Pieces Of Copy: .....	232
List All Benefits, Prioritize Them, and Present Them .....	233
Use Simple Words .....	233
More Tips For Writing Clear Conversational Ads .....	235
Adding Passion to Your Advertisements Will Increase Your Response .....	236
The Secret I Use To Easily Put Passion Into My Ads .....	238
Creating the Picture In Your Prospect's Mind .....	238
Long Copy vs. Short Copy .....	239
Leading People to a "Close .....	241
Other Tips, Tricks, & Techniques to Use For <u>Creating</u> More Word Magic .....	242
Make Sure You Use The Right Font Style .....	243
Layout Tips .....	243
Sales Letters & Fonts .....	243
Conclusion on Word Magic .....	244
<b>SECTION TWO</b> .....	<b>245</b>
<b>"PUTTING WHAT YOU'VE LEARNED TO WORK IN SPAPE ADS AND SALES LETTERS! ....</b>	<b>245</b>
Introduction to Section Two .....	246
<b>CHAPTER SEVENTEEN</b> .....	<b>245</b>
<b>Space Ad Magic: How to Put All You've Learned Up'til Now Into a Money-Making Space Ad of any Size or Type That Pulls In The Response You're After! .....</b>	<b>245</b>
Introduction .....	247
The Opening of Your Ad .....	254

The Overall Look of Your Ad .....	254
Using Pictures, Illustrations, & Photographs In Space Ads .....	255
Using Graphics In Your Ads .....	256
More Important Things to Consider Regarding Space Ads .....	257
The Ideal Size of Your Ad .....	258
Space Ad Buying Tips .....	259
Other Tips, Tricks, & Hints Concerning Making Money With Space Ads .....	259
Conclusion on Space Ad Magic .....	261
<b>CHAPTER EIGHTEEN .....</b>	<b>260</b>
<b>Sales Letter Magic: How to Put All You’ve Learned Up ‘til Now Into a Money Making Sales Letter That Gets Your Prospects to TAKE ACTION NOW!!! .....</b>	<b>260</b>
More On Sales Letters .....	267
Conclusion to Sales Letter Magic .....	268
<b>CHAPTER NINETEEN .....</b>	<b>268</b>
<b>Mail Magic: The Ten Most Common Direct Mail Advertising Mistakes &amp; How You Can Avoid Them! .....</b>	<b>268</b>
• Pack Your Letter With Prospect-Focused Benefits.....	273
• Motivating copy is “snappy”, and action-oriented .....	273
• Persuasive marketing letters speak directly to your prospect .....	273
• It states and restates a simple but powerful message .....	274
• Design your copy layout to please the eye .....	274
<b>CHAPTER TWENTY .....</b>	<b>278</b>
<b>The Magic Checklists You Need To Help You Create Ads Letters That Sell .....</b>	<b>278</b>
Headline Checklist .....	281
Brochure/Proposal/Fact Sheet/Broad Side Checklist .....	282
<b>CHAPTER TWENTY-ONE .....</b>	<b>285</b>
<b>Tips, Tricks, &amp; Bits to Make Your Ads &amp; Sales Letters Work Better Than You Ever Thought Possible! .....</b>	<b>285</b>
My Bits And Pieces To Remember Every Time You Create An Ad or Sales Letter: .....	288
Conclusion to Bits & Pieces .....	289
<b>CHAPTER TWENTY-TWO .....</b>	<b>290</b>
<b>Self-Motivation Magic: “Motivating Yourself to Creating Successful Ads &amp; Sales Letters! ....</b>	<b>290</b>
<b><u>SECTION FOUR</u> .....</b>	<b>300</b>
A PROVEN AND TESTED SYSTEM FOR CREATING WINNING ADS & SALES LETTERS - FORMULA THAT YOU MUST APPLY TO EVERY AD OR SALES LETTER YOU THE STEP BY STEP CREATE.... PIECES OF THE MOTIVATION PUZZLE ARE NOW IN PLACE!” 300	
<b>CHAPTER TWENTY-THREE .....</b>	<b>298</b>

<b>My System Makes It Simple!</b> .....	298
“Brian’s Process For Creating Hot Ads and Letters That Work. A No-Brainer Step By Step, Proven System That Works .....	301
Part One ..... 303 The guts of my process is what I call my “Copywriting Power Questionnaire”. This questionnaire is, in fact, very powerful. It reveals almost everything I need to know from a client to create hot ads or letters that sell .....	303
Part Two – The Interview Process .....	307
Part Three – My Formula.... How It All Flows Together!... a “Magic” Procedure .....	308
The AICPBSAWN Formula II .....	308
Attention .....	310
Interest & Offer .....	311
Your Offer .....	312
Credibility .....	312
Prove .....	312
Benefits .....	314
Scarcity .....	314
Action .....	317
Wam .....	317
<b>NOW!</b> .....	319
Conclusion to My System .....	319
<b>CONCLUSION To ADVERTISING MAGIC, BUT NOT OUR RELATIONSHIP!</b> .....	<b>319</b>
<u>APPENDIX ONE</u> .....	320
RESOURCES TO FURTHER HELP YOU SUCCEED IN ADVERTISING .....	321
<u>APPENDIX TWO</u> .....	322
SAMPLE SUCCESSFUL ADS & SALES LETTERS FOR YOU TO STUDY & LEARN FROM	323

## **Introduction to Advertising Magic**

It's all too true... businesses are dropping out of business faster than they can be counted. Why is this happening? Simply because most business owners work "in" their business instead of "on" their business. They go into business with a skill, with a talent, or maybe a revolutionary new product... thinking the whole world will beat a path to their door – and it doesn't happen.

Now they're wondering what to do to get business. So they think of advertising. And what kind of advertising do most businesses think or. The kind they see every day. The gutless, unaccountable, fluffiest waste of money they could ever invest in:

### Image Advertising.

And when their cute, clever, and funny Image Ads don't payoff in any way, shape or form, they decide that advertising doesn't work, and they close their doors. It doesn't have to be this way. If your business is on the brink of all this happening, I suggest you immediately *DEVOUR* every word of this book... and do it *NOW!!!* Don't wait one minute longer!!! For this book can save your business.

Making money with advertising doesn't have to be the mystery that every ad agency would like you to think it is. I've written this book for one main reason: to teach you how to create ads and sales letters that are accountable – ads and sales letters that will pay their own way, and more; to give you the information you need to get your prospects to take the action you want them to take when they read your ads or sales letters; to help you make more money in your enterprise than you ever thought possible.

What you're about to dive into is an out-pouring of my thoughts, ideas, proven methods, and techniques that will help you make more money in your business. The ideas you'll read about are built on proven strategies from those who have so generously given before.

Here's some of what you'll learn:

In Section One "Gearing Up to Create Winning Ads & Sales Letters!" you're going to be taken from ground zero, as if you didn't know a thing about creating winning ads and letters (and most people don't), clear up to where you know everything you need to know about:

- The Basics Of Marketing And How It Works In Conjunction With Advertising!
- The 12 Mistakes Most Advertisers Make And How You Can Avoid Them!
- The Missing Ingredient In Most People's Attitudes Toward Business, And Their Customers!
- The Basics Of Writing Winning Ads That You Need To Understand Before Going Any Deeper! Everything You Need To Know About Motivating Your Prospects!
- The Difference Between Benefits And Features, And How To Use Them To Sell !
- How To Create Offers That Make Your Prospects Practically Line-Up And Beg You To Take Their Money!
- How To Create Powerful Headlines That Grab Your Prospects By The Throat And Pull Them Directly In To Read The Rest Of Your Ad Or Sales Letter!
- How To Write Benefit-Packed Bullets That Generate Sales!
- Why You Must Prove Your Claims To Be True By Using Testimonials, And Other "CredibilityBoosters"!
- Why You've Got To Tell Your Prospects The Reasons Why You're Making The Offers You're Making, And How To Quickly And Easily Do It!
- The Little-Known, Secret Formula That Will Make Your Testimonials Incredibly Powerful And
- Compelling, PLUS How To Get All The Testimonials You'd Ever Want!

- The Inside Secrets Of How To Create A Guarantee That Takes The Risk Off Your Buyers Back And Encourages Them To Buy Now!
- How To Set Yourself Apart From Your Competition By Building Your Ads Around What's Unique About Doing Business With You!
- The Secrets Of Which Words To Use In Your Ads, And How To Put Them On Paper So They'll Sell!

Then, we'll move on to Section Two: "Putting What You've Learned to Work In Space Ads and Sales Letters!" In Chapter 17, "Space Ad Magic" I'll show you:

- The Tips, Tricks, And Techniques You Need To Know To Make Space Ads Work For You!
- Where to Place Your Newspaper Ads In the Newspaper!
- Where to Place Your Magazine Ads In the Magazine!
- How to Find Which Magazines and Newspapers, (and Other Places)
- Where You Should Run Your Space Ad In!
- And More!

In Chapter 18, "Sales Letter Magic", you'll learn:

- How to Layout Your Sales Letter
- Which Type Fonts Are Best to Use
- What Other Things You May Want to Put In With Your Sales Letter to Raise Response.

Then in Chapter 20, "**The Magic Checklist: The Checklist You Need to Help You Create Ads & Letters That Sell**" you get a checklist that you'll be able to use every time you sit down to create a winning ad or sales letter. It will make sure you get the basics done, and a whole bunch more.

Chapter 21 goes on to tell you many of the things people forget to watch-out for and do when they write an ad or a letter. It's called "**Tips, Tricks, & Bits to Make Your Ads & Sales Letters Work Better Than You Ever Thought Possible!**" And every stitch of information in this chapter came from doing over 400 advertising evaluations for people.

This is where they would fax or email over their ad or sales letter, and then we set-up a time to get together on the phone and go over it with a fine-toothed comb – and I do my best to improve their copy.

Then you'll move into Section Three: "**Getting Off Your Back-Side and Taking Action on These Techniques.**" It's a short section with only one chapter – but it's critical that you understand that you've got to take action on these ideas, otherwise they'll just sit here in this book, you'll know about them, but they won't do you any good. You've got to get off your back-side and make things happen.

In Chapter 22 **Self-Motivation Magic: "Motivating Yourself to Create Successful Ads & Sales Letters"** I'll give you some tricks to getting past the blank page – for that seems to be the hardest thing for people to do: get started.

Then in Section Four: "**A Proven and Tested System For Creating Winning Ads & Sales Letters – the Step By Step Formula You Must Apply to Every Ad or Sales Letter You Create... Pieces of the Motivation Puzzle Are Now in Place!**" you're going to learn what elements must be in every ad or sales letter you create, and where those elements should go.

I've never seen anything like this revealed in a book or course before. And I really don't take the credit for it – after all, everything I know comes from people much brighter and more brilliant than I – who have basically lead me to this GOLD information through what I've learned from them. You'll learn all about it in Chapter 23: "**My System Makes It Simple!**"

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What I honestly think you should do, is skip to that Chapter and read it first, before you dive-in to the rest of the book. It's impact on how you think about creating advertising will be, I think, profound. It's a procedure that your ads and sales letters should follow for maximum impact. I know you'll enjoy it.

Then we'll move on to the **“Conclusion to Advertising Magic, But Not Our Relationship!”** All in all, this book should be a real treat for anyone who's serious about learning how to create space ads and sales letters that works. Whatever you do, study this hard, put it into practice, and keep in touch with me – especially when you've had a success. My phone number is (801) 557-8774, and I'm serious when I suggest you keep in touch with me. For your success is my success.

**May God Bless You In Your Upright Advertising Endeavors,  
Brian Keith Voiles**

## A Critical Preface

What you will learn from the meat of this book is all leading to the information in Chapter 23, “My System Makes It Easy”. This chapter is the culmination of what my experience and learning has taught me. I believe it’s the reason for my success as an ad writer.

It’s not your traditional “formula” for writing advertising copy... it’s been tweaked and tested by me and my clients... the system works.

My advice to you, would be to read Chapter 23 first.

Why?

Simply because that’s where everything else in this book leads. What you’ll learn will be of immense value to you – don’t get me wrong – it’s just that Chapter 23 will bring it all together in a way that really works.

Each little bit that you learn as you read along will be a part of the system revealed in Chapter 23... it’s all “part of the plan”.

**I think you’ll get a better understanding of where it’s all leading if you take the time to read Chapter 23 first.** I guess you can call it “The final destination” of this book; it’s what all your learning is for. With that in mind, turn now to Chapter 23, and begin reading – then come back and begin at Chapter One.

## **Section One**

# **“Gearing Up to Money-Making Ads & Sales Letters!”**

## Introduction to Section One

In this section (*which is the largest in the book*) you're going to learn all you need to know to prepare yourself to write winning ads and sales letters.

In **Chapter 1** you'll learn the basics of marketing you must know for profiting in your business with advertising.

In **Chapter 2** you'll learn the 12 biggest advertising mistakes, and what you can do to avoid them.

In **Chapter 3** I'll shift gears a little and go into one of the most important topics in the entire book: Having an intense, deep empathy for your target prospect – and why you must walk a mile in his moccasins before you can sell him a thing.

**Chapter 4** is what I call an “Ad writing primer.” It will go over the basics that we'll be discussing in detail in the book. This will get you “up to speed” as to what really should be going on in your ads and sales letters.

In **Chapter 5** we'll talk about what makes people like you and I tick. What gets your prospects hungry for your product or service? What they're really buying when they buy from you – and most of the motivating factors that get people (in general) excited, and what makes them take the action you want them to take.

**Chapter 6** is the backbone to the success of your ads and sales letters. In it I'll tell you how to go about doing your research... research on your product, and research on your target prospect. If you don't know what your prospect's frustrations, problems, hopes and dreams are, how in the world can you sell to him? It can't be done. I'll show you how to find out that information so you can get to know your prospects better than you know yourself.

**Chapter 7** talks about the meat and potatoes of advertising... benefits. Here you'll learn just exactly what the difference is between a feature and a benefit, and why your prospects only care about the benefits... what's in it for them? Plus, you'll learn how to turn any feature you offer into a benefit.

**Chapter 8** is our first step into doing any actual writing of your ad or sales letter. It's an enlightening trip into how to create offers and order forms offers that motivate your prospects like mad.

Your sales letter must be so compelling that it practically gets your prospect slobbering (mentally) to buy what you're selling because they've just got to have it!!! ... they just can't live without it! t ! If you can't close 'em, you can't get their money .... here, my friend, is where you learn to close.

**Chapter 9** is an in-depth look at the power and importance of headlines in your ads and sales letters. Ninety percent of the success of your ad is dependent on your headline or opening statements. You must get it right, or your advertising dollar is wasted. This is where you learn it all: step by step instruction on how to create hot headlines, the 11 different types of headlines, when and why you'll want to use them, the 19 questions you should ask yourself about every headline you create.

Headlines are critical; and this chapter will make you a pro at both making them, and using them.

**Chapter 10** will teach you how to create, use, and profit from bullets. Bullets will increase the response to your ad or sales letter. How do I know? Take a look at big mailers like Boardroom Reports, and Phillips Publishing ... what are a good 70% of their sales letters? .... **bullets!**

**Chapter 11** will show you how to make your ads and sales letters more believable. If your prospects don't believe your ad, or if it doesn't even seem believable, you're not going to get the sale. In this chapter you'll learn 20 powerful “Credibility-Boosters” and “Believability Builders” that you can use in every ad or letter you create to help it appear to be more believable and credible.

**Chapter 12** reveals the age-old, tried and true, proven and tested technique of telling your prospect the reason why you're making them such a compelling offer, or such an irresistible guarantee. Telling your prospects the “reason why” is a powerful tool Chapter 12 is where you'll learn all about it.

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Testimonials are one of the quickest ways to “prove” your claims are true OR, it can be one of the fastest “tips” to your prospects that you’re not for real, nor is your offer. What do I mean? You’ll have to read **Chapter 13** to find out the ultimate, winning “testimonial formula” that will further any sale to conclusion when used and placed properly in an ad or a sales letter.

Having and announcing a no-risk guarantee will boost your ad’s response like crazy. So, in **Chapter 14** you’ll learn in great detail what it takes to create a guarantee that encourages prospects to dive in and order what you’re selling.

When you ask most people what they feel makes their business unique as compared to the competition or to anything else, they’ll almost always wimp-out and tell you about their “quality” or their “service”, because they don’t really know why a prospect should buy from them instead of their competition. They don’t understand the power of having a well thought-out UCA (Unique Competitive Advantage) and what it can do for them.

Well, this will never be you, because in **Chapter 15** you’re going to find out more about how your UCA will help you rake in the cash, and how to use it in your ads and sales letters. Ads and sales letters are made up of words.

All they are is “Salesmanship In Print”. But, in order to sell on paper, you’ve got to be able to know how to put those words down in a way that compels your prospect to action, even though they may have never even heard of you before.

In **Chapter 16** you’ll learn how to make your copy sing, dance, and sell your prospects. You’ll uncover what Salesmanship In Print really means, and how your words should come across to your prospects on paper ... all of it works towards closing that sell!

Once we get to that point, you’ll be ready for the next section of this book... **Section Two, “Putting What You’ve Learned to Work In Space Ads and Sales Letters!”**

So, let’s get started!

## CHAPTER ONE

# **The Basics of Marketing You Must Know for Profiting In Your Business with Advertising**

I'm starting this manual out with a section on marketing because advertising is all a part of marketing... marketing is the umbrella over advertising. They work together to bring in great profit.

Most books on advertising overlook this point.

Marketing and advertising work together. I mean, you simply can't overlook the fact that if you're running a great ad for fishing lures, you might want to think twice about running the ad in "Seventeen" magazine. I know it sounds logical, but, you'd be surprised by how many times something like this will happen each day.

Businesses everywhere need this information and any business that's "in" business, is in the business of **MARKETING!** That's what it really boils down to...

**No Matter What Business You're In – Forget It!  
You're Really in the Marketing Business!**

If you're going to be advertising your business, then you must know the basics of marketing and build upon them. That's why I'm starting out with a section on the basics of marketing you must know.

But, having this information will do you good **ONLY** if you put the ideas into action. Never forget this:

**There Is No Success Without Action.**

Meditation won't get you there – action will.

Some people won't like the ideas in this book because I (*or my ideas*) suggest that the road to success is a road paved with hard work. You better believe it is! You can't succeed unless you are willing to work at it. You must put the ideas to work for you!

Gary Halbert, my mentor and "Santa from the South" always preached it liked this:

**Movement Over Meditation.**

Gary used to tell me, "Get your ass out there and **MOVE.**"

I know you want to succeed in your business. That's why you're reading this book. That's why you'll not join the four out of five small businesses that fail each and every year. Money is wasted, time is wasted, and dreams are torn to shreds every time one of these businesses fail.

You'll not be one of these if you will follow the marketing truths that you're reading. If you take the time to learn these essentials of marketing, you will be a profitable business... very profitable indeed.

Marketing is a game. A game that you can win with powerful advertising. To win, you must play by rules that will win the game. In this section I will give you the basic rules you need to be able to put advertising to work making money for you – under the umbrella of marketing.

I have many people to thank for this information, too many to list. And much of this information I have learned, at great expense, by making all kinds of costly mistakes.

I hope you'll learn from my mistakes and won't fall into the traps that so many small businesses do, and end up out of business.

**Here Are the Success Steps You Need to Know to Help You Succeed in Marketing Your Business with Advertising:**

- 1) Focus On Buyer Benefits, Not Features
- 2) Know Where Your Prospects Are, How Many There Are, And How To Reach Them
- 3) Understand Your Competition
- 4) Understand the Frustrations & Problems of Your Prospects and How You Can Solve Them
- 5) Don't Use Expensive Advertising – Always “Figure It Out” Using Less Expensive Alternatives
- 6) Create Client-Centered Marketing Communications
- 7) Always Ask for the Sale
- 8) The Secret of Marketing Success is Persistence
- 9) Focus On Buyer Benefits, Not On Seller Features.

### **Success Step One: Focus on Buyer Benefits, Not Product Features**

You may be very excited about your product or service. You may be so excited that you could talk about it for hours, but your prospect is only going to respond with a resounding “so what!?”

The features that you are so excited about are basically meaningless to your prospect unless you turn them into believable, powerful, compelling benefits. Benefits that will motivate your prospect to take action and buy from you.

You must take every feature that you offer and translate it into a benefit that is meaningful for your prospect. If a feature that you offer has no benefit, then that is a feature you don't need to be talking about.

The essence of successful marketing is to discern and then disseminate precise, compelling benefits to your prospects, benefits which let them know in crisp, energetic, precise detail exactly what's in it for them when they buy from you.

So, for each market you are pursuing, you must determine what the benefits are that emanate from your many features. The easiest way to do this is to look at the features from your prospects point of view. Ask yourself, “If I were the prospect, what's in it for me?” Then answer that same question in reference to each and every feature that you offer.

When you are trying to compel someone to buy from you, not only must you let them know what their benefits are, you must always tell them the benefits first, and then tell them what feature offers them this benefit.

By focusing on the buyer benefits, you'll be head and shoulders above your competition. Now lets look at the next Success Step that will enable you to profit from marketing basics in your business:

### **Know Where Your Prospects Are, How Many There Are, and How To Reach Them.**

If you are to truly succeed in your business, then you've got to know who can and will buy from you, how many of these prospects there are and how you can reach them in a cost- effective manner.

So, first you must understand the type of product you have, and who would be willing to buy it. You must realize that if you don't know what YOU are all about, what your own personal goals are, then you will have a hard time finding your prospects, knowing how many there are and how to reach them.

Only as an example, (*and certainly NOT because I've ever been a birthday party magician before!...*) let's assume that you are a children's entertainer and that you are going to pursue scheduling educational shows at elementary schools. Let's ask ourselves the first question that's logical in determining where your prospects are and how many of them are there:

#### **\* How far am I willing to travel?**

This question helps you determine your marketing area. Are you just interested in working around town, or

are you willing to drive 2 hours to get to an elementary school so you can expose yourself to hundreds of potential buyers all at once? This is what you must decide.

After you've determined where you are willing to travel, the next question is:

\* How many prospects are there and how do I find them?

This question could be a little tougher to answer. Depending on which market you're after, it could be easy to find your prospects or tough. For our example however, let's take a moment to think logically.

Schools most always belong to a district. The district probably has a list of the schools available for parents that have children in the district. Would it be possible to contact the district and get a copy of the list? Sure. Now, you just need to find out what districts are within the area you are willing to travel in, contact them and get the lists.

But, let's say you would like to work a much larger geographic area, perhaps the whole state, or surrounding states as well. Typically, districts belong to a state board of education. Could it be that the state government (the office of education) has a publication listing all of the districts and schools in the state? You bet. I have such a directory sitting here in front of me.

To obtain it, I simply called the Utah State Office Of Education and asked for it. They said "Sure, send us 8 bucks and it's yours." I did, and they did!

The same can probably be done for any state.

But, let's say you want to work the entire United States Of America! Could it be possible that such a directory exists? Undoubtedly it does. Just find out what type of organization your State Education Department belongs to, and I bet you'll be lead directly to such a publication.

This example is for a very, very niche market. It should open your mind to understand that it is relatively simple to find the information you need to determine how many prospects there are in the area that you want to work.

All you've got to do is continually ask the questions that'll lead you to the answers. Now let's talk about *how to reach your prospects*.

There are several potential ways to reach your market. Research the following possibilities for any given market you are considering:

- Write an article for a publication that will go to all of the prospects you are trying to reach. Trade the article for advertising space in the same publication.
- Mail a direct mail sales letter to each prospect.
- Phone each prospect.
- Personally visit each prospect to sell them.
- Send out media releases to anyone that reaches your target market.

Listen... I've filed for bankruptcy twice in my life – in-between both of those bankruptcies I've made millions and millions of dollars running my own publishing business. And I've gone flat-broke to wealthy again at least 4 times in my life. So call me a little gun-shy if you want... but I tend to be a little "too conservative" when it comes to blowing money on things like marketing and advertising.

What I'm saying is this: I'm a believer in spending as little as possible to reach as many prospects as possible. And if that works out (*i.e. it's profitable*) THEN I'll look to spend as little money as possible to see if it'll work again! If it does... then I might start to "loosen-up" – as it were. I advise you to do the same as you are testing the response that is possible with each of your considered markets... and with each piece of copy you put out to those targeted markets.

Especially when you are new to advertising and marketing, you should NEVER throw all of your money into a large advertisement. NEVER.

There are always other, less expensive ways to reach any given market – for example:

- You can run classified ads to test your idea – offering them sometime free, but something that they desire... a valuable “Free Report” still works well both online or offline.
- You can send out press releases making your prospects aware of the free valuable report... telling them the website to go to for the free download
- You can write articles to test your idea.

I know it sounds geeky as hell... but I still go to my local library to dig for target markets – or to do market research on my prospect. You’d be surprised what you can learn with even just a little time spent at the library.

And there’s no excuse anymore not to become a proficient researcher when you have 24-7 access to a resource like Google. Right? Spend some time – put some effort into it and do some digging around on the web... chat with or phone your current clients or customers... talk with them – get to know them.

Then take the questioning to your prospects. I’m shocked at the data and back-story that I can dig-up on just about ANY prospect in any market.

The key is to ALWAYS ASK yourself questions like:

**Do They Have a Newsletter, E-Zine or Online or Offline  
Community They Can Join or Subscribe to?**

**Do They Have An Association They Belong To?**

**Do They Have “Study Groups” or “Online Discussion Groups”  
or Chat Groups They Meet and Chat With?**

**Do They Know Anyone That’d Be Interested In Your Product?**

You must ask, or you may never find out. The marketing-minded entrepreneur is forever curious and forever asking himself questions about his prospect.

One final note on this Success Step is that it helps to know how many prospects you have and how to reach them so that you can set your income goals based on the numbers. It will also help you’ figure out potential expense costs in doing a direct mail piece, phoning, etc.

If you’re going after a large market, you can always look in the SRDS book of lists. That’s the Standard Rate & Data Service, Direct Mail Lists. It lists thousands and thousands of lists that are available for you to rent. The SRDS is available at most any major library.

Once you know how many prospects there are and your cost effective ways of reaching them, you will be able to determine IF you are even going to sell to them, i.e. is it worth your time and expenses?

### **Knowing & Understanding Your Competition**

Once you’ve determined your marketing area, you’ll need to know who else is after your market? Your marketing efforts will never take place in a vacuum, there will always be other things competing for your prospects attention and money. Even if it’s not an actual competitor – there are other things for your prospect to spend their money on!

Your competition and dozens of other businesses and salespeople are approaching your same prospect time and time again. That’s why an essential part of successful marketing involves, close scrutiny of your competitors, in an attempt to understand what they are doing, why they are doing it, and how well they are doing it.

To be ahead of your competition you need to know:

- Who is offering a product or service like yours?
- What are the precise features of their stuff?
- What benefits emanate from these features?
- What's unique about doing business with them?
- What's unique about doing business with you?
- The territory in which they are selling to.
- Why do your prospects buy from your competition? Why would someone buy from them instead of you?
- Why someone should buy what you are selling instead of what your competition is selling?

Unless you know this information and can use it to formulate your marketing strategy, can you really believe that your marketing efforts will pay off?

Understand this: a competitor is someone who's getting your prospects to buy what he's selling and so lowering your potential profits.

Is this something you like and want to keep happening? NO!

Therefore, you've got to know about all of your competition, who they are and how they work. You must research.

You need to gather the key facts on your competition in order to answer the questions above. Here are possible ways on how you do it:

- Get Yourself On Relevant Mailing Lists (Including Your Competition's) Subscribe to (or Get) Periodicals That They Are Running Ads In
- Join Trade Associations Where Your Competitor May Make a Presentation
- Ask Their Current Customers Questions About Your Competition
- Ask Current Suppliers to Your Competitors About Them
- Ask A Friend to Call Up And Request Information About Your Competitors.

The trick to all of this is

- 1) Knowing Where To Find The Information You Need,
- 2) Making Sure You've Done What It Takes To Get The Information
- 3) Sensibly Evaluating It When You Have The Information.

Also remember this: being anxious and worried about your competition will do you no good at all. Learn from them. Understand what they do, what works for them and how it can work for you.

As a final note on this subject: Remember, there truly is more work out in this big world than any of us could possibly do, so don't get too caught up in worrying about your competitors.... you'll have plenty of work if you learn how to market yourself effectively.

And a key to marketing yourself effectively is to follow the next Success Step:

### **Understand The Frustrations & Problems Of Your Prospects, & How You Can Solve Them**

If you want to succeed in marketing your business, you must understand that you are not selling anything, *YO UARE SOL VING A PROBLEM FOR A PROSPECT!*

However, you can only solve a prospects problem if you understand the problems they have. No one is really interested in buying a product, or service, they are only interested in getting a solution to a specific problem that they have.

So, solve your prospects problems for them and you'll make the big bucks!

Ask yourself these questions everyday and keep them forever forefront in your mind for each and every market you approach:

- 1) " Do I understand what is bothering my prospect?"
- 2) " Do I understand either what hurts and/or what he wants to achieve?" 3) "How do I know?"

You must walk a mile in your prospects shoes to understand the answers to these questions. To be a marketing success, you will do it, you must.

You can only succeed to the extent that you understand precisely what bothers your prospect, and precisely what that prospect wants to achieve.

Don't get caught up in what you *think your* prospects need. No one buys things because they need them. They only buy because they want something.

You must understand that your success is based on your ability to solve the problems of your prospects in any market you go after. You need to come to understand their innermost desires, dreams, anxieties, passions, and problems.

You need to care about these people – you must sincerely want to help make their lives better... one at a time.

Really when it comes right down to it, the attitude you need to create successful ads and sales letters is that of a salesman who's got a long term commitment to keepin' his clients happy. If he doesn't keep 'em happy, he won't make any residual income.

And if that income equals out to be over \$100,000 ... you can bet he's going to do everything in his power to make sure those customers are happy, and will buy from him again and again and again!

Do you follow me? Think about it.

If you're really hoping to make serious money (as our salesman friend is) you're going to do everything you can to make sure they buy your product or service.

But, even a step before that is, you're going to make sure your product or service is the absolute very best it can be, it delivers an answer (or answers) to your prospects problem or problems.

If you're really concerned for this prospect, and you honestly have a solution that'll solve their problem, don't you think you'd try really hard to focus on what they want, how they want it, and how you can prove it to them that you're the one who has it all to offer?

Sure it does!

If you don't get your prospect to buy from you, you've done them a disservice!

You must do everything you possibly can to get those prospects to take action... it's for their own good!!!

If you'll put yourself into that state of mind, you'll have come to know the attitude it takes to create winning sales letters and ads of every kind.... *so do it!!!*

In order to write copy that sells, you have to adapt this **empathetic attitude**. Grab your dictionary and take a look at the word empathy.

My dictionary says:

*"Identification with and understanding of the thoughts or feelings of another "*

In plain English, that is what good salesmanship and ad writing is all about! **Read that definition again!**

Do you see the power and truth revealed in that definition?

That, my friend, is exactly what writing winning ads is all about... *being empathetic!*

You see, if you identify with and understand the feelings, hopes, and anxieties of your target market, you're going to be able to deliver to them both a hot product that helps them, and a hot ad or letter that sells them!

But first, you've got to understand them, their thoughts and feelings, their hopes and desires, and anything else you need to find out that'll help you create ads that sell.

You must walk more than a mile in your prospects shoes in order to understand how to write to them, and to create products that'll solve their problems.

You'll learn more about this once we get into the section on research.

But, essentially what I'm saying is that you must be sensitive and understanding as to what your prospect wants, fears, and hopes, in order to write great ads and letters.

As I think about it, that's probably not going to be easy to do for some readers of this course.

Really, if you think about it, this entire nation is full of people who are self-concerned, selfish, basically thinking only of themselves.

Wouldn't you agree?

We're all wrapped-up in ourselves. People are basically worried about "me first!" They care only about themselves. There's just not a lot of empathy to go around.

Maybe that's why so many ads, brochures, sales letters, etc, are all focused on the company that's distributing them... they're all "me" focused. They never tell you what's in it for you. They almost always focus on themselves ... a "me" focus!

Most kids these days are worried about themselves only.

Take a look at all the gang violence going on. Do you think these kids are thinking of auu when they destroy your garage?

Of course not!

They're only thinking of themselves, what fun it is to destroy, and how strong it makes them feel. They're thinking only of themselves ... *no empathy at all!!!*

My suggestion to you is this:

If you're serious about wanting to succeed in making tons and tons of money in your lifetime and becoming a real success; you've got to get serious about serving people... caring about people -getting to know people and care about them and their concerns. Empathize with people.

Go out of your way to show your concern for people. Create products that help people, solve their problems, and focus on them... once you do all that – you will succeed big time!

To find out what your prospects anxieties are, their aspirations are ... here are some helps: ! Join the professional associations that your prospects are involved in; ! Research publications that your prospects read.

Question and survey prospects to find out what they want.

Your prospects delight in talking about themselves. *Everyone* loves to talk about themselves; their problems, their fears, their aspirations, their hopes and dreams... all you need to do is ASK!

Don't be passive about this! The information you need is not going to fall into your lap. You've got to be very

active in your hope to find out what troubles your prospect.

This is a life long process that starts today.

Open a “Prospect File” and keep in it every bit of information that you can gather that gives you insight as to how your prospect thinks, what motivates him, what scares him. You *must constantly* gather information as long as your prospect is still your prospect.

Ask yourself these questions and answer them in a one page, Prospect Page like we talked about earlier. This is a 250 word narrative that describes your prospect:

- \* Who is my prospect?
- \* What is her goal?
- \* What specific objectives does she wish to achieve?
- \* When does she want to achieve it?
- \* What can I do for her to help solve her problem and help her reach her objectives?

It is imperative that you know your prospect. The ability to know one’s prospect better than they know themselves is to guarantee advertising success.

### **Avoid Using Expensive Advertising-- Always Use Less Expensive Options**

If you choose to run ads in newspapers, daily or weekly shoppers, grocery cart ads, and the multitude of other places, you are destined to lose money; unless you’ve proven those media to be profitable.

You must always test small, then roll-out big. And sometimes your small test ads will be profitable enough to just keep on running them... you may never need to roll-out big!

Anyway, inexperienced advertisers will always jump for what seems to be the easy way to success. But I’ll tell you something, if you go ahead without testing first, *advertising is the easiest way to lose your money FAST*

I always counsel my clients to find the least expensive way of reaching their buyers. **Find the least expensive way to reach your prospects that’ll bring the greatest amount of return.**

For example:

Instead of buying a radio ad, see if you can get publicity exposure through an available talk program. The same with television.

Instead of sending a direct mail piece, see if you can get your flyer to your prospect as a package sticker or envelope insert.

Instead of paying full freight for the price of an ad, explore the possibility of getting remnant space in the same publication for a fraction of the cost.

Instead of running a full-page ad in your target markets magazine – try submitting an article that’ll help your prospects, and get you the attention you need (read: orders!).

Instead of running a costly ad in your target markets magazines or newsletters, try placing a less-expensive classified ad to test.

These simple money-saving ideas (if you use them) will save you hundreds and hundreds of dollars spent on useless advertising. But, you’ve got to be pro-active about all this – you’ve got to think hard and long about your objective. And that is *to spend the least amount of money for the greatest possible return!*

You must always explore the possibilities of reaching your market for the least possible expense.

## **Create “Client-Centered” Advertising Materials**

Too much money is wasted every year by businesses trying to further their cause with useless marketing communications. All- too many of these documents forget to:

Focus On The Prospect

Show The Prospect That The Advertiser Understands The Anxieties And Aspirations Of The Prospect

Offer A Compelling Incentive To Induce The Prospect To Buy Now, Call Now Or Otherwise Respond

Talk To The Prospect As An Individual

Remind The Prospect Of Their Anxiety In Dramatic Detail, And Directly

Let The Prospect Know That You Have A Solution To Their Problem

Give Your Prospect The Reason Why Acting Now To Solve His Problem Is Best

Provide Complete Details About What The Prospect Has To Do To Get The Benefit Now And How He Can Take Action

Remind The Prospect What Will Happen To Them If They Don't Take Action Now

Remind The Prospect That His Problem Will Continue On And Perhaps Worsen If They Don't Respond

Provide Complete Details About What Your Product Or Service Will Do For The Prospect (Benefits) And Only Then Do You Tell The Features

These are things that you cannot afford to forget in your advertising! These are the basics that must be in your ads. After you have done these basics, then consider putting in graphics, pictures and the “fancy” stuff.

## **Always Ask For The Sale, Or For The Next Step i n the Sales Process**

More times than I can remember have I been in a sales situation where the salesman doesn't even bother to ask me if I'd like to purchase his problem solving product or service.

Think about that... it's crazy!

Why bother to work so hard to follow the Success Steps outlined in here if you're not even going to ask your prospect to buy! This *can't* be you. Not if you want to succeed in your business!

If you know you have a good product or service that will benefit your selected market, and that you can solve his problems, it is your RESPONSIBILITY to ask him to buy from you!

And if they don't buy today then you must take the initiative to keep asking him so long as he has the problem that your service or product can solve. When you think about it, it really is your duty to get them to take action – if you're truly empathetic liked I talked about earlier. You are a problem solver, not a sales person.

Further, if they don't tell you why they won't buy right now, you need to ask why and when they will. You must know.

Marketing is the art of finding out where the prospect hurts, letting him know that you can rid him of the pain, and then ask him to buy from you so that he will no longer have the pain.

You can never think that a meeting or telephone conversation with a prospect is finished until you have explicitly asked him to buy from you and make his life better.

Here are a few ways to ask for the sale. My personal belief is, however, that you need to *JUST PLAIN ASK* as straightforwardly and honestly as you possibly can. Barring that, here are some closing techniques that are by no means original with me, but do indeed work:

The Order Form Closes Simply pull out your contract, begin filling it out, and start asking for the details. What size, how many, when, etc.

The “Give it a try” Close. Ask the prospect, “Why don’t you give it a try?” By saying this it suggests to their mind that they aren’t committing to anything, they are simply “giving it a try.”

Though, they are, of course, buying!

Sailing Past The Close. Close. Instead of asking for the check, or the signature on the contract, you sail beyond the closing question and ask a secondary question. A question that you would normally ask AFTER the closing question. For example, “Which color would you like? Would you like the regular or the deluxe?”

These closes are all excellent and often times I will use each of them during the course of a sales presentation or an ad (where possible). You should too.... they work!

### **The Secret Of Marketing Success Is Persistence**

This is the Success Step that you must engrave in your head! You must internalize this and live by it if you want to succeed on a large scale with your advertising!

*MARKETING ISA DA IL YACTIVITYIT IS NOT SOMETHING YO UDO ONCE AND THEN GET RICH!*

Never forget this.

Persistence is the key to marketing success, as well as advertising success.

Once you’ve identified your target market, you’ve got to proceed to connect with them over and over again, letting them know that you have the solution to their problem.

You are the one they need to solve their anxieties.

You don’t just market when you feel like it. Not if you want to succeed. ***You must market daily.*** The prospects that you approach will not always or even usually take action the first time they

hear about your ability to help them. They must be exposed to your problem solving services again and again and again.

There’s a general rule for how many times you s u contact your prospects: ***AT LEAST SE VEN TIMES WITHIN 18 MONTHS***

and those seven times will use a variety of marketing means:

- direct mail,
- telemarketing,
- free publicity,
- paid ads at remnant prices,
- speeches or presentations,
- articles,
- workshops,
- and any and all other alternatives.

Only after you’ve made a connection 7 time in 18 months can you drop them (unless they give you some other proof that they’re not a qualified prospect), and be assured that your prospects know about you and how you can help. By then a significant portion of your market will have taken action, and your successes will breed success.

Word will spread within that market and you will become known as **THE ONE AND ONLY, THE BEST**

TO DEAL WITH. And you will do this, won't you?

This "rule of seven" is something you must live by.

You must take it into consideration when developing your marketing plan. Successful marketers understand and profit from the rule of seven. Unsuccessful marketers expect outstanding results from a single mailing, a single ad or single talk show appearance.

Stop and think about that – it's kind of ridiculous to expect that a one time mailing is all it takes to build a business.

Don't forget: no one of your prospects is as excited about your business as you are. Remember this. You can't expect even a small fraction of your prospects to be as enthusiastic about your work as you are.

Success in marketing is daily work-- persistent work. Those who succeed in marketing do this work this work. They are clear about who they're selling to, they are clear about their prospects problems and aspirations, and they are clear about the time and expense it takes to reach their prospects on a continuing basis, in a way that'll get them to take action and acquire your problem solving service.

### **Conclusion**

Now you know the basics of marketing that you need to know to profit in your business on a continuing basis. Others without this information will fail, die and blow away, losing the dream which once so brightly burned within them.

This is not you, no way Jose'.... not now. You know what you must do to become a marketing success, PERSIST!

## CHAPTER TWO

### **Advertising Madness: The 12 Reasons Why Most Ads Fall on Their Face, Costing You a Fortune Instead of Making You The Money You Deserve! Introduction**

Writing winning ads is an art *and* a science. And you don't have to be great at writing ads to market your business well, but I'll let you in on a powerful truism:

You Must Be A Good Sales Person... If You Can Sell Well, Then You're More Than Half- Way There To Creating Winning Ads! 'Cause Direct Response Advertising Is Selling... Just With Paper And Ink, Or Electronically!

In this section I'm going to cover the typical advertising and copy mistakes that 90% of the businesses in America make.

Once you begin to use the information revealed in this section, you'll be head and shoulders above 90% of the businesses in America.

I'm not tooting my own horn here either! Hundreds of marketers have proven these copy writing techniques, they work. And they'll work for you if you use them.

Hundreds and thousands of businesses need this information, but you're the luck-one that's reading it right now, you're the one with the potential to put these ideas to work in your advertising!

If you doubt that other businesses do a bad job... trust me – after you've studied this section a few times, start to collect all of the advertising literature you can get your hands on. Get literature created by all kinds of businesses and you'll see what I mean. It will all make even more sense to you once you do this.

These ideas work, I use them daily. In crafting persuasive advertising and marketing documents you need to know the mistakes that are typically made, so that you won't make them. This section will guarantee your ads and marketing literature won't be full of the all too-typical mistakes that are so evident everywhere you look.

There's nothing clever here folks, just strong common sense writing that works. *Clever doesn't sell*. Read on and you'll find what to do to ensure that your marketing documents do sell.

You will do well if you study this section inside and out

Mark it up.

Study it time and time again, it will help bring you marketing success.

Once you've had some success in using these ideas, I welcome your success story. It excites me to discover that I may have helped someone else succeed to any degree. I love it! Success breeds success!

Now then, lets learn the advertising mistakes that you must avoid in every advertising and marketing document you create:

### **The 12 Reasons Why Most Ads Fall On Their Face, Costing You A Fortune Instead of Making You The Money You Deserve!**

1. You Think You Need (or You Already Do) "Image" Or "Institutional" Advertising Instead Of Direct Response Advertising
  2. You Offer No Unique Benefit That Will Attract Prospects To You & Not your Competition
  3. You Don't Use Powerful Headlines To Stop Your Prospects Dead In Their Tracks And Pull Them In To The Rest Of The Ad
  4. You Don't Tell Your Prospect What's In Your Offer For Him – Instead, You Focus On You, Your Business, and What You're Selling.
  5. You Don't Talk Directly To Your Prospect In A Conversational Tone, Using Specifics to Motivate
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6. You Don't Open-Up With Your Prospects Problems & Frustrations
7. Your Ads Are Too Boring To Motivate Anyone To Do Anything – They Don't Use Energetic, Exciting Action Words; They Have No Passion!
8. You're Scared To Create Ads That Have A Lot Of Copy – Instead, You Leave All The Compelling Benefits Out For Sake Of Your "Image"
9. You Don't Use Specific Numbers, Results, And Testimonials
10. You Don't Provide Your Prospect With A Compelling Reason To Respond To Your Proposition NOW – Tell Them In Precise, Step-By-Step Detail What He Has To Do To Take The Next Step In Your Sales Process!
11. You Don't Look At Advertising, Sales, And Marketing As A Unified, Synergistic Team Of Money-Making Tools And Strategies – Instead, You See Them As Separate Functions, With Separate Goals.
12. You Focus On Your Credentials Instead of Focusing On What Your Credentials Can Do For Your Prospect

Now, let's take a good look at each of these money-sucking mistakes, and discuss exactly what you have to do to overcome them:

### **1) You Think You Need to (or You Already Do) Use "Image" Or "Institutional" Advertising Instead Of Direct Response Advertising.**

Do you remember those Infinity car commercials? What a waste of money, time, and talents! Terrible, terrible! They could have used a lesson or two in effective advertising!

There are several mistakes that can be made in copy writing... and I think those Infinity car commercials made every single one of them! I don't think that talking about a beautiful, snow covered Mountainside is going to help you sell your product or service; and I don't think it helped sell many Infinity cars either.

The "Infinity-Approach" is called Image Advertising – or some refer to it as Institutional Advertising... whatever you want to call it is fine... I call it a waste of your money!

When people go into business, there are many who think they have to advertise like the "big boys" do... why? Because, that is what advertising is to them. They know nothing else. Think about it ... they grew-up with it, saw it, heard it, and read it for so many years... no wonder it's all they understand.

But, let's face it ... there aren't many of us who have money to burn – and yet, if you chose to use image advertising, you may as well go out and burn-up a huge stack of one hundred dollar bills, because that's essentially what you're doing when you run image ads.

Image ads have several things against them:

#### **1. They are a complete waste of your money.**

As an entrepreneur (no matter what the size of your company) you need to watch every dime you invest in advertising ... yes, I said "Invest in advertising." That's because **advertising is an investment** – and it can really pay-off bigger than anything you can dream of on Wall Street. But, it will never pay-off if you use image advertising!

Your advertising must be accountable. That's why you'll chose to use direct-response advertising.

#### **2. Image advertising does virtually nothing to help you make more money...** and unless you've got as deep a pockets as Coca-Cola, you're *never* going to get "top of mind awareness" (or anything else for that matter) using image advertising. But, with direct-response advertising, you will get results... money, orders, response, etc.

If you can sell well, you can write hot ads that work.

The problem is, most people try to do "cutesy" ads and they try to do institutional/image ads. An institutional or image ad is one that tells people how great and wonderful you are.

Or, an image ad will use music, dancing, sexy women and men, and then end with a company's slogan, or other non-compelling nonsense.

Today's advertising doesn't motivate us to action – but it sure does entertain!

Whenever I watch TV (which is very seldom) I almost always get a chuckle or a giggle from an ad or two. It's sometimes fun to just sit and watch commercials.

The sad fact is though, that **advertising really has nothing to do with entertaining people**. The down and dirty fact is the only purpose for advertising is to make money. The only way to make

serious money is to get your prospect to take action at the end of or during the commercial ... not laugh!

The sole purpose of advertising is to make money; or to get your prospects to take the next step to send you their order (money). And my suspicion is that's exactly what you want to do...

### **Make Money!**

Using image advertising is one of the worst traps an entrepreneur can fall into. As a matter of fact, a good 90% of all businesses in this country don't understand the difference between image advertising and direct response advertising.

Image advertising has nothing to do with getting the customer to take action. Oh sure, the ad agencies will argue that point by saying:

“It does motivate people to action because by seeing the ad over and over again it creates Top of Mind Awareness! And when your product is at the top of your prospects mind, whenever he or she needs your product, they know right where to go! “

Well, it sounds good in theory ... but in practice ... it just doesn't work as accountably and as effectively as direct response advertising!

Image advertising has serious drawbacks.

Honestly, I don't recommend any company ever use image advertising!!! Why?

Direct response advertising is better! Any company can use direct response advertising and get better results than with Institutional Advertising! Image ads focus solely on you, your slogan, or

something clever, funny or cute. Direct response advertising focuses entirely on the prospect, what's in the deal for them, and how to solve their frustrations or problems with what you're selling.

What you've got to keep in mind is the fact that people don't care a bit about you, your slogan, or anything else about you until you've shown them that what you offer will benefit their life in one way or another.

All they care about is what unique benefit, advantage, service, or personal enhancement you offer them that somebody else doesn't offer. Answer these questions:

How am I going to improve their lives?

How am I going to make their lives easier?

Am I going to make them more handsome?

Am I going to make them richer?

They want to know how you're going to enhance the quality, the value, the enjoyment, the profitability of their lives. Very few businesses truly understand that! People just don't care what you want!

All the things you do in advertising, in marketing, in selling should only be addressing what benefits you're giving your customer and your prospect, because they don't care about you. They just want to know what's in it for them.

However, they do want to know that you're qualified to help them. So, in your advertising, you must credentialize yourself. If you've got a special expertise and people don't appreciate it, find a way to explain it.

If, in fact, you've been in the field longer than anyone else, you've attended important seminars, you're a dry cleaner and every expensive fur in New York comes to your place, take advantage of that and credentialize yourself.

In everything you do, give people reasons why they should believe in you, so they'll buy. Institutional advertising, or the practice of running ads that are designed simply to keep your name in front of the public, is a big joke.

Institutional ads are ineffective, non-trackable, and a waste of your time and money. These ads are totally ineffective and accomplish nothing more than transferring your money from your bank into the bank of the radio station, newspaper, or magazine.

I try to get my clients to understand this: Advertising is salesmanship multiplied. It's either salesmanship in print, salesmanship on the air, or salesmanship in the mail. Advertising is not unclear, unmotivating, or off-the-wall statements that say nothing, make no

case, or compel no one to action. But few, if any business owners truly understand the reason for running an ad. I'll say it once, and you'll hear me say it again I'm sure:

The only reason you ever run an ad is to stimulate a direct and immediate response – either a qualified inquiry, phone call or visit to your store – or better yet, to promote an instant sale. Nothing else is worthy of your hard-earned money!

How do you tell the difference between an institutional ad and a direct-response ad?

That's easy ... An institutional ad is not traceable in any specific way; its purpose is merely to put a company name or message in front of the general public.

On the other hand, a direct-response ad is trackable – it asks the prospect to respond in some way (by phone, by mail, by coupon, etc) – so you can measure the effectiveness of a direct response ad.

When you run a direct response ad, you know within a few days whether you've made money or not. With image ads, you can't tell where your business is coming from.

Direct-response advertising will help keep you from throwing your money away, because you can measure whether or not your ad is effective. After all, if your ad isn't "buying" customers for you at a dollar amount equivalent to their overall worth, you might as well stop running the ad. Doesn't that make sense?

And unless you know the purpose of an ad and how to create one and formulate it, I don't think you should be advertising – cause all you'll do is throw your money away.

If you run display ads, do they make a specific offer that compels people to respond so you can measure, analyze and compare with other offers? You can answer that question when you're running direct-response ads. You can't answer that question with image/institutional ads.

But, since you can answer that question with direct-response ads, you should use the information to your advantage:

If the answer is "yes," to the above question, then look at the response from each ad to see which one or ones pulled better than the others. Then, step back and ask yourself. "What caused one ad to pull better than another?"

Since you're using direct response ads, you can keep track of the results, measure what the bottom line comes to, and know whether to keep running the ad, or to drop it! It's that simple. If you were running an image ad, there wouldn't be any way to track the results... it just wouldn't happen.

When running direct response ads, you must make sure you keep track (write it down) of everything: the positioning (the page number and position the ad appeared on), the basic appeal of your ad, the headline... what action you asked for, and any other information that'll help you come up with a better ad next time you run an ad.

You must always analyze your ads – what they say, how they say it, the headline, the offer the action you direct the prospect to take, the costs and the sales. After your analysis tells you which offer, headline and copy

work best; try to beat it with a better ad!!!

The kind of money-making leverage you can get from direct response advertising is incredible -and it just can't be done with straight image advertising ... so don't do it!

## **2) You Offer No Unique Benefit That Will Attract Prospects To You & Not Your Competition**

Think about this: why do you go to the certain few restaurants that you go to? My answer is "Because they offer unique environment, food, or service.... I get some respect."

Now, even though most restaurants don't know their uniqueness, I'd bet the reason you go to those few certain restaurants is because of their individual uniqueness'.

The same thing is true of many of the people who do business with you – you give something unique to the ones who chose to do business with you.

Most businesses fail to identify and promote this uniqueness. You won't do that – nope, not any more.

Once you define what's unique about your business, it will make you take business from your competition. Why? Simply because the unique benefit is desirable, and because you've taken the time to define this uniqueness, you will get the business.

This uniqueness is often defined as a "Unique Selling Proposition", or a USP I prefer to call it a UCA. Which stands for:

### **Unique Competitive Advantage**

Your Unique Competitive Advantage (or UCA for short) will help you to shine as a business that has something unique over other businesses who are like you. Later on in the course I will go into great detail about UCA'S; how to figure out what yours **is**, and more.

## **3) You Don't Use Powerful Headlines To Stop Your Prospects Dead In Their Tracks And Pull Them In To The Rest Of The Ad.**

Your ads will go absolutely nowhere 99.9999% of the time without a headline. Your headlines must work. If your headline doesn't get your prospects attention and pull them into what you've written, he'll throw it away, or turn the page, or tune it out – depending on the medium!

It doesn't matter how powerful, how good, how appealing or how wonderful your copy is, if the headline doesn't stop your prospect they won't read that "hot" copy and consequently, you won't get their business!

Give headlines more attention than you do your copy. Headlines are crucial to your ad's success.

As I see it, **the purpose of the headline is to snag your specific prospects interest.**

Give your headline all the attention it deserves, because your prospects see anywhere from 2,500 to 7,500 such headlines a week in the form of radio ads, TV commercials, magazines, newspapers, direct "junk" mail.... yours had better be good... and it had better stop your prospects dead in their tracks!

Your good headlines will:

1. Talk directly to your- prospect. They stop him in his tracks because they yell out, "**HEY YOU! THIS IS FOR YOU. HERE'S INFORMATION YOU NEED!**" Sound silly? It's true. If your headline doesn't do this, then it's missing the mark by a mile.
2. Promise a benefit. This benefit may be implicit or explicit, but it must be there, right in the headline in order to snag your prospects attention.
3. Let your prospect know that there's a powerful benefit simply for reading the ad! Tell me, do your headlines currently face up to these criteria?

I doubt it. If they don't, then you've got to change them – even if you have to chuck that 4-color brochure in the garbage that you've spent \$4,000 on.... you've gotta do it! That beautiful 4color brochure won't sell a damn thing if it doesn't have a prospect-focused, benefit- packed headline that grabs their attention!

In the mail today I received an ad with another miserable headline on it. See if you don't agree.

It's beautiful, black linen "mini-book" with silver writing. Truly beautiful. And what is the message on the front ... the main headline? "Writers' Conference at Santa Fe." That's it. Nothing that yells out to me, "Hey! You'd better read this so that you can get this benefit and this benefit and this benefit ... and if you don't read it, you'll miss out on this, and this and this!"

It doesn't tell me what I'll get. It doesn't tell me what I'll lose. In short, it fails miserably as a headline.

Later in this course, you'll learn in great detail about headlines, how to create them, how to use them, and most everything else you need to know to start making money with powerful headlines!

#### **4) You Don't Tell Your Prospect What's In Your Offer For Him – Instead, You Focus On You, Your Business, And What You're Selling!**

This has got to be one of the most often committed mistakes on this list. Businesses everywhere, everyday focus their promotions on themselves... they talk about how long they've been in business, how to get to their store, all that goes into their products, and on and on and on! And none of it focuses on their prospect!

Just today I had a flyer left on my doorknob by some kids walking up and down the street. This is a great down 'n dirty marketing tactic to get some exposure, and to rustle-up some prospects. Take a look at the headline they had put on top of the flyer:

“We are pleased to introduce ourselves, we are Cozy Fire Co,  
and we feature Webster's Kozy Fire Gas Logs”

That is the headline. Notice the focus? WE are pleased to introduce OURSELVES, WE are... and WE feature.... Man oh man! How many “we's” can you find in that “headline?” I count 3 “we”'s and I “ourselves”!

Now, understand... This company has a great idea – getting their flyers delivered to their target markets (home owners with fireplaces) cheaply. And their cost was probably pennies: they probably paid about three cents for the black and white flyer – probably paid five cents each to have some kids go around the neighborhood and attach them to the doorknobs, and they're targeting their audience very well: homes that have fireplaces!

But, when it comes down to their advertisement – they could sure use some “Advertising Magic”!!!

I'm telling you:

Every Advertisement You Create, Every Marketing Piece You Produce, Must Focus. On Your Prospect And  
The Benefits He Gets From Doing Business With You!

Everything from full-page ads in the Wall Street Journal right down to your lowly'ole business card – it should all focus on your prospects, and tell them the benefits they get from doing business with you!

It's that simple.

When you do talk about yourself in your ads, letters, and other marketing pieces, talk about yourself in terms of what your prospect gets.

Think about what your prospect wants to know. He wants to know that you'll give him the benefits you say you can deliver, and the benefits he wants you to deliver.

Your prospect continually wants to know, “What's in it for me?” Therefore, you must continually answer that

question, even when you're talking about yourself. To remember that, the direct marketing community has come-up with an acronym to remind us to do just that:

### **“WIIFM”**

WIIFM stands for “What’s In It For Me” – and I like to position it as a radio station. It’s the station that your prospects are always listening to. All they want to know about is WIIFM.

They don’t care about anything else except WIIFM. They’re constantly listening to that station ... and the WIIFM question, my friend, is the question you’ve got to answer with every word, every sentence, and every paragraph of your ad in order to get your prospects to take action!

You’ll learn in great detail about the power of this magical acronym (WIIFM) later on in the course.

### **5) You Don’t Talk Directly To Your Prospect In A Conversational Tone, Using Specific Facts, Numbers, Quotes, and Details to Convince & to Motivate.**

Talking directly to your prospect is important. All of your ads and letters should be from one person to another. People like doing business with people – and they dislike doing business with powerhouse corporations that put them on hold for hours, and hassle them in so many other ways.

Therefore, you’ve got to make your copy sound like it’s from one person to another.

The best advertisements are written to a specific person with specific problems; from a specific person, with specific solutions. That’s right: it’s from one person to another – and never done any differently

Just remember that your ad or sales letter will be read by one person at a time ... therefore you should talk directly to that person as if you were sitting across the desk from them – this is the very best type of advertising you can write ... ads that are one-to-one with your prospect.

Writing your ads in a conversational tone has got to be one of the very easiest of all the 11 mistakes to overcome.

Simply put: when you’re creating an ad or sales letter, talk in a conversational tone to your prospects. People will be more comfortable with the ad if you talk in a conversational tone.

Use simple words, sentences – make your points easily understood. Try not to use bigger words -break your words down into their simplest expression. For example:

Instead of saying: “You’ll receive...” Say, “You get...”

There’s only a slight, subtle difference – but it’s more conversational, thus it’s easier for your prospects to digest. We will give this subject a thorough treatment in this course.... and I will include a list of “big” words and their corresponding “little/conversational” words that you should be using.

People like doing business with other people – and they don’t like doing business with a “company”...they want to know that behind that company there is a caring, sincere, likable person.

Your ads must reflect that.

In order to accomplish this “feel”, here’s exactly what you must do:

### **1) Your Copy Must Read As A Conversation Flows. The best sales copy, is copy that sounds like, feels like, and reads like a conversation.**

In the simplest terms I can think of, conversational ads use:

1 one word sentences

one-sentence paragraphs

one-word paragraphs

cliches

sayings like: “That’s water under the bridge” or “Boy, he sure got himself into a pickle!”

easy to understand words

one person to one person writing

ignores most of what your English teacher taught you, etc.

In other words, it must sound like conversation in the readers (or listeners) mind while he reads it.

The type of conversational sound/tone you have is determined by your market. For instance, you wouldn’t write copy to a dentist in the same tone you would to parents who want to teach their kids

to read.

When you write your ad, you must exude a caring, problem-solving attitude and personality so the person reading the ad feels strongly that what he’s reading was written especially for him, and nobody else.

Your copy must be written with the zeal of a well thought out love letter. This is the hardest language to write.

Here’s the best way I know of to accomplish the task of writing conversational copy:

First, turn on your tape recorder and act as if your prospect were in the room with you. Next, let’s assume that you had a remedy for cancer. And this person you’re talking to is going to die if he didn’t use your services. Literally DIE on the spot, if he didn’t sign you up right now. Go ahead.

Do it. Sell him.

To make it a little better, let’s pretend as though this person was your loved-one. The person you loved above all other in the world, they meant more to you than anything or anyone. Now.... “sell” them on using this remedy for cancer – sell them for a good 10 minutes.

Think about what your vocal “headline” or opening statement is... your offer, your close, your guarantee...

Once you’ve made the recording, listen to it.

And after you’re done listening, transcribe that tape by hand. You’ll hear and see what your copy should sound like.

I’ve done this before.... and with great success. It will help you learn how to write to a specific person, which is what all of your copy must do if you want it to have impact.

**2) You must study the master copy writers’ ads. The all-time best, money-malting ads. If you’re serious about learning how to write in a conversational tone, you must re-write them in your own handwriting.**

This is an almost magical way to learn how to write hot ads – I still do it to this day. Here’s how it works:

Get your hands on a few of the following books:

“The Robert Collier Letter Book” by Robert Collier

“Million Dollar Mailing\$” by Dennison Hatch

“Best-Winning Ads From Jay Abraham’s Private Files” by Jay Abraham “My Life In Advertising/Scientific Advertising,” by Claude Hopkins, and

“How to Make Your Ads Make Money” by John Caples

This list isn’t “all inclusive” of the books I think you should have on your shelf, but these are some of the best collections of winning ads that there is available.

Once you get your hands on those books, you'll want to read them – but more than that, what I did was this:

**I Wrote Every One Of The Winning Ads In Those Books (and More)  
Out In My Own Handwriting**

Let me tell you something: doing this had a major impact on my ability to write ads, and my ability to write them in such a conversational way that people told me “it was so Simple, it just flowed”... those were the words people used to describe my copy... my ads ... the ads that I created for my clients!!!

Please, please, please don't brush over this lightly.

If I were you, I'd mark off at least 30 minutes a day to do this – and do it for the next 4 months. You'll be shocked at what an impact this will have on your ability to write hot, money-making ads. I'm telling you ... don't overlook this. Yes, it requires effort, but you must do it if you're serious about getting good at creating winning ads for yourself.

It really does make a difference.

Now – let's talk about being specific.

There's one key rule that you need to remember in your ad-writing endeavors; and that is this:

**Generalities Don't Sell – Specifics Do!**

I'll go into great detail later on in the course – but here, let me say that if you're trying to sell someone anything, the more specific you can be about the results they'll get, the more you will sell. For example, instead of saying:

“Save On Your Long Distance Service!”

You should say:

“Save 32.5% On Your Long Distance Bill, Every Month, Guaranteed!”

It's obvious isn't it? I mean – look at the difference in the impact the specific headline has over the general headline! These types of specifics have a strong impact on your prospect... and thus, on your bottom-line!

In every ad you create, you must make sure you don't fall into the trap of “getting by” with generalities. Sure, sometimes it takes some effort and time to come to a specific, but that time and effort will be well spent.

Having specifics on hand and ready to use will take effort on your part. You're going to have to start being more responsible about taking care of your customers. For that is where you'll get most of the specifics that you need ... by interviewing your current customers.

You need to call them, interview them – find out:

!How much per month are they saving by using your product (please be as specific as you can) ! How much money were you paying before?

! How quickly did you learn to use our system as compared with the system you used to use? ! What's the specific reason you started using our product? 9 How long did the product last?

The questions that you should/could ask are endless – every product and service will have different questions that need to be asked to get the specifics.

If you don't have any customers to turn to, then you'll have to get your specifics from industry trade sources, (librarians are wonderful at discovering this sort of information ... and they're cheap too!) Keep your eyes open, you'll find all kinds of useful information and tips all around you.

Being conversational in your ads is one of the very most powerful things you can do to increase the response you get. You'll learn more about how to create and use specifics, which ones to use ... when and where later in the course in precise detail.

## 6) You Don't Open-Up With Your Prospects Problems & Frustrations

One of the very most powerful ways to open an ad is to remind your prospect of the uncomfortable situation they're in right now. Build on their anxiety of this "uncomfortableness"... make them feel it with powerful, passionate words.

Remind them of how uncomfortable they are! Remind them of their frustrations. The only catch there is in using this technique is this:

You must have done your research – you must absolutely know your prospects inside and out ... survey them, talk to them, find out exactly, and in precise detail all that you can about their hopes, dreams and fears, anxieties. This is critical. If you don't know your prospects like the back of your hand, you may want to shy *away* from using this technique – I would, however, test it.

Most people have some discomfort – and if you can focus in on your prospects discomfort, make them feel it, and then let them know that you have the answer that will solve their discomfort... you'll have a powerful advertising combination,

Of course, you'll learn how to do the research you need to do to find your prospects anxieties that you can solve in this course. And you'll learn how to use that information (in a kind, but motivating way) to get your prospects to take action!

## 7) Your Ads Are Too Boring To Motivate Anyone To Do Anything – They Don't Use Energetic, Exciting Action Words; They Have No Passion!

You must be excited about what you're selling – or you may as well not sell it. For you are destined to fail. You must be excited about your product or service... if you're not excited about it, how in the world do you think your prospect is going to get excited about it?

And when I say "excited" what I really mean is **passionate!** You need to get passionate in your advertising. Don't be afraid to say something controversial... say it and stand your ground with passion!

Passion is an element that's missing in too many people's lives --because of this, passion becomes an incredible advertising tool to help you get your prospect motivated to take action.

I think you'd agree... most advertising is flat-out boring. It couldn't possibly motivate anyone to do anything, except turn the page or throw it in the trash.

Your ads and sales letters must exude with energy... of course it depends on the approach you're taking as to how that energy flows... but none the less, energy and passion sells!... being boring doesn't!

In this book you're going to learn several key things about passion and energy in advertising – I think you'll be surprised at what a difference they can make in the success of an ad!

## 8) You're Scared to Create Ads That Have a Lot of Copy – Instead, You Leave All the Compelling benefits Out For Sake of Your "Image".

Let's set things straight for the record right here and now: the only reason you're in business, is to make money by providing a quality product or service which benefits people in ways that they can't find anywhere else ... a product or service people buy ... one they think they *can't* live without; and so they buy it!

That being the case ... why is it so many businesses fail to present their entire sales 'proposition in their ads or in their sales letters, or in a multi- step advertising process?

I'm clue-less!

But now, this won't be you anymore... a key to successful advertising is this:

You need to present your entire case when you present an ad to a prospect. If you fail to answer a certain prospects question or concern, you've lost a sale ... and chances are, there will be more of these same types of prospects.

I can't tell you how many advertising critiques I've done where the company created these incredible, 4-color, graphic masterpieces on paper. They call them "sales letters" – I often call them "garbage"! I promise you:

“Having a Graphically Gorgeous Ad Will Not Make  
You Much Money – It May Win You Awards...But As  
For The Money From Orders...”

## **9) You Don't Use Specific Numbers, Results, And Testimonials**

Unless your prospects are lined up outside your door, jamming your mail box and your phone lines wanting to order your product, generalities will never sell your product or service to the degree that you could sell it.

You must always be as specific as possible about the benefits you can provide.

If you sell trade show booths, talk about the “five ways to make your next trade show the most successful ever.” Give specifics. Let the prospect know how many steps it takes to reach the desired outcome; or the specific results you've gotten for others like him; or specific test numbers that show your product beats the competition hands-down.

In short, let your prospect know that y know what you're talking about. This lets him know you can work with him in a specific manner to give him the results he wants.

Don't write advertising that is vague and unspecific. It only shows that you don't know what you're doing and provides your prospect with precisely the reason he needs to stop reading your materials and chuck'em.

You should be able to tell your prospect in precise detail what benefits he gets for buying your product or service. Let him know the specifics about the benefits. Why they are benefits, and what he can expect from those benefits.

The basic rule to remember is this:

**If Your Ad Is So General That It Could Apply To Any  
Product, It Will Not Be Of Any Special Interest To  
Your Specific Prospect!**

Never forget this and use this rule for every sentence you write, and every word you use. Instead of saying “we can cut your costs!” Try saying:

“Our service is guaranteed to cut your costs by 37.3 % or you pay nothing!” Which is more powerful to you?

If you don't have specific facts like this example has, then you'd better start getting them! ! !

Survey your current customers and find out how your product or service is benefiting them; how it can be improved; what savings they're getting; what's their favorite benefit and how would they quantize what it's done for them? The answers to these questions will help you get the specifics you need.

If your average customer saves 10% on their copy paper bill because they buy from you, take that 10% and turn it into a “specific”:

“You'll Save 10.2% or more on your copy-paper bill once you buy from us on a regular basis!”

If you're more comfortable going “down” with your specific instead of up, say “9.8%” instead of “10.2%”... that way you can rest assured you're being more than honest.

You should start creating Case Studies with specific numbers. The way I do Case Studies is revealed later on in the course – but Case Studies are very impressive to prospects who want to know what you've done for people like him.

Testimonials work the same way Try to get specifics in your testimonials.

Using testimonials can reduce buyers fear as well.... especially if they use specific names, and numbers, etc. But not those vague testimonials you see most of the time, like:

“You were great!” D.M. Kansas

*YUK!* This type of testimonial is unspecific and useless. As a matter of fact this type of testimonial is actually harmful to your ad. It causes your prospect to think consciously or subconsciously, “Well, if D.M. from Kansas was so impressed, then why didn’t they tell their full name?”

It leads the prospect to believe that there never was such a person! This hurts your credibility, and you have lost the sell... I guarantee it.

People want to be reassured that they are making the right decision when they buy. Specific testimonials are a powerful tool to help reduce a prospects anxiety.

If someone was looking to hire a magician, that magician would like a specific testimonial that goes something like this:

“I was hesitant to get a magician, it worried me a little. After hiring Jo-Blow magician, though, our entire event was ten zillion times better than last year! I had at least 37 positive comments from the crowd of 50!!! That’s pretty darned good! Great, work, and I’ll be calling you again!” Bill Gates, President, IBM.

Now that’s a good testimonial. It’s specific. Strive for this from now on.

When you ask for testimonials, make sure it’s OK with your prospect to use their quote, as well as their name, address, and phone number. That way you can use their quote at “full power”... there’s nothing weaker than a testimonial with only initials, and no city or state.

You’ll learn about testimonials in great detail later on – just bear in mind that using specifics applies to testimonials just as it does to every other part of your ad.

Using specifics is critical. You see, people are very skeptical these days. We are all hit-up with sales proposals every day of our lives. And we’ve all been burned one too many times – that’s why we’re all skeptical.

There are a few different techniques that can be used to overcome this skepticism – I’ll be covering all of the most powerful ones in this course. Right now, I want to just tell you that

### **Specifics Sell, Generalities Don’t!**

That means instead of saying “We now have over 2000 customers!” You need to say “We now have 2123 satisfied customers”... specifics sell (convince), generalities don’t!

Be specific in your headlines.

Be specific in your claims.

Be specific in your testimonials.

Basically it boils down to this: If you want to have a chance of having your ads or sales letters make you money, you must learn to use specifics. I will teach you all about using them in this course – you’ll be pleased 102.3% with the results!!!

### **10) You Don’t Tell Your Prospect In Precise, Step-By-Step Detail, What He Has To Do To Take The Next Step In Your Sales Process to Get the Benefit He Wants; Nor Do You Offer Him a Compelling Reason To Respond To Your Offer NOW!**

If your prospect, after reading your ad or sales letter, picks up the phone or otherwise takes the next step towards buying from you, then you have succeeded. If he’s not motivated to act, then your ad or marketing document fails.

Pretty simple, eh?

This means that in every ad or marketing document you create you must always give the prospect an invitation to, and a reason to ACT NOW!

Don't just tell the prospect to act, though, tell them WHY to act. For example:

“Pick up the phone now to solve (your prospects greatest problem).”

“Schedule an appointment to see our new widget now so you won't (lose what the prospect desires).”

You see, in order for your marketing communications to succeed you must talk about your prospect continuously. That's all they're interested in. They want to hear about themselves.

My advise is to *do* it! Talk about the problems that they want to solve. Talk about the aspirations that they have.

Every thought, every word in your ad must clearly show that, above all else, you are thinking only of the prospect and what they want, and, that you'll do what it takes to solve the prospect's problem, if only he'll contact you NOW!

You must, in no uncertain terms, tell your prospect exactly what to do to take action. If you want them to call, tell them to:

“If you're serious about wanting to get rid of all your sales woes, you owe it to yourself to get this fact-filled cassette album! Pick up your phone right now, and dial these 10 little digits: (800) 123-4567. Ask for Marty at extension 8. Then tell him you want package “B” along with all the free bonuses. It really is in your best interest.... etc” You see what I mean?

That's pretty clear isn't it? There's no question in that persons mind as to what they're supposed to do in order to get the benefit they want, or to solve the problem they have! Here's another example:

“Here's all you need to do to get rid of those pesky mice forever: Simply print your name, address, city, state and zip code on a piece of paper – along with the words “FREE Report: No More Mice!”

Mail it, along with your check or money order for \$12 (includes shipping) to: Mouse Blasters, 8869 South 60 East, Sandy, UT 84070. By the way, it is not a good idea to send cash through the mail. Don't put it off, the sooner you take action, the sooner you'll blast those mice right out of your house forever!”

Pretty clear isn't it? There's no question about what your prospect is supposed to do. And, it's worded in a compelling fashion. It tells them precisely what to do.

Now, not only must the verbiage be clear, but **you've also got to give your prospect a compelling reason to take action right NOW!**

A “compelling reason” might be one of several motivating combinations... the first one I call:

1. **“RISK-FREE BONUS OVERLOAD!”** This is where you offer them a totally irresistible, risk-free, 100% guaranteed 'til the day they die, with high-perceived-value-bonuses valued at more than the cost of the main item; with a 10-day time limit on the offer – reason to buy now! No matter what your selling, this kind of proposition is pretty strong!

Here's an example:

“With that in mind, here's what you get:

You get the complete, 12 video course which teaches you in precise detail all that you ever wanted to know on how to create winning ads of every kind. (*valued at \$877*) ! PLUS, you get the 5 *FREE BONUSES*:

1. The 14 most compelling ads of all time, and how you can model them for your own success! (*a \$257 value*)
2. A powerful new checklist called “It's The Little things That Count” that took 15 years of research (laid out in easy-to-follow detail) that you can use to make sure all of the little, moneymaking “believability-boosters”

are **in** your ads every time you sit down to write. (*a \$177 value*)

3. A 24" x 18" wall poster to put up right by your computer or writing area, so that every time you start writing your winning ads, there'll be no scrambling for where to start, where to go next, and where to end! (*This baby is a time-saver and a halt!! \$277 value*)

4. You get my most valuable asset: *MY TIME!!!* That's right... you get 4 FREE advertising makeovers with me, limited to 20 minutes per session, absolutely FREE! All you do is fax over your ad or letter, call me to find out the next most convenient time on my schedule that I can go over your ad with you. Then I'll go through your ad from top to bottom, telling you exactly what to do to increase your response! (*Each consultation is valued at \$227... total value: \$900!!!*)

5. You get each of the above consultations recorded on cassette – no extra charge! !! If you have an 'overnight' account, I'll even take the time to package the cassette up and overnight it to you!!! That way you'll be able to use every little detail... every little nuance that the consultation had to offer to your advantage. (*valued at \$77per cassette!!!*)

That means you get a total of **\$1,927 in FREE BONUSSES!!! But remember, you must take action before XXX date** – which gives you only 10 days to get going! But why put it off. Don't set this aside – chances are too strong that you'll forget!

Remember, you *have NO-RISK with this 100% money-back lifetime guarantee*: If at any time you are no longer pleased with the money you're making by knowing how to create winning ads as easily as possible, you may return the videos and keep all the free bonuses 'til the day you die – no questions asked, no hard feelings! !!

Am I crazy to make a no-lose, no-risk offer like this with a life-time guarantee? Maybe. Maybe not. All I know is that I want to build a relationship with you so that .....

There you go.... that's a great example.

Do you see the motivating power behind it?

Understand, this type of offer has been used for years with fantastic success.... it's not a new idea.

Piling on the benefits can be a very strong way of making sure you get your prospect to take action now!

We'll talk more about using bonus items and creating guarantees in great detail later on – for now, understand that the above combination is one of the most powerful, "one-two" punches you can

offer to motivate your prospect to take action now!

Let's take a look at the 2nd way to motivate your prospects:

**2. You use their anxieties and frustrations to motivate them to take action by reminding them of their problem/fear; and then restating their current "state" letting them know in "gory" detail that they don't like the situation they're in, and that it's not going to get any better if they keep the status quo – and that they must take action now if they ever hope to be able to overcome this problem/anxiety/fear; and clearly state that you have the answer they've been looking for!**

You've got to use these two compelling reasons to take action now.

The truth as I see it, is this: these two key elements are precisely what you need to use in your ads to get your prospects to take action now, without procrastinating and putting it off:

1. Remind them of their biggest anxiety – an anxiety that you can get rid of.
2. Give them a motivating factor to get them to take action, coupled with a time limit, and a no lose guarantee. ("Piling On The Bonuses" is a fantastic way to get your prospects to get off their back-sides and take the action that's in their own best- interest!)

Now, let's go into some more detail on this subject ... number one: **Remind them of their biggest anxiety – an anxiety that you can get rid of.**

This is a powerful way to compel your prospects into taking action now – it can almost work magic. However, there's one big caveat:

You Must Absolutely Know Your Prospects Inside Out In  
Order For This Procedure To Work At Full Power!

This is where thorough research comes into the picture. I'll be going over what it means to research your prospects later in the course. Suffice it to say at this point: If you don't know what your prospects are feeling, thinking, talking about, writing about, and reading about, how in the world can you sell them anything?

Frankly, you can't.

You must know your prospects better than you know yourself if you want to have a hope of being able to sell successfully to them with direct response advertising!

Now, let's get down to brass tacks... here's how this strategy would look in a sales letter to a prospect named Scott:

“Sure Scott, you could keep on doing things the way you've done them for years... but why put yourself through it? You and I both know that the “old” ways just don't cut it any more. You undoubtedly can see from this letter that doing business with me will:

Cut your costs by at least 47% per order

Cut your turnaround time by 62%

Increase your profits by 73% on an average order of \$113!

When you look at it this way, doesn't it make sense to take action now? Why go another day with the headaches you're experiencing today... it's absolutely crazy – and it's no longer necessary to put yourself through this pain! Don't you think you owe it to yourself to move on this now. Here's how to solve your problem:”

Pretty powerful stuff isn't it! Once you've done your homework and follow the advice in this course on getting testimonials, case studies, doing your research, etc... you'll have the fire-power you need to deliver specific statistics like this that hit your prospect right between the eyes! Leaving them with no reason whatsoever to stick with the status-quo ... wallowing in their continued anxieties!

Now, let's go into more detail on number two: **Give them a motivating factor to get them to take action.**

Like I said, this strategy is a proven, age-old one that's made people money time and time again. Couple this strategy with the one I just went over with you, and you'll have a power-packed method for getting the maximum response from your ads.

Giving your prospect a motivating factor for taking action now is a matter of perspective. What I mean is, if you throw in something of added value for “ordering before” a certain date like I did in the example above, your prospect must “perceive” the added bonus item(s) as something that is truly of added value.

In other words: it must have a high-dollar perceived value from your prospects point of view. If they don't perceive it as valuable, your response won't be effected in any positive way.

Here again, your research will become of extreme value to you.

I'll be going in to great detail on using added bonuses later in the course – but for now, just understand this cardinal rule for using added bonus items:

If you can't sell or give your added bonus away, it will not enhance the value of your offer, and it will not make your prospect take immediate action – as a matter of fact, it will detract

from the over-all offer! That's why you must be very careful about your added bonus, and know your prospects inside-out!

So don't think you can shovel some old, unsuccessful report or other "schlocky" item *as an* incentive to get your prospects to take action... it won't work! Your bonus product or service must not only be perceived to have a high value, it must be valuable in and of itself.

Well, there you have it.

Now you have some of the most powerful ways known to man for **giving your prospect a compelling reason to respond to your proposition now**. You also know how to tell them in precise, step-by-step detail what they have to do to take the next step in your sales process, and most importantly – how to get them to take action now!!!

This mistake (you don't tell your prospect in precise, step-by-step detail, what he has to do to take the next step in your sales process to get the benefit he wants; nor do you offer him a compelling reason to respond to your offer now) is by far one of the most profit-killing mistakes there is. Advertisers everywhere fail to ask for the order.

I know it sounds elementary... but businesses just don't think about it.

Creating a compelling reason to motivate your prospect to respond now is of paramount importance. Usually if an advertiser has no compelling reason, then no action gets taken... even if there is a call to action. So be careful!

Onward.

### **11) You Don't Look At Advertising, Sales, and Marketing As A Unified, Synergistic Team Of Money-Making Tools and Strategies – Instead, You See Them As Separate Functions, With Separate Goals.**

This is a critical mistake. You must understand that your advertising works hand in hand with you marketing strategies, and your sales team.

#### a) Your Advertising-Works With Marketing.

A powerful part of your on-going Marketing Plan should be advertising. In your Marketing Plan (if you don't have one, get one... a practical one – no charts, bar graphs etc.) you should have a budget, and a plan for your advertising. This course will help you know exactly, when, where, and how to advertise, but you've got to set aside money in your Marketing Plan in order to make that happen.

Marketing is what \_\_u\_\_ your advertising. But, your advertising is what runs marketing. Whether that advertising is word of mouth, full-page ads in the newspaper on a weekly or daily basis, classified ads, postcard mailings, direct mail sales letters, small display ads, flyers attached to home-owners doors, etc. Whatever the advertising is, it's goal is to complement your over-all marketing plan.

#### b) There Are No Sales For Anyone Without Advertising.

No matter how good your tele-sales team is, or no matter how good your inside/outside sales people are, they'll go nowhere without leads.

It shocks me to see how many sales-force backed businesses there are who do nothing (directmarketing wise) to generate leads for their sales team. Leads can be generated in great quantity (and quality) using direct-response marketing space ads, letters, classifieds, etc.

If you have a sales team of any kind – may I suggest that you read the section on lead-generating ads very carefully and closely to make sure you understand the fact that direct- response marketing can have a powerful impact on the supply of leads your salespeople get. And remember, with no leads... there are no sales!

### **12) You Focus On Your Credentials Instead of Focusing On What Your Credentials Can Do For**

## Your Prospect

When you talk about yourself in your advertisements and marketing literature, talk about yourself in terms of what your prospect eLts from you.

Think about it: What does your prospect care to know?

He wants to know that you'll give him the benefits you say you can deliver, and the benefits he wants you to deliver. Your prospect continually wants to know, **"What's in it for me?"** Therefore, you must continually answer that question, even when you're talking about yourself. In fact, there's an old sales adage that says, "Your prospects are always tuned in to the same radio station: WIIFM... What's in it for me!"

We're all tuned in to that station WIIFM. We all want to know the answer to that question before we'll buy from anyone. Answer it specifically for your prospects, and you will make money!

Your prospect wants to know what you can do for him, not how many degrees you have, where you got them, and when you got them. No one cares about those types of things until they know what's in it for them.

Your prospect wants to know that you understand his problems and have solved it for other people who are like him. People that will in fact "testify" that you have solved their problems. (Thus the need for testimonials.)

Your prospect wants to know what you can do for him, what you have done for others like him (be specific!) and anything you can tell him so that his suspicions about what you say are laid to rest!

If these are the things your prospects want to know (and they are) then **tell them** these things! Turn your credentials (features) into benefits.

Your prospect wants to know what you can do for him; not how many degrees you have, where you got them, and when you got them. No one cares about any of that kind of stuff until they know what's in it for them.

I'll be telling you exactly how to take your credentials and "frame" them in a way that shows your prospect what's in it for him later on in the course when we talk about features and benefits. Right now, I just think you should know that if you've got a masters degree in anything, you need to realize that your prospects don't give a whit, until you tell them what benefits that masters degree delivers to them!

You'll learn how to do that in the next section of this course – it's an easy yet important concept to understand and use.

## **Conclusion to Advertising Madness: The 12 Reasons Why Most Ads Fall on Their Face, Costing You a Fortune Instead of Making You The Money You Deserve!**

There you have them. If you'll follow these rules, you can rest assured that your advertising and marketing documents will be read.

As I challenged you at the onset of this, begin collecting marketing documents of all sorts. Note what you like about them. Note what works. Test them against the guidelines in this section of the book to see why they work when they do... and you'll also begin to see these 13 mistakes popping up again and again in most of the ads you review.

It is your responsibility to learn these mistakes, and avoid them like the plague. They are money-sucking wastes that you can now avoid. If you don't learn them and internalize them, then your prospects will not get the solution to their problems from you, and you won't get that big, fat check!

That's what it all boils down to!

Now, I'd like to move on to a topic that's so incredibly powerful it could literally bring you wealth and riches untold if you were to integrate it into your life and practice it day-in and day-out....

## CHAPTER THREE

### **Today's Missing, Magic Ingredient Which Will Almost Guarantee Your Success as an Advertiser**

The information in this chapter will absolutely change your life. No B.S.

This chapter will give you a thought process that I want to share with you – something which will give you clarity, give you advantage, give you purpose, give you certainty give you the vehicle that will enable every of your staff members to have motivation, give you the understanding to relate with your clients and customers, all with one simple manner... mindset.

This concept will give you a “vehicle”, a “method”, a “Program” you can use to drive your entire sales ideas; drive your UCA philosophy, your management philosophy; your personnel philosophy; and more.

With that in mind, let's get started:

The first thing I want you to grasp is that you have three tiers of “customers” to sell.

The first tier of “customers” is not the people who give money to you. It is the people you give money to. It's primarily your staff, your “team” members.

The second tier is another group you give money to. Your vendors, your suppliers, or professional advisors.

The third and final tier of “customers” you sell is the people who give money to you. What I'm about to share with you now, is going to help you understand all this in *a way* that will give you the kind of distinction that makes massive financial breakthroughs for people.... people like you and I.

What you've got to do, is take this information, and interpret it into your business. Force

yourself as you read this chapter to make notes of not only what I say – but the implication and application it has to whatever enterprise you're currently in, or you are contemplating.

Okay.

What you're about to read are the distinguishing factors, the philosophy, the mindset, the premise, the positioning, the whole essence of what made one great businessman so successful; when all their competitors couldn't even come close to his heels.

To start off with, the first thing I want to tell you about, is having a genuine empathy... a sincere empathy of where your customer or client or prospect is at, and what their frame of mind is.

Empathy is very different than just understanding.

It is having emotional heart-felt comprehension of what someone else feels .... the “plight” they're at, how they are seeing life from their point of view.

When you lose empathic respect for where your customer or client is coming from, you've lost the immediate rapport right from the beginning. You've got to understand that.

You've got to take a position of “selling leadership”. Leadership in the literal sense to your customers.

Not leadership like being the leading company, but leadership in the context of leading your customer to solutions, to answers, to protections, to enrichments.

Our charge as advertisers, marketers, business people, our responsibility, our “purpose” is to lead our customers to “higher ground”, to better lives, to greater enrichment, to have more joy fully out of what they're doing, to greater freedom, or whatever it is that what you're selling delivers.

You must become extraordinarily adept at getting everyone in your organization to be able to convey to both your customers the fact that “I feel the way you feel, I understand what your problem is”. You need to see a very distinctive difference between “giving information” and giving advice.

As Jay Abraham is famous for saying: “People are silently begging to be led.”

They are silently begging to be led, but **they want be led by a leader who has their empathic best interest at heart**, not someone who is looking *through* them and to their wallet or treasury. It’s a very distinct difference when saying: “here’s your wallet make your own decisions” or saying “here’s the basis I believe you should be doing this upon” and giving an authoritatively, well reasoned, externally beneficial advice that puts your customer ahead of yourself,

It’s important that you realize that most people don’t have a clear picture, they don’t have a focus. They don’t know what they want, they don’t know what they feel, they don’t know what’s possible. They don’t know how bad or good they are doing because they have very little to compare themselves to.

The more you help them paint their picture, provide clarity of focus, and show them what’s possible – the more you show them what they’ve been denied. You need to show them how limited and restricted they’ve allowed their situation, their life, their performance, their whatever to be.

The more they are appreciative, the more they can be empowered to take action.

Again, leadership. Your purpose, your responsibility, your charge, your reason for being in business is that you’ve got to lead your prospect to whatever the “promised land” is in their eyes; because they’re not allowing themselves to solve all their problems, to get all they could out of all they’re doing, or whatever else what you’re selling offers to your prospects.

You see, most people don’t trust “the system”, and most people don’t trust the systematic way that we operate in business. They don’t trust everyone doing things the same way. They think they are basically manipulated. They don’t think they have control.

Customers don’t really think they have control. You don’t think you have control. Customers don’t think they have control.

**But, when you put on a pair of empathetic glasses and take off the blinders, you see that we all feel we’re out of control.**

Think about yourself. Have you ever been in a buying situation where you feel helpless or frustrated? You’re a human being. Those feelings are manifest by every other human being you will ever deal with

because **human nature is immutable!!!** No one trusts.

Even business owners feel that all the competition is out to get them and they think the “system” sucks. They’re just not in a good mood, they know that, but they aren’t. A lot of people don’t even know what they feel, but believe me, they feel it. They’re desperate for an alternative for a better way, a fresher alternative.

Something that makes sense; or something that shows promise, or something that has integrity to it, whatever integrity might mean to that prospect.

People are mad, they really are. Have you noticed a level of, either apathy, or ambivalence, to customers?

People feel like they’ve been taken advantage of. They feel like they’re always being screwed. They feel like they have no real choice. They feel like the whole system is manipulated around them.

Can you feel that way sometimes?

Do you think you’re any different than any other human being? If you can have an out of body recognition and look back and say, I bet the way I’m feeling good, bad or indifferent, is the way my customers or my staff, or my wife, or my kids feel at different times. And the more you can empathize with, and relate to everybody, the more powerful you will be!

Do you understand that?

You’ve got to stop, step out of your shoes, and understand what it feels like to be in the other guy’s shoes!!! They feel like you do – you feel like they do. And in business, if you don’t comprehend the feelings of your prospects

and customers, I can promise you, you won't be "in" business for long!

The fact is, people feel they're not being told the whole truth, or all of the facts, or all the options.

And the person who says, "here is the truth, as I see it", and steps out of that hedged, gray light, into the clarity, and naked vulnerability of the morning spotlight can get a great advantage.

Don't you respect somebody who lets you "in" on how they see something? Think about it in light. How many of you ever bought something from somebody who tells you what You think is *truthfully* how they see it, or tries to advise you honestly, or sometimes talks you out of things, and tells you what's wrong with certain things; gives you a really candid advice?

Did you ever have anybody like that in your life? Did you feel confident of them? Did you buy from them?

Think about that. You may need to read that paragraph again to really grasp this concept. If someone takes this position (as shared 4 paragraphs up) you really find that you want to trust them... believe them. And if they're selling something, you feel confident in buying from them, don't you?

Why does this work?

Well, most people don't really know what focus is until they've made it. They know how it feels, but they don't know what it is. They just know they're frustrated, and they don't have a piece of the puzzle.

Your job as an advertiser is to give them clarified focus and help them realize that this is a greater way to look at life. Imagine. If all day long, you looked at life like that.

That's your responsibility. That's your higher "purpose".

Give people the focus. Help them see it as you see it. Give them advice. Give them an alternative to the way everyone else presents it. Have a fresh, better, more honest, more empathic, more externally focused mindset.

Tell them, "here's the truth as I see it." Help them take a step. Connect all the "dots".

Most of us have allowed our business to be nothing more than one of those connect a dot puzzles, and most people are squinting trying to figure what the picture's supposed to look like for themselves; so they do take some action. But the action they take is nowhere close to the level of action you could help them take if you connected the dots for them. So connect the dots for them!

Help them take the first step. Help them see what the logical action should be, and why. And give them reasons why that are in *their* best interest, not yours. And if you don't have reasons why, spend as much time as it takes to get some, because until you get them you have no advantage.

Having strong reasons why will give you advantage, give you purpose, give you certainty, give you the vehicle that will enable every one of your team staff members to have motivation, give you the understanding to relate with your clients and customers.

Maybe this chapter has been a bit abstract in its thinking and approach. And maybe you don't understand the point I'm trying to make. I guess what it boils down to, is that if you're hoping to sell a lot of your product or service, and you haven't taken the time to really get to know your prospects, there's really no way you can succeed.

Empathy is the key.

Research is a step toward empathy... but empathy is more than just researching your target prospect. You must adopt this **empathetic attitude**. Grab your dictionary and take a look at the word empathy. This all bears repeating!!!...

Again, my dictionary says:

*"Identification with and understanding of the thoughts  
or feelings of another"*

In plain English, that is what good salesmanship (and ad writing) is all about! **Read that definition again!**

Do you see the power and truth revealed in that definition?

That, my friend, is exactly what writing winning ads is all about... *being empathetic!*

You see, if you identify with and understand the feelings, hopes, and anxieties of your target market, you're going to be able to deliver to them both a hot product that helps them, *and* a hot ad or letter that sells them! Let me repeat here what I said earlier:

But first, you've got to understand them, their thoughts and feelings, their hopes and desires, and anything else you need to find out that'll help you create ads that sell. You must walk more than a mile in your prospects shoes in order to understand how to write to them, and to create products that'll solve their problems.

Essentially what I'm saying is, you must be sensitive and understanding as to what your prospect wants, fears, and hopes in order to write great ads and letters.

As I think about it, that's probably not going to be easy to do for some readers of this course.

Really, if you think about it, this entire nation is full of people who are self-concerned, selfish, basically thinking only of themselves.

Wouldn't you agree?

We're all wrapped-up in ourselves. People are basically worried about "me first!" They care only about themselves. There's just not a lot of empathy to go around.

Maybe that's why so many ads, brochures, sales letters, etc, are all focused on the company that's distributing them.... they're all "me" focused. They never tell you what's in it for you. They almost always focus on themselves ... a "me" focus!

Most kids these days are worried about themselves only.

Take a look at all the gang violence going on. Do you think these kids are thinking of LOU when they destroy your garage? Of course not!

They're only thinking of themselves, what fun it is to destroy, and how strong it makes them feel. They're thinking only of themselves ...***no empathy at all!!!***

My suggestion to you is this:

If you're serious about wanting to succeed in making tons and tons of money in your lifetime and becoming a real success; you've got to get serious about serving people... caring about people – getting to

know people and care about them and their concerns. Empathize with people.

Go out of your way to show your concern for people. Create products that help people, solve their problems, and focus on them.... once you do all that-- you will succeed big time

## CHAPTER FOUR

### **Ad Writing Primer: The Basics Of Writing Winning Ads That Sell *NOW!***

#### **INTRODUCTION**

This section has been included for those who aren't very familiar with the process of creating ads. I suggest everyone read it – for it sheds some light on the subject of how I look at advertising. Reading this will help you understand me better, and where I'm coming from.

So, even if you've never written a word of advertising in your life, this chapter will teach you all that you need to know to get "up to speed" as it were.

Writing copy for your brochures, ads, flyers, business cards or any other marketing communication is critical to your success in advertising and marketing your business successfully. It's something that you can learn to do. I think.

At least I learned to do it therefore I assume that you can too. I'm going to give you the basics here. If you end up hiring a professional copy writer (which is an option) you'll want to compare their work to the information I share with you in this section of the report.

If you do hire someone, I hope it's me. I only say that because most ad agency copy writers (the "professionals") have no idea about how to write copy that is compelling enough to make your prospects take action in their own best interest, and of course in your best interest.

This section is full of the tips, hints and techniques that I have learned, proven, and used for the past few years that will help you write advertising which will get your prospect to buy from you NOW.

If you use these ideas, they will work for you. I use them every day, in every market that I write ads for, and yes, they do work.

You should use them too.

Copy writing can work if you do it correctly. There's nothing clever, nothing elaborate everything's simple about the way I approach it. I think that "the simpler the better" when it comes to copy writing.

In this section you'll learn how to transform your features into benefits that your prospect will want to buy, you will learn how to transform where you've been and what you've done into compelling benefits, and several rules for writing copy that will get your prospect to respond NOW.

We will also talk about using flyers, brochures, advertisements, postcards and newsletters. You'll enjoy all of this I'm sure.

But, there's one thing that you've got to understand from the beginning. And that is this:

**No One Wants To Buy From You If You Don't Put Their Wants, Passions, and Perceived Needs First.**

Your prospect is only interested in doing business with you to the degree that he understands what you can do for him.

You must be entirely unselfish in your marketing in order to write copy that sells.

In every word you write, every sentence you construct, in every paragraph that goes into your advertisement, you must realize that **your prospects desires, anxieties and aspirations must *always* come before your own.**

This is the basic fundamental rule of successful ad writing. And this is something that very few professional writers can do. If you doubt that this is true.... go out to your mail box and read the sales literature and copy that you find.

Compare it to what you learn in this section and you'll understand that there are very few good ad writers out there.

You've got to understand that successful ad writing is "all about your prospect"... it's about their dreams and desires.

If you can't understand this, then don't bother trying to write your own ads and marketing materials, because you won't be able to.

## **Typical Mistakes That You Must Avoid So That You Can Write Powerful, Motivating Copy**

Hundreds and thousands of dollars are wasted every day on advertising that's not focused on the buyer. Too many mistakes mean too many dissatisfied, unmotivated prospects, which means too many unprofitable businesses.

The problem is that:

- 1) Most advertisements: Do not focus on the prospect... they focus on the seller. A very selfish thing indeed!
- 2) Most advertisements: Assume the prospect is as excited to buy from you as you are to sell! A false deduction if ever there was one!
- 3) Most advertisements: Try to be clever and creative. The minute you get clever with your copy is the minute you lose your prospect.
- 4) Most advertisements: Try to create a "professional image." This is ridiculous... but happens all the time! Your professional image should always come second to *THE PROSPECTS NEEDS WANTS AND DESIRES*. Nothing should be more important than your prospect... especially not "your image"
- 5) Most advertisements: Drone on and on and on about the features of a product or service and not on the benefits and what they can do for a prospect.
- 6) Most advertisements: Are deadly boring and dull. Copy should be written full of action, spunk and enthusiasm. It should move the prospect to action!
- 7) Most advertisements: Do not give the prospect a reason for acting NOW. After your prospect reads your ad they should be so excited about the benefits they get, that they drop whatever they're doing and take immediate action to further the sell along! Advertising that does that is awesome... and makes a lot of money!
- 8) Most advertisements: Do not understand the anxieties and aspirations of the prospect. **If you don't know your market, don't even TRY to write sales copy.**
- 9) Most advertisements: Do not sell specific benefits to the prospect. The best ads are stuffed with specific benefits for the buyer. For each individual market you target, your copy must be specific. Stop writing general copy.
- 10) Most advertisements: Do not guarantee the prospects satisfaction and therefore does not reduce his anxieties and worries about buying the product or service.
- 11) Most advertisements: Do not use testimonials to reduce the prospects anxieties and worries about buying the product or service.

These are only a few of the mistakes that most advertisers make.

After you've created a document, always turn back to these pages and test your copy against these listed mistakes.

If you've made any of these mistakes, weed them out! If you have to, go ahead and start from scratch and re-write the whole thing.

And by the way, get used to re-writing it!

## **Transforming Your Features Into Benefits That Will make Your Prospect Buy From You NOW**

Before I explain how to do this, I feel the need to reemphasize the fact that: If you don't know what your prospect wants to buy, or why he buys your service or product, then how are you going to sell it to them? You can't.

Thus the tremendous need to do your marketing research. You see, if your preparation has been thorough, you stand a much greater chance of writing an ad that sells... as a matter of fact, that's the key to creating a hot ad:

## If You've *Really* Done Your Research, Your Ad Will Practically Write Itself!

Having said that, let's assume that you know why your prospects buy, and talk about how to turn features into benefits.

Features are the elements of what you're selling. The elements of your product or service that are desirable for your prospect. Features are all about you, your product, and they define both.

Features are important, but only to the degree that they relate to a benefit that the prospect gets from the feature.

**Features will not sell your product or service ... benefits will.** Benefits are the advantages to your buyer. Benefits are what causes a prospect to buy. Benefits are what your prospect gets from a feature. (That's why the "you get" technique works so well!)

Benefits answer the prospect's biggest question "What's-in-it-for-me?". Your prospect wants to know the answer to this question RIGHT FROM THE START. So tell him!

Thus, if you want to write successful ads then you've got to get good at transforming feature into benefits.

One of the basic rules of successful copy writing is this...

**You Must Always Lead With The Benefits, And Then You Can Follow With Features.** Prospects always want to know what's in it for them first. After they know that, they might want to know what it's composed of/made of/what goes into it, etc....

If you have a feature that doesn't offer a strong benefit, then leave it out... don't even waste your time with it, or consider it. You should never list features of your product or service as if they were in and of themselves, something meaningful.

They aren't!

A feature is only meaningful if it tells your prospect what he gets from the feature... and by their very nature, features don't do it. If you understand all of this, then you are ready to begin the process of turning features into benefits.

### **Here Are The Steps For Turning Features Into Benefits:**

1) List every feature that you can think of.

The features are basically the key facts about your product or service: name, address, type of products, education, experience, price, availability, size, content, color sharpness, etc.

2) Now answer this question for each and every feature:

"What does my prospect get from this feature? How much? How often? Why does it matter? What problem of the prospects does this feature solve? How well does it solve the problem? Etc." If you do this, you'll have a list of benefits that mean something to your prospect.

3) Rank the benefits in order of importance to the prospect.

4) Rank the problems that your product or service solves in order of importance.

You see, all of this is critical to your advertising success. A prospect doesn't care about your features... they just want to know what's in it for them.

They care only about what you can do for them.

And, they don't care about where you've been and what you've done. But, they do want to know what a difference where you've been and what you've done makes for them. That's why you've got to learn:

### **Transforming What You've Done In the Past, and For Other Clients Into Compelling**

## Benefits

A few key principles to understand before I drop a bomb on those of you who are highly educated:

People buy from you not because of where you've been, but because of what you've done for other prospects who are like them... The results you've achieved for others that have used you before... people who are like them.

Formal credentials are not synonymous with results. Results are *always* more important than credentials to your prospects.

I have sold my services to corporations across the country and have never had to let them know that I'm only a high school graduate. No marketing degrees from Harvard here folks. I've simply sold them on what I've done for other clients of mine in the past!

However, credentials are features, and features must be turned into benefits.

Some of the basic rules for telling your prospects about yourself, and how "professional" you are go like this:

The professional is seen as a warm and welcome, helpful and interested, not self-interested and "untouchable".

The professional's credentials don't scare the prospect into buying, they don't make the prospect feel insecure and unworthy of the professional. They reassure him about the professional and convince him that the professional is sensitive to the prospect's needs and can help him solve his problems.

Each feature of the professional's resume is transformed into a lever that helps the prospect understand that this is the person he should work with, this is the person that will help achieve any desired objectives.

Professionalism isn't really what the advertising world purports it to be. Professionalism is not projecting an image of "untouchableness"!

You cannot succeed if you are viewed as being untouchable, a "god" of sorts! So get down off of any high horses that you are on, and realize that your prospects want to deal with someone that is personable, conversational and kind and gentle and will talk straight to let them know how to solve their problems.

This is you, isn't it?

Now let's transform those credentials into benefits.

These are the steps:

- 1) Write down all of the credentials that you have.
- 2) Now put the credentials in context. Tell your prospect what difference these credentials make to the prospect.
- 3) Write down the kind of prospect you want to take action.
- 4) Now select the credentials that relate specifically to the prospect that you want to become a customer.

Your prospects don't want to know where you've been or what degrees and celebrated honors you have. They want to know what you've done for others like them, so that they can have reasonable assurance that you can do the same for them.

**Rules For Writing Copy That Motivates Your Prospect To Respond NOW** Remember, the main question to continually ask yourself, with each sentence you write, with each paragraph you finish, is this:

Does This Help Get My Prospect To Act Now, Or Not? If It Doesn't It Should Be Pulled-Out  
And Thrown Away!

The purpose of your advertising is to get your prospect to buy what you're selling. If the copy does not answer this end, then it doesn't belong! Never forget this!

Realize that no matter what anyone else says, **copy should be written so that it's focus is on the prospect, never on you.**

Put your ego aside, and realize that you will win at advertising *if your focus is on your prospect, his desires, his wants and aspirations, and his anxieties.*

Tell your prospect that you have the solution to their frustration or problem. Prove it in your copy!

Let them know that you understand their pains. To do this you must: Identify The Prospects Pain

Make Him Really Feel It

Let Him Know You Can Take The Pain Away

Remind Your Prospect That The Pain Will Stay If He Doesn't Take Action To Get Rid Of The Pain.

More basic rules for writing copy that sells:

1. Target your market specifically.
2. Write the ad as if you were writing to one specific, select person.
3. Read your copy as if you were the prospect, consider it only from his point of view.
4. Never assume that your prospect understands what you are saying, tell him specifically what it is you mean.
5. Make your copy short and spunky, full of energy. Use action words and avoid adverbs and adjectives.

Using non-specific adverbs and adjectives tell your prospect that you don't have any specific facts or numbers to share. You must prove each of these words when you use them.

6. Make Your Copy Interesting. Write everything so that it focuses on the prospect.

That alone will make your copy interesting to the prospect. If what you write is not about the prospect, then it doesn't belong!

Let them know what they "get". As a matter of fact, when you're having a hard time knowing what to write, come back to the simple, (but oh-so useful) phrase:

"You get" (See Chapter 16)

And then tell them what they get.

This is the easiest way to write ads that work, and the way that I use most!

7. Make your copy active. You are trying to get your prospect to take action, so your copy must breath action. You are basically saying to your prospect, "You're in this uncomfortable situation. You want to be in a better, more comfortable situation. I get you in that situation. All you have to do is act NOW!"

To make your copy more active get rid of conditional phrases like: "You could get" or "You can have".

Instead, you should say "Get... or "Have..." This works much better.

Write your sentences in the present tense. Say "Have this today by calling.... instead of "You will have this ....."

8. Write your copy the way that people talk. That means starting sentences with conjunctions, it means using ellipses (dots like these....) to get your prospect to pause while reading.... but still

connect two parts of your continued thought. End sentences with prepositions, or start them with prepositions. Use sentence fragments. Use short sentences. Use one word sentences.

**Break all the rules your English teacher told you to keep!**

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The best test to know whether or not your copy is written the way people talk is to

### **Read It Out Loud!**

Any little “bumps” in your reading will tell you where you need to edit your copy.

Let me tell you something: You’ll never hear rules like this from an advertising agency ad writer! I can promise you that! All of these things are against the “professional writers” rules.

But, *their rules don’t work!*

9. Use emphasis devices to draw attention to words that are important, words that are more likely to get your prospects attention sooner.

\*You can underline important words.

\*You can **make them bold**.

\*\*\*You can use asterisks to set them off

\* You can indent them.

\*USE CAPITAL LETTERS.

\*Start your sentences with an over-sized letter

\*Use different colors (pretend this is blue)

\*Write notes in the margin

Basically, you should use anything that lets your prospect know that **THIS IS IMPORTANT READ ME! I’VE GOT A BENEFIT FOR YOU!**

These emphasizing devices work, and will guide your prospects eyes across the page to the important messages you are trying to convey to them to get them to act in their own best interest.

In the Appendix you’ll find many winning sales letters and space ads that use these highlighting techniques. Try to use these as a model for just how much highlighting you should do. Obviously it can be overdone ... and that’s not what you want.

Onward.

10. This is a key rule to never forget:

### **Always Lead With Prospect Benefits, & Follow With Product Or Service Features.**

Following this rule alone will help increase your response to a large degree. Make sure these benefits:

Speak Directly To The Prospect ! Excite Him

Frighten Him

Let Him Know What He Has To Do To Get The Benefit

In short, motivate your prospect by leading with the benefits he gets, not with you, your product or it’s features.

11. Always give the prospect a reason for taking immediate action. Your advertisement fails if it does not get your prospect to take action now. This means giving him a special price, a special premium, or other type of honest reason or offer.

Tantalize your prospect with compelling reasons to call you NOW 12. Use testimonials to reduce buyers’ anxieties.

13. Repeat your message to your prospect over and over again. If your prospect needs you, then you need to repeat the benefits over and over so that they realize that you are the best solution to their problems.

14. Make it easy for your prospect to respond.

Don't hide your phone number by burying it deep in the text. Or, if there is another response device (reply card, etc.) then let them know exactly what to do.

Be precise about this... tell them step by step what to do, and always remind them of the benefits they get by doing so. Don't just say, "CALL NOW!" Instead say, "To get the (benefits they desire) CALL NOW!"

Writing ads that compel an immediate response is something that you can do, if you work hard at it and follow the guidelines in this section.

These ideas have made literally hundreds and thousands of dollars for me in my business. My copy writing has pulled responses in at rates as high as 36%.

Not every mailing I do for me or for a client gets this rate, but most average 4 - 12%. More importantly, nowyou know the secrets I use to create advertising that will get the responses you need to make money.

This section is full of the tips, hints and techniques that I have learned and used with dozens of clients – they will help you write advertising copy that will get your prospect to call you NOW and buy your product or service.

If you use these ideas, they will work for you. These are the basics of writing ad copy that will get your prospect to respond NOW! Each of these topics will be covered in depth in this course, and you'll also be provided with a "quick" way to bring it all together each time you sit down to create an ad!

## CHAPTER FIVE

### **Motivation Magic: What You Need to Know to Motivate Your Prospects to Take the Action You Desire!!!**

#### **INTRODUCTION**

Here's what this chapter is all about:

**The Basics of Motivating Your Prospects to Take the Action You Want Them to Take!** To motivate someone you've got to know a bit about human nature. Though I'm no psychiatrist, I do understand a bit about what it takes to motivate people. You have to know and understand this kind of stuff if you're in any kind of sales – and that's all that advertising is: *Salesmanship Multiplied*.

The first concept to understand is something that marketing genius Jay Abraham drills into people's minds:

“Human nature, is human nature, is human nature.”

We all basically are motivated by the same things. Human nature is immutable.... meaning, there will always be certain key motivators that will prevail; come what may.

People are motivated today by the same basics as they were 100, 500, 5000 years ago. We all are motivated by some primary wants and needs. I think Napoleon said it best when he said:

**“There are two motives to action. Self-interest and fear.”**

That being true – we must learn how to motivate people with either their own self-interest, or with fear. Both work well, but of the two, I'd have to say *that fear is a bigger motivator*

People are scared of losing people and things. They don't like being uncomfortable, anxious, or frustrated over a situation where they may lose something. They don't like being scared of something. In short, people don't like being scared, or having fear.

Also, **people want things quickly and easily**. I can't think of a single headline that couldn't use the words quickly and easily to create more impact. People think only of them- selves at any given moment... and that's where their focus is most always.

Because of this, they want things, and they want them now.

People of this day and age are used to getting things now. We no longer know what delayed gratification means --that's why we all want things quick and easy.

People want quick and easy ways to get money and love.

I know, I know: it really doesn't make sense does it? Logic tells us that long-lasting, loving relationships take time to build. Wealth takes time to build.... but this world is full of people who want to get both the quick and easy way!

You can't offer a product that gives your customers love or money through hard work – it must always be quick and easy. If you can combine your product with either or both of these appeals, and you use these appeals in your advertising, you'll really have a knock- out ad campaign!!!

Quick and easy love and money are some very powerful motivators.

Let's take a look at some of the other motivators and appeals that are inherent with “we human beings.” These are the things people want most in life:

**1) Health & Immortality.** People want to be healthy. They want to live long, healthy happy lives. If your product can use this appeal, it should do well. People are concerned about their health. Health and immortality are sometimes considered one in the same by some human motivation experts.

Immortality as I'm using it here doesn't really mean to physically live forever – what I'm pointing to are things that will keep a person's name alive in the future... like a child who carries your name; an important leather book (your family genealogy?) with your name embossed on it; an important document with your name, etc. People tend to hold on to and cherish such things.

I personally think that's why the "Heraldry" items are still being sold like hot cakes after so many years. Plates with your "coat of arms" on it – family flags have been a hot product. Genealogy is hot. Here are some headlines or report titles that may do well towards this end:

! No More Back Pain – A Quick & Easy Way To Relieve Back Pain In 6 Minutes A Day!

! Have Young-Looking Skin In 21 Days, 100% Guaranteed – No Matter What Your Age! ! Beat Cancer With This Little-Known Remedy From France!

! How to Live Longer, Stay Healthier, & Prosper In Just 10 Minutes *a Day*, Guaranteed or Your Money Back!

! Imagine ... Your Name Engraved on a Beautiful Gold-Plated Plaque to Pass Down From Generation to Generation ... FREE!

2. **Money & Power.** This ranges from being your own boss, to managing/bossing people better... getting them to do what you say so you feel like you have control, to ruling the world! On the money side, it can be saving money, making money, losing money, etc.

How to Quickly & Easily Make \$500 a Day Every Day In Your Own Business!

The Housewife's Complete guide to Saving Hundreds of Dollars On the Grocery Bill!

112 Quick & Easy Ways to Knock the Socks Off of Inflation!

! Losing Money In the Stock Market? Here's a Time-Tested, 100% Guaranteed Way to Make as High as 22% On Your Money, Every Year!

3. **Recognition & Popularity.** I think you'd agree – most everyone enjoys a little praise and recognition. Didn't you always sort-of envy the class clown... the jock... the head cheerleader... the homecoming queen and king? All people would enjoy different degrees of popularity among peers, friends, business associates, etc.

The Quick & Easy Guide to Getting Charisma!

The Secrets of Being a Genuine Charmer.

How to Gain Recognition In Any Field

The Complete Guide to Becoming Popular!

115 Proven Ways to Quickly & Easily Attract the Opposite Sex Again & Again

Do you see the power of these appeals and these headlines? They almost automatically appeal to most anyone. That's why you must take your product or service, examine it closely, and determine what it has to offer people in these terms.

I'm now going to list some other appeals that I think are very powerful and strong – and that are inherently motivating to people. You should try to "attach" your product to these basic appeals.

**4. Self Improvement & Success (Career Success, Parental Success, Marital Success, etc) 5. Recreation and Fun**

**6. Avoid Mishaps, Hardships, and all Unpleasantness 7. Have success in competitions, games, sports, etc.**

Vic Schwab, who was an incredible ad writer and one of the "founding fathers" of direct response marketing, offers some very valuable insights into what motivates people to action. He took all of the basic desires and put them into this extremely valuable list:

1) People want to **gain:**

- a) health
- b) time
- c) money
- d) popularity
- e) improved appearance f) security in old age g) praise from others h) comfort
- i) leisure
- j) proof of accomplishment
- k) advancement (business and social)
- l) increased enjoyment m) self-confidence n) personal prestige

People want **to be:**

- a) good parents
- b) sociable, hospitable c) up-to-date
- d) creative
- e) proud of their possessions
- f) influential over others g) gregarious
- h) efficient
- i) “first” in things
- j) recognized as authorities

People **want to:**

- a) express their personalities
- b) resist being dominated by others c) satisfy their curiosity d) emulate the admirable e) appreciate beauty f) acquire or collect things g) win others’ affections h) improve themselves generally

People want **to save:**

- a) time
- b) money
- c) work
- d) discomfort e) worry
- f) doubts
- g) embarrassment h) risks

Let’s take another minute to “frame” these motivators in different terms. I understand that some people learn better by seeing things presented in a different way – that’s what I’m doing here.

You see, I really want to impress upon your mind how important it is to understand what really motivates people – what their inner-most desires are in general.

Your ad or sales letter must specifically tell your prospects how you can help them:

Make money

Be safe and secure

Be healthier

Save money	Lift their work load	Avoid problems
Be comfortable	Avoid effort	Stay younger
Make life easier	Keep what they have	Avoid criticism
Save time	Gain control	Gain power & status
Love and be loved	Be admired	Gain praise/recognition

Remember, fear of loss motivates more powerfully than hope for gain.

Also, if you're focusing on what your prospect may lose, for your ad to be most powerful, you must make them **feel it in a very acute way**.

For your advertising to succeed, you must appeal to either a huge benefit that your prospect wants, or you must appeal to your prospects anxiety, frustration, or pain. Let's now take a close look at each:

### **Appealing to a Huge Benefit to Motivate Your Prospect.**

Obviously if you're going to appeal to a huge benefit, you've got to know what benefit your prospect wants to get from your product. That's why you do your research. So that's step one... do your research.

Understanding your prospect and his motivation for buying the product or service is them key to creating ads that sell. The best salespeople are masters at doing this. They "get inside" their prospects, and come to know what makes them tick.

Instead of just launching into a "canned" sales pitch, the successful salesperson first tries to understand the customers perceived needs, their mood, their personality, their prejudices.

The salesperson then uses that information to break down the resistance to the sales process by building a relationship with the prospect.... trust.

You must do the same in your ads.

You must know your prospect before you pick up a pencil to begin creating the ad.

To find out the major most appealing benefit, you need to examine your product or service carefully. Sit down and create a big list of all the features your product or service has. Once you have all of the features listed, sit down and turn the features into benefits.

This is pretty easy once you get the hang of it... here's what you do:

You look at each feature from your prospects point of view, and ask yourself "What does this feature give me – what do I get from using this feature?"

#### For example:

Let's say you're selling a dishwasher; and one of the listed features is a "Trap" at the bottom of the machine that catches all the goop and yuck that would otherwise go down the drain, or get stuck on the washer. The trap is the feature. The benefit of the feature is this:

"No more clogged drains that cost you a fortune to get cleaned out! PLUS our patented 'Trap' means you don't have to clean out the bottom of the dishwasher every time you use it!!! Simply pull out the trap, and dump the contents into your garbage – no more goopy messes in the bottom of your washer to clean out with messy paper towels!"

You see, the **benefit** is what your customer gets from a feature. Features don't sell – benefits do.

So, what you do is create this list of features, turn them into benefits, then prioritize the benefits according to what's most important to your prospect.

How do you know what's most important to your prospect? Simple... ASK!

That's what I do.... I ask. Get on the phone and talk with your prospects ... find out what's important to them. Send out surveys to them. Or hand surveys to your prospects as they come out of the grocery market, the pool hall, or wherever your prospects are found.

The point is that **you cannot assume you know what the major benefit is**. To assume it is a deadly mistake.

You can't afford to assume... you must know!

You can't assume you know what they feel, what they think, what they're anxious about, or what they think the major benefit is – **you absolutely must find out for sure**.

This means you're going to have to continue the research process by reading information produced by others about your prospects and continually communicating with your prospects in an on-going attempt to understand what they perceive is the biggest benefit!

### **Appealing to Your Prospects Frustrations.**

I personally believe this one to be the most powerful and compelling of the three.

People are frustrated these days with all kinds of things: their job, their income, their health, their clothes, their home, their spouses, their kids, their church, their computers, their stereo, the cars, their office, their yard, their garden, their schooling, their sports team, their club, their boss.... the list goes on and on!

People are sick and tired of being sick and tired! One of the quickest ways for you to build great wealth is to figure out what your prospects greatest frustration is, develop a solution that gets rid of that frustration, and BAM... you're wealthy!

Show your prospects that you can get rid of their frustrations with your product or service, and say it in your ad, then you'll be on your way to making tons of money, and they'll be grateful for life -customers for life!

### **Appealing to Your Prospects Anxieties or Pain.**

In my experience, this is a great way to motivate a prospect to get up off their duff and take action. Pain motivation, done correctly, can be a very compelling approach. Here again, if you're going to use the pain approach, you must know what your prospects pain is that you can solve with your product or service.

Again, that's why your research is so critical – you must conduct on-going research to discover what will motivate your prospects *at any* given time.

Don't be afraid that your prospects will be offended by building on their anxieties. Think about it... are you offended when someone takes a sincere interest in your problems, and is willing to help you stop suffering from your problems?

I doubt it. You are thankful to that person. Your prospect will be thankful to you!

Not only that, but your prospect will get an immediate "inkling" that you understand him, and that you know what his problems are, and that you want to help solve those problems.

Solving his problem or achieving his desire is exactly what your prospect is interested in. He doesn't want to know how many customers you have, how many products you have or how many colors you have.

Never start out talking about yourself!

Always lead with the prospects anxieties or aspirations. Of the two, **anxieties pull stronger**. The fear of loss is greater than the hope for gain. ( Also, while we're talking about which pulls the best – remember that it's easier to sell the "cure" than it is to sell the prevention.)

So, when you're crafting your ads, you should start with the thing your prospect finds of captivating interest and leave the rest for later, after he's really interested because you started off talking about his problems or hopes.

When you use your prospects anxieties to motivate, you're going to build on them, you're going to make him

picture them, hear them, feel them in the deepest sense – all for his good, to get him to respond. Remind him that he's uncomfortable where he is, and that he'd like to change.

Most advertisers are scared to do this. Instead, they start off talking about themselves, where they're located, how great they are, they're phone and fax numbers, they're products and services.

The prospect doesn't care about any of that stuff... yet.

Your prospects want to know that you understand them; and what you can do for them. Secondly they do, yes, want to know about you. But you must first talk about *THEM*.

It's really logical when you stop and think about it ... what's everybody's favorite subject? ME. Everybody looks out for number one. Therefore, start your marketing documents by talking about:

Your Prospects Problems, Anxieties, & Frustrations.

What Will Happen If They Don't Solve Their Problems, Anxieties, & Frustrations Now!

The Fact that You Can Solve Their Problem, Anxiety, or Frustration With Your Product or Service!

Remember, people don't buy because your ad is "hot"... they buy because you "strike a chord" with them in a tune that is melody to their ears. And the only way you can do that, is through intense, concentrated research.

Your prospect doesn't want to buy your product or service, they want to get what the benefit is once they buy it. Here is a list for you to copy and post on your wall to help you remember what your prospects really want to buy:

1. They buy benefits, not features.
2. They buy solutions to their problems.
- 3 They buy because of promises you make to them – and you'd better keep those promises or you'll be out of business fast!
4. They buy love, security, wealth, happiness, acceptance, success.
5. They buy other people's opinions of your product or service, and your business.
6. They buy honesty.
7. They buy believable and honest claims – claims that not only are honest, but seem honest! 8. They buy "no-risk" offers.

This is a bit of what people buy – offer it to them through your product, and you'll get rich! But, people aren't interested in fancy graphics that get in the way of the benefits they want. They don't want humor that makes the benefits they want unclear.

People want more money and less work; they want to eat more and weigh less; they want instant gratification, instant wisdom, instant answers; they want eternal youth, recognition of their peers, fitness without sweat, and in general, people are lazy – they want all their problems solved with an...

### **Effortless Quick-Fix Shot of Magic!**

Think about yourself, and how you buy – what makes you buy? Sure, you analyze the product you're thinking of buying with your logic; but What really gets you to buy are your emotions!

Those are the things you need to consider when creating an ad as well.

Let me tell you – if you'll take the time to study what it really takes to get your prospects to buy, you'll capture your market. How can I say that? You see, the fact is that there is so little good advertising being done, there is so little advertising that really gets through to the targeted prospect.

And there's a real good chance that you can capture your market with good, benefit-packed, prospect-focused ads and sales letters.

### **Don't Sell to Needs, Sell to Wants**

You've probably heard the saying, "Find a need and fill it, and you'll get rich!" That may sound true, but in actuality, people don't buy what they need, they buy what they want. They want to stay alive, so they eat. Sure, a need is being filled, but it's being filled through the means of wants. So, what you really want to do is, find a want, and fill it!

If you look at it realistically, most of us really have what we need... we have food, water, shelter, transportation. All of these needs are met.... we don't "need" much more. But we "want" a lot more!

Think about it... we probably don't need a 5,000 square foot home and a Mercedes – but we sure do want one. We don't need custom-fitted clothes... but we sure do want them.

Do you see what I mean?

The fact is that people buy with their emotions, their feelings, their heart. Once the purchase is made, they rationalize their decision with their logic .... their "head". Take a look at a recent purchase you made that had a hefty price tag, but wasn't something you absolutely needed. Didn't you rationalize it with your logic once you'd "blown the wad" on something you didn't really need?

What you've got to do in your ads and sales letters, is sell to peoples wants and desires ... not to what they need. People just plain don't buy for rational reasons. They do buy for emotional "rewards".

That being the case, how do you get your prospects to see your product or service as something they want?

### **Getting Your Prospects to See Themselves Enjoying the Benefits of Using What You're Selling**

What you want to do is get them consciously and sub-consciously thinking about and picturing what your product will do for them.... they need to see the benefits they'll get.

Get them imagining how your product or service is going to benefit their life. If you're selling a new lawn fertilizer, get them to picture in their minds, a smooth carpet of lush, green grass with not a weed in sight. And all their neighbors green with envy!

If you're selling a special report on how to save money on your car insurance, get them picturing the money they'll save by using your system.

If you're selling a consulting service that shows business owners how to save hundreds of dollars every month using a new computer program, get them picturing in their minds the extra money they'll have after implementing your quick and easy system.

### **Make Them Feel the Anguish of Not Getting Your Product or Service**

On the other side of the coin is the opportunity to really make them feel the pain of not solving their problems because they chose not to hire you. Make them feel it – make the feeling intense, strong... make it hurt! Tell them:

“Sure, you can put-off saving hundreds of dollars each month, and the countless hours saved that you'd get with this new software. You can go on throwing that money away each month, each year... it'll add up to thousands of dollars... *that's money you could be putting straight in your pocket starting this month!!!* Why put yourself through it? Why not get on the band wagon today and get that money funneled into your pocket!!! Take action now!”

Now that kind of copy will really get your prospect thinking! You owe it to yourself to consider these techniques and put them to use!

As your prospects read your ad or sales letter, they are constantly asking three questions that focus on their self-interest:

- 
- 1) So what?
  - 2) Who cares?
  - 3) What's in it for me?

Your ad must answer these questions consistently for the “motivators” to work.

**Conclusion to Motivation Magic: What You Need to Know to Motivate Your Prospects to Take the Action You Desire!!!**

I'm ending this chapter with a quote from one of the greatest ad men of all time, Claude C. Hopkins. In his book “My Life In Advertising”:

“Human nature does not change. The principles set down in this book are as enduring as the Alps. Advertising is far more difficult than it used to be because the cost is higher and there is so much able competition. But every new difficulty increases the necessity for scientific advertising.”

Now you know what makes people tick. Now you'll need to do the research needed in order to use this information for your specific target market. That's why we're now going to take a close look at....

## **CHAPTER SIX**

### **Research Magic: Your Foundation to Advertising Success**

Discovering All Of The Inside Information You Need To Be Able To Press Your Prospect's Hot Buttons HARD, & Get Them To Take The Action You Want!

Here's the typical scenario: when a company sits down to create an ad, brochure, letter, etc., they make a list that tells people how neat their product or service is, how long they've been in business, how great their service and support is, how trained their staff is, and other things ... all of which are focused on them.

Then they spend their hard earned cash on a mailing of brochures *and NO ONE CALLS THEM TO BUY ANYTHING!!!*

I hope this doesn't sound familiar! Because I hope you've never been through such an ordeal

Advertising only works if you know what I'm going to share with you now, in this section. Get excited, because after you've read and studied this information, you'll know more than 98% of the businesses in America about where to start with successful advertising...

#### **Successful Advertising Starts With Research.**

The more you know about your prospect, the more effective you'll be at selling him.... that's why the most important step in creating a winning advertisement is to sit down and research your prospect.

You've got to get to know your prospect inside and out. Why?

That's the only way you can get to know them – and by getting to know them, you'll understand what it is that motivates them to buy. The first step in doing this is to target your prospect.

#### **Finding Out Exactly Who Your Target Market Is If You're Already In Business**

Small business are dropping like flies around this country, simply because they haven't taken the time to target their exact market. If you can't say who your exact target market is in one minute or less, you don't know who your prospects are.

If you're already in business, you must focus on specific groups in order to make your advertising your success. Here are some ideas to make sure you uncover who your target market is.

First: Make a list of your 10 best clients or customers. Then, answer these eight questions about those 10 customers:

1. What publications do my prospects read, and where do they get them? You need to find out the names of the publications listed below in your marketing area, and where and/or how your prospects get them.

City/National !Newspapers

Trade Publications

Industry Newspapers

Community Papers

Penny Shoppers

Newsletters

Consumer Magazines

2. What groups, clubs, or associations do your prospects belong to?

Associations

Business groups ! Clubs

Networking Groups

3. What trade shows do they attend?

Local consumer shows

Community events – fairs, etc.

National Conventions and trade shows

State Fairs

4. What kind of advertising do they respond to?

Telemarketing

Direct mail letters or postcards

One on one visits

Handbills

A combination of advertising methods

5. How did they first hear about you?

Word of mouth

Direct mail

Ad Stuffer

Flyers

Telemarketing

6. How much have they bought from you and how often?

7. Why do they keep on buying from you again and again?

Do you offer something they can't get from your competition? ! Do they come back because of your service or quality?

Or do they come back because you've developed a good relationship with them?

8. What are the frustrations and anxieties that you are able to get rid of.

Based on the answers to these questions, where can you find more of your prospects?

Can you rent lists of your prospects?

Can you set-out drawing boxes in locations where your prospects frequent?

Once you have the answers to these eight questions, you can take action to find other prospects. I suggest you join their clubs and associations and contribute in positive, giving ways. (Remember empathy!)

I suggest you subscribe to the publications they take and contribute to them in meaningful ways.

You should also attend the trade shows they attend – even if you don't have a booth, you should still go. You'll get to meet with some of your customers, and you'll be able to see what your competition is doing, and that'll give you ideas for positioning yourself against their tactics.

Once you do this, you'll be able to figure out just exactly where to mail your sales letters and run your ads!

A powerful idea would be to take these same eight questions, and include them on your “Customer Questionnaire”. (See *Appendix One*) Imagine knowing the answers to these eight questions!

Another proven idea for finding out more about your customers is to **call them**. Take about 10 minutes a day to call two or three customers and interview them. Ask them open-ended questions so they’ll have to stop and think a bit and be sincere about their answers.

Doing this will really blow your mind! You’ll find out all kinds of things you’d never have known had you not asked.

### **Finding Out Exactly Who Your Target Market Is If You’re NOT In Business Yet**

Basically what you have to do is find out the answer to the previous eight answers! Except it won’t be quite as simple for you.

So, what are some of the very best ways to get your research quickly and effectively? Well, first you’ve got to understand what I mean when I say “research.” Webster has some thoughts for us about this issue:

“1) Scientific or scholarly investigation. 2) Close, careful study.”

Close, careful study is what I’m looking for. If you study your prospects closely and carefully, you will uncover the desires they have, the things that motivate them – basically what makes them tick and how you can use that information for profit; and to help them get rid of their frustrations.

If you do your investigative research correctly and thoroughly, your ad will almost write itself.

It’s true! Research is the most important thing you can do to make sure your ad is hot. If you’ll take the time you need to find out all you can about your prospects and what you’re selling, your advertising will be good – whether you know how to write sizzling copy or not.

This is something you must understand! The more research you do, and the more you study it, the easier your ad will write itself.

When I step back and look at how I approach it all, I find that I spend very little time actually writing – most of the time I spend is in interviewing prospects, my client, reading clippings about the industry I’m writing for, reading books, articles, and magazines to see what other ads are working in my clients industry.... the list goes on and on.

### **Specific Techniques for Finding Out All You Can About Your Target Market**

1. If your target market has an industry or trade magazine or newsletter they read religiously, you could run a classified ad or a small space ad in that publication announcing a special survey being conducted in the industry. Though I’ve not done this myself, I know of people who have done this successfully. The key to it all is to offer a valuable free report just for taking the time to do the short, simple survey.

2. Go to where your competition has “set-up shop” and pass out flyers/surveys as people go in and out of the store. Yes, this is very bold, but I know several bold entrepreneurs who want to make money who do it! If nothing else, you could put the flyers on the cars of people who you see park and enter your competition’s store.

3. Run *an ad* that says:

Wanted: Anyone Who Plans to Buy a “Your Product or Service”  
In the Next 90 Days! I’ll Pay You \$100 For Your Advice!

Then you do an extensive interview to find out everything you can about those prospects – this can be done over the phone, through the mail, or face to face. I know Brad and Alan Antin, two of the most brilliant marketing minds around advocate such an approach.

But, I hear what you’re thinking... “I can’t pay \$100 to each of these people! What if 500 people call!!!!... Are you nuts Brian!?”

OK ... I hear you – if you don't want to pay cold hard cash for your research, offer them a portion of your service instead. Or offer them one of your products free – or a version of your product free. Offer them something of value, and it will work just as well.

I prefer to offer a free special report along the same lines as the product you're going to be selling. That way not every lookie-lou who reads the ad will stop and get a smooth hundred bucks for answering a bunch of questions for a product he'll never be interested in. You get my point?

## **Getting To Know You...**

Getting to know your prospect is critical. If you don't understand someone, how are you going to be able to sell to them? You can't do it. You need to "Walk a mile in their moccasins" before you can know them and sell to them. It all goes back to true empathy. If you really care about someone, you're going to want to find out all that you can to be able to help them.

You must know and understand your prospect. You must know his anxieties, fears, and concerns.

You must understand what his perceived needs and wants are – what his aspirations are – what he wants to achieve and when he wants to achieve it!

These are the things you must know in order to succeed with your advertising. It's not all that easy to do – but I do it again and again, month after month for dozens of clients per year.

If I can do it... so can you.

But let me warn you: unless you understand your prospect as well as you understand yourself, you'll never be able to create money making ads.

The first step in all of this is understanding that your product or service might have dozens of different kinds of prospects. Each of these different prospects (being different in sex, age, etc) may buy what you're selling... all for different reasons.

It's important that you find out the reasons why each different kind of prospect is buying.

You've also got to know the benefits that motivate each of the different kinds of prospects. Sometimes they'll all perceive that they get a different benefit from using the exact same product that you're selling.

A single product or service may have several separate prospects and markets. Each market may have it's own separate appeal or wants, or desires. It's your job to keep your eyes open and to discover what other market segments will want what you're selling, and what motivators work with each different market segment.

To do that, you have to know who's in each market and what motivators they respond to. Once you know that, you can produce the right ad with the right appeal for each distinct market that you're going after.

Now – if your product only has one distinct market, and none other – your job is a bit simpler -but you've still got to take the time and attention you need to research it thoroughly... remember,

**The Goal Is to Get Into Your Prospects Moccasins to Find  
Out What Makes Them Tick So You'll Be Able to Use That  
Information to Motivate Them to Take Action When They  
See Your Ad!**

With that in mind, follow these simple steps to find out what it feels like to be in your prospect's moccasins:

1. The first thing you must do is figure out each separate market for each product and service you are selling... if you only have one target market... GREAT! Focus on them!
2. Next you'll begin to create what I call a "Getting to Know You" sheet which is basically a profile of your prospect.

Your "Getting to Know You Sheet" should include the following kinds of information:

prospect age range

business type

predominant sex

business title/function

education level

residence style/size

income level (i.e. from 20K to 30K)

marital status

children

The big key here is to make your prospect as real as possible.

Give him a name. Begin to understand this guy like your best friend.

Give him an identity. The more you find out and come to understand about this typical prospect, the more easily you can write the ad or sales letter that he'll respond to!

What bothers him?

What are his hopes and dreams?

Please understand: The more you know about your ideal prospect, the more easily you'll be able to write the advertising he'll respond to.... and you'll make money! and they'll get their problem solved!

Now, here's a powerful truth that I've come to understand in the last few months that I've never seen or heard anywhere else:

**Honestly Feel That The Amount Of Money You Make Is In Direct Proportion To  
How Well You Know and Understand Your Prospect!**

Here are two major elements that you've got to come to understand about your prospect ... these are (in order of importance)

**What are your prospects greatest anxieties and frustrations?**

**What are your prospects greatest perceived wants and needs?**

Put your finger on the answers to these questions and you'll really be able to create hot ads that work!

Here are six proven ways to uncover the information you need to answer these two key questions:

1. **ASK.** Always ask your customers and prospects during and after the sales process whether they are pleased with your approach to business, and with the product itself. This is critical to know. And one great way to "ask" is to have your customers complete a simple questionnaire -much like the one found in the Samples Appendix. You must overcome your hesitancy to ask your current customers questions like these if you're going to succeed with your advertising!

2. **WATCH.** Basically you need to watch how your customers use your product. Can you tell if they're happy? If they seem happy, ask them to tell you why. When you get a customer complaint, ask them to explain the situation... maybe you're not meeting the perceived needs and wants of the customer as well as he expected. Pay attention when the phone rings – and don't shovel the job of "customer complaints" to someone else. Those complaints can turn your next ad into gold!

3. **READ** everything you can get your hands on that will tell you more about your prospects and their anxieties and desires. For example:

Trade and industry journals often have buyer studies that are worth reviewing,

Association newsletters or magazines that your customers are a part of are often insightful.

Past and current newspapers – niche newspapers that your customers read.

4. **USER GROUPS.** This is a simple idea that works well. You should organize either a meeting of several of your customers so you can get direct feedback on their levels of satisfaction, etc. Or you can put together a conference call once or twice a month with 6 or 7 of your past customers to interview them and find out what their passions are, their fears, their problems and dreams.

5. **JOIN YOUR CUSTOMERS ASSOCIATION.** If you discover that several of your customers are part of an association, it may do you good to join the association so you can begin culling out more detailed information on what makes your prospects tick – why do they buy?

There are over a “buzillion” (60,000) professional associations in the United States. There’s a pretty good chance that there’ll be one for what you’re prospects are interested in.

To find out, go to your closest, biggest library and review the three volumes of the Encyclopedia of Associations. It’s published by Gale Research Co., Book Tower, Detroit, MI 48226. Ask the librarian for help – they’re usually very pleased to be of service.

6. **USE GOVERNMENT PUBLICATIONS.** The government puts out an incredible selection of reports and documents each year – most of which are read or used in any way by anyone. It’s sad! But, as an advertiser who really wants to succeed, it’s your job to stay on top of what the government is putting out in your target markets field of interest. Ask yourself these questions to see if you’re making the most out of this information:

Do you know the relevant government agencies that gather data relating to what you do?

At the local, state and federal level?

Did you know that the federal government is about the largest “data” collector in the world and is a prime source of information on your prospects that, properly used and positioned by you, can be used to turn your prospects into buyers?

All six of these methods are great ways to gather information about what your customers feel.

Now I’d like to tell you about a powerful way of gathering the information you need to know what your ad will say, and how to get your prospects to take action.

What you do is this: put together a mail-out survey form that goes through and gets a “**profile**” of each customer. What you do is take a careful look at all the details, find what the prospects have in common most, and there you have the basis for a main selling point.

To get the information, you may want to let your customers know that,

*“As soon as I get your completed questionnaire, I will send you a gift certificate good for \$15 off your next purchase!... simply for doing me a favor!”*

This works extremely well for most businesses. I’ve used it in mine, and I learned a lot about my customers that I never would’ve guessed!

Now, you may be wondering: Why all the hubbub about getting your hands on this information? Simply this:

**People Are Down-Right Lazy – and They’re Typically Not Comfortable In Making Any Changes to Their Lives.**

Your job as an advertiser is to motivate your prospect to take action.... action often means change.

You’re asking your prospect to change the way he does something – or you’re offering him a chance to improve his life with your product... again, change.

The best way you can motivate someone to change is to make them really feel their problem, their anxiety...

make it bum bright in their minds to the point where they say subconsciously:

“This advertiser is right! I do need to get this product so I can get the desires I’m after! I’ve got a big problem and I’ve been putting it off – now It looks like there’s an answer ... this product may be what I need!”

Get your prospect to say that and you’re going to be rich! And how you get ‘em to say this is to get to know them better than you know yourself. That’s why you’re going to have to do this research!

### **Researching For Motivations**

You must research publications produced by professional associations and experts interested in your prospects, their problems, and how to solve them. These publications are a gold mine of “frustration” and “anxiety” information on your prospects.

And, what’s more to the point, specific anxiety information. Make no mistake about it: your objective is not just to assume that your prospects have or will have a problem or frustration. No, no, no! You must prove they already have, or will have that problem sooner or later.

Don’t forget to research association and trade newsletters. These are usually great sources of information for finding out anxiety information.

Oxbridge Publications prints a detailed set of directories of these newsletters, including the Standard Periodical Directory of about 80,000 publications of all kinds, and the Oxbridge Directory of Newsletters. Contact them at 150 Fifth Ave., Rm. 301, New York, NY 10011.

### **What Are Your Prospect’s Most Powerful Anxieties & Frustrations?**

We all have different desires and anxieties. Yet, if we were to take them, and boil them down to their essence ... I think you’d agree that there are a few categories that encompass all others. We all desire:

Sex appeal	Security
attractiveness	health
friends	comfortable retirement
status	a better life for our children
home	love
youthfulness	deep relationships
money	Happiness

Furthermore, we all have had fears that we are losing any one of these things ... or we’ve had frustrations concerning any one or some of these areas.

Those fears and frustrations range from very strong in intensity, to a weak occasional thought. Whatever the intensity – these concerns are very real in our minds, whether valid or not. So, the real question is: how do you find out about your prospect’s anxieties so you’re sure about what’s bothering him and/or frustrating him?

The first step (again) is to gather all the information you can about your prospects and their fears, frustrations, and anxieties. As I mentioned earlier:

you’ll want to get involved in your prospects association in one way or another;

you’ll want to distribute questionnaires to your prospects and to anyone you might think could be a prospect

you may want to run lead-generation ads to cull -out prospects

You should interview your prospects – after all, they are who you’re trying to sell to – and they are the people

who have the problem you can solve. So, you should ask them about:

Their Pains,

Their Troubles,

Their Frustration,

Their Aspirations, Hopes, And Dreams,

Their Anxieties.

Get detailed with these people. Usually they are very happy to help – especially if they know you are sincerely trying to come-up with a remedy for their problems. ! Find out what they are currently doing to solve their problems, and how it’s working.

Find out how serious they are about wanting to solve their problem.

Find out everything you can about their desire to solve this problem.

Really, if you want to find out all the details you can – all you need to do is ask! Ask your current customers or your potential customers. You must be pro-active about this! You can’t afford to be passive... it will cost you!

You also must make sure you put together an on-going program to keep yourself in-tune with your prospects anxieties and desires. Again, this can be done with a simple questionnaire. Find out:

What Frustrations Your Prospects Are Having Now?

Are They The Same Frustrations They Had 3 or 4 Years Ago?

How Bad These Frustrations and Problems Are?

What’s Being Done To Fix The Frustrations?

How Much is it Worth to You to Get Rid of the Frustrations?

If I had a product that could solve your frustrations, how would you like to see it packaged:

A. Videos & Workbook

B. Seminar

C. Audio Cassettes & Workbook

D. Workbook only

Remember: people don’t have a lot of time for filling out your questionnaires, so you should try to keep “prospect” questionnaires short. Customer questionnaires can sometime be quite extensive.

However, if you have a prospect questionnaire that offers something like a 10% discount, or \$5 off, or a free consultation or something like that, you can easily make your questionnaire longer.

For the short one, you’ll probably want to have about 4 multiple-choice questions like those above. And stick with about 5 open-ended questions where the prospects have a chance to express things in their own words.

Whether your questionnaire is longer or shorter, I think you should give your prospect a reason to return the questionnaire to you. Offer them a free report, a 10% discount on their next purchase, a 2-for-1 coupon, etc.

Show them that you appreciate them! Oh yes....

**Always Leave Extra Room For Additional Comments. This Information Is Where**

**You’ll Find Out Almost Everything You Need To Know To Cash-in On Exactly What Your Prospect Wants!**

**This Information Is As Good As Gold!!!**

Here are four more questions you should put on questionnaires that go to customers who've just used your services these questions will give you more "gold" to work with:

1. What are the three best things about our product?
2. What are the three worst things about our product?
3. If you could create an ideal product, how would it be different from ours?
4. Which US companies do you respect the most?

Let me take this just one step farther, and let's create a questionnaire for a carpet-cleaning business. This fellow might leave his questionnaire on the doorknobs of expensive homes around town – or perhaps on plush business offices.... Here's how his questionnaire might look:

We're starting up a new carpet cleaning business in town that guarantees your complete satisfaction or we'll do it again and again until you're pleased, or you want your money back. This is something we feel is lacking in the carpet-cleaning industry. As a matter of fact, I know of no other carpet cleaner who offers a no-questions-asked, money back guarantee. So that we can be of the best benefit to our customers, we'd appreciate it if you'd take 3 or 4 minutes to answer these questions.

As a reward, if you decide to give our carpet cleaning service a try, your first cleaning will be at half off/free/\$10 discount, etc.

1. Do your carpets receive a lot of dirty traffic? \_\_\_\_\_
2. How often would you say your carpets need a thorough, deep cleaning? 3. Who is in charge of deciding when to get your carpets cleaned?

4. What are the three main benefits you see of getting your carpets cleaned?

- 1)
- 2)
- 3)

5. What are the three main drawbacks you see of getting your carpets cleaned?

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

6. Do you currently have your carpets cleaned?

How often? \_\_\_\_\_

By whom? \_\_\_\_\_

How much do they charge? \$

Are you pleased with their service up to this point?

\_\_\_\_\_ Why?

7. What is your sex? \_\_\_\_\_ Your household income? (Or for businesses: How many employees? )

8. What radio stations do you listen to (in your office)? 1) 2) 3)

9. What (business) magazines do you read?

\_\_\_\_\_

10. Where would you expect to see us advertise?

11. Do you have any other comments or advice?

Thanks so much for taking your time to do this. Call me at xxx-xxxx and I'll make it up to you! -

-----  
Do you see the power of the answers to those questions?

You'll **find** out how the prospect feels about carpet cleaning, what they like about it and what they don't like about it. This tells you which buttons to push to get them to take action, and which buttons NOT to push which would turn them away!

You'll **find** out who your competition is, why they like them or not--how much they charge, and more!!!

This is very powerful information at very little cost! It costs you nothing to come up with the questions you want to ask, and it costs \$13 per thousand in my town to get 1,000 of these printed upon an 8.5 "x 11" sheet of paper!

Cheap research at it's best!!!

I'm sure you're wondering by now how serious I am about this whole idea. Well, let me give you an example of what can happen when you take the time to find out this kind of detail from your prospects and customers....

A few years back (before I became a full time direct marketer and ad writer) I did magic shows full-time for a living. (Kind of hard to believe isn't it!?) Anyway, the bread and butter of my business was children's birthday parties.

When I would finish a party, I had a nifty **self-mailer questionnaire** I would leave with the mom or dad to fill-out. A version of that questionnaire can be found in Appendix One.

Because I had just spent an hour and a half of my time with these people making their child and all their friends (including adults) roll in the aisles with laughter and amazement, we almost felt like long-time friends. Being "almost long-time friends", I would ask if they wouldn't mind doing me a favor. Here's what I'd say:

"Look, I'd like to get your specific feedback on my service... would you mind taking just a few minutes and filling this out? It'll really help me know if I'm doing as good a job as I should be."

Though I didn't always get all the questionnaires back, I was never turned down. Over time I ended up with hundreds of these puppies in my files. Every time I'd get one I'd tear it open and read very carefully. I'd especially try to read "in-between" the lines.... doing this did several incredible things for my business; which eventually set me up to be able to make an average of \$2,700 per month as a full time entertainer.

Sure, that's not a heck-of-a lot of money – but I'll always remember the faces of people when they'd ask me what I did **for a living ... MAGICSHOWS!**

The very sound of a guy feeding his 4 kids and his wife doing magic shows sounds almost impossible! (Especially if you don't live in Las Vegas!)

Anyway, my point is this: This questionnaire gave me all the ammunition I needed to corner the market as the family entertainer in town.

Now, let's take a careful look at the questionnaire and some of the thinking behind it. Flip back to the questionnaire and read these four points as you go over it:

1. As you can see, each question reveals a little about the parents' thinking process. Did they consider any of my competition... and who? Why did they choose me over the others? How much would they pay now that they know me?... all kinds of valuable information. Getting to know what they thought and how they thought showed me exactly what to address in the sales letter. And boy did it work! I got as high as a 36% response on mailings selling birthday parties! Hard to believe I know – but it's true. (That letter is in the Samples Appendix)
2. The questionnaire culled-out specific testimonials for each of the specific benefits I offered. This is a powerful way to get quotes for your ads to answer the "objections" that anyone might have. I literally would get dozens of hot testimonials every week!
3. By the time I had around 50 of these questionnaires back, I found out exactly who my "real" competition was. Though there were a dozen birthday party options in town for kids, it almost always came down to one or two choices for the "upper class" market I was going after. This information allowed me to position myself against the competition in very specific ways. My UCA was built around my competition's weakness!

And since I knew (directly from my market) who my competition really was, this became a powerful selling advantage which yielded me thousands and thousands of dollars!

4. This questionnaire also let me know that I was honestly delivering a very “loved” and appreciated service. Notes like “Angela absolutely loved you Uncle Brian - - we’re

planning on you next year!” and “Bobby’s never had such a fun time – and thanks for making my job so easy!” In other words, you know without a doubt if your product is “delivering” the benefits that your prospects perceived they’d get when they decided to buy... and that’s very important for your long-term profitability!

Understand now, these questionnaires can be brutally revealing. If your product is terrible -you’ll soon find out after about six or seven questionnaires. Or, if your customers don’t like just one thing about your product or service, they’ll usually let you know.... and that’s good.

But don’t take it too hard --just realize that you need to re-evaluate what you’re doing, and see if there isn’t room for improvement.

**I want you to understand that this questionnaire idea is, in my experience, the very best way to find out precisely how your target market thinks, why they’re thinking that way; and how you can use that information to influence future prospects to buy!**

Using a questionnaire like this will make all the difference in the world in the effectiveness of your sales letters and your space advertisements. The information you will discover from passing out your questionnaire will reveal precisely what hot buttons to push to get your prospects to order. And overtime, you’ll see a dramatic, continual increase in the response of your ads.

This happens because you are getting to know your prospects inside-out!

As a matter of fact, one of the biggest problems of the ads I critique is that they are based on the advertisers assumptions – you know... they “think” their prospects will like this benefit... they “think” their prospects will get excited about this offer... they “think” and they “think” and they “think”... but they don’t take the time to:

**Ask Their Target Market So They Can Stop Thinking and *Know For Sure!!!***

If you think you can “guess” what your target market’s hot buttons are going to be... you’d better stop right now and understand that

**Your Assumptions About What’s Going to Motivate Your Prospect Will Cost You a Fortune! There’s an Easier Way to Find Out *FOR SURE* What’ll Motivate Your Prospects... *ASK!!!***

Everything you put in your ads must be something you’ve come to understand from interviewing, researching, or questioning your prospects. And you must gather specific numbers, quotes, dates, figures, facts, and anecdotes to back up your claim... these all take re- search!

Remember, when your prospect looks at your ad or opens your letter, they are constantly wondering “What’s in it for me?” and there’s no way in the world you can answer that question without walking a mile in your prospects moccasins by:

1. Interviewing him (by the dozens) one on one or over the phone
2. Getting the feed back from him via questionnaires which offer a reward for response
3. *ASKING!*

I wish it were easier... boy, wouldn’t it be nice if you could just run an ad, say whatever you wanted and substantiate it all by putting a little message down at the bottom of the ad: *“Take my word for it. Just trust me. Everything I’m saying is the truth! Don’t worry about it and don’t ask any questions. Just do what I tell you and all your problems will be solved!”*

Remember: you can't build an effective, money-making ad on generalities ... the most powerful and persuasive ads are full of specific information. That's why you must make sure you **find** out:

What your target prospect's problem is, and how deep that problem is rooted? How long he's had it – how did it start – when, where, why?

What it costs him in wasted time, energy, resources, mental taxing, etc to have this problem?

What will happen to your prospect if he doesn't solve this problem – if he chooses to keep his status quo?

What has your prospect done to try and solve this problem (that hasn't worked)?

Of course, just like I did back when I was a magician, you've got to have an on-going commitment to getting this information from any prospect and customer that you can. Without the answers to these questions, your advertising will be wimpy and weak. It will fail to have any impact on your prospect, and it's definitely not going to motivate him to take action.

Now – let me footnote this entire section with the reality that, even when you arm yourself with all of this information, there are going to be more people who don't take action than will. That's why you've got to commit to connect with your prospects more than once.... as a matter of fact, you need to hit them as many times as you can justify.

Dan Kennedy recommends a “wave” of three mailings to your prospects. Dr. Jeffrey Lant suggests you shouldn't even start an ad campaign to your target market unless you have the means, and the stick-to-it-iveness to connect with them 7 times in an 18 month period.

I think this is wise information.... I heed the advice.

### **Using your Prospects Hopes, Dreams, & Aspirations to Motivate Action!**

In order to appeal to your prospect's hopes and dreams, you've got to know what those hopes and dreams are... makes sense, right? So what you must do is follow the advice you just read for discovering the hopes, dreams, and aspirations of your prospect.

Remember, your total focus must be on your prospects and customers. Don't get me wrong now... Your own dreams and goals are important – after all, those goals and dreams are

what motivates you to get your bottom in gear and take action on these ideas. But you can't focus on your goals and dreams when it comes to creating money-making ads!

Let me put it as clearly as I possibly can:

**To Achieve Your Goals And Dreams, You Must Focus On Your Prospect's Goals And Dreams. That's The Plain Sabbath Truth! Recap: More On Research, & The Importance of Knowing Your Prospect**

Every advertisement or marketing document that you ever create must focus on helping your prospects achieve all they want.

Whether it's your business card, a four-color brochure, a postcard, a sales letter, or a full page ad... your ad or marketing document fails, and falls flat on its face unless it gets your prospect or customer to take the action you want them to and get in touch with you now.

Every time you sit down to create an ad, you need to ask yourself these critical questions: !Who is my prospect?

When does he want to achieve his dreams and goals?

What are his passions... his goals and dreams – what specific objective(s) does he just have to achieve?

What can I say/do in my ad to get him to take action now to take the next step towards achieving his desired dreams?

When you fail to focus on your prospect, understand his goals and dreams and use them as a tool to motivate him to take action, your ads and marketing documents will fall flat every time... 100% guaranteed!

### **Purposeful Advertising**

Think about it ... the only real reason you create any advertisement is because *you have a designate prospect that you want to communicate to, you want him to take action, an action that leads to the sale of your product or service; and you want him to take action immediately!*

Get this straight from the start and your advertising will succeed. That's the only reason you should take your time to create an ad.

If your ads don't lead to, or make your prospect take the next step towards the sale then they are not direct marketing ads – and as we've discussed, you can't afford to waste your time or money on "image" advertising.

You must always remember that getting a prospect to take the next step in your sales process is the only reason for advertising.

Any other reason is a bunch of bunk, and anyone who tells you otherwise will help you waste your energy running down the wrong path for advertising successfully. And that path will cost you a fortune in lost returns.

### **Step by Step to Advertisements That Sell**

There are books upon piles of books that will go into detailed theory about marketing, all of which will leave us practical marketers wondering what in the world we just read!

Once you understand some fundamentals, you'll see that advertising your product or service can be simple. Every time you sit down to craft an ad follow these steps:

1. Ask yourself, "Who am I talking to?" Who is it that you're trying to get to take action, and buy your product or service?
2. Ask yourself, "What action is it that I want this person to take after looking at my advertisements?"
3. Write down exactly what your prospects get from you when they do take action. What benefits do you have that they are willing to give up their hard earned money for – not just regular benefits, you need to develop your unique benefit too... your UCA.
4. Tell your prospect why they should take immediate action. You have got to create an offer that will compel them to respond NOW.
5. You must get the necessary testimonials, "credentializers", and references that will "prove" that other people have truly benefited from your product or service already. Thus, showing your prospect that they should do business with you, and not your competition.
6. "What is most important to my prospect?"

If you will answer each of these questions in precise detail for each of your ads, then you'll be well on your way to success. Now, let's take a look at each of the steps in more detail.

### **Who Are You Talking To? "Who Am I Selling To?"**

Here are some more question to include on your "Getting to Know Your Sheet": !Who is my ideal prospect?

What is their age? !What is their sex?

How 'bout their education? !What is their income?

What's their work and job title?

What's their "Geographic Region?"

What are Their Perceived Wants, Needs, and Passions !What are Their Hobbies

What are Their Political Affiliations

What are the Magazines They Read Regularly

If this is information you don't know – then you'd better find out. Here's another, down 'n dirty way to find out this kind of information:

Get out in your car, and... like a door to door salesman, drive up and down the streets of the neighborhood that's most like the prospects you'll be selling to! Get a feel for the cars they drive, the houses they live in... their lifestyle.

Drive around on different days at different times of the day. Do they have lots of kids... or no kids? Nice cars, or "get-by" cars?

You've got to get a "feel" for these people. Am I serious about this? Absolutely! I do it... you should too!!! Remember.... if you don't know who you are selling to, tell me, *HOW CAN YOU SELL TO THEM?*

Can't be done.

Maybe I'm starting to sound like a broken record ... and maybe that's good! You see, you must know exactly who your prospects are. You need to know this for each market that you are pursuing.

Your "Getting to Know You Sheet" should describe your prospect in about 250 words. You should read your "Getting to Know You Sheet" every time you sit down to prepare an advertisement or marketing communication for your prospect.

If you have a clear mental picture of your prospect, you'll produce a "right-on-target" ad or sales letter. That's why you want to drive up and down their streets. This'll give you a basis on which to visualize your prospects and what their lives are like. Visualization will help you to write directly to your prospects heart.

When I sit down to create an ad, I stop and try to mentally get a picture of my prospect. I visualize his/her day – I try to picture what they might be doing when my letter arrives .... I really get into this visualization.

It's a critical step in my ad creation process.... it should be part of yours as well. Now, I know all this visualization stuff may sound a bit "hokie" to you ... but look:

**If You're Serious About Creating Winning Ads, You've Got To Connect With  
Your Prospect On A Personal Level – Visualization Is a Powerful Way To Do  
This ... So Do It!! I**

If it helps (and it does) keep a photograph of your ideal prospect up in front of you while you write to help visualize who you're selling to. If you can't visualize your prospect clearly, then it means you haven't done enough research to make it happen!

Go back and do more digging.... otherwise your ad won't be near what it could be.

If you **write down in specific detail** the characteristics of your prospect, it will help you to get a powerful mental picture of him. Once you get that picture in your mind, you can start to picture what his day is like.... what the mornings are made of... the lunchtime... on into the evenings.

When you visualize all this and get a good hold on who your prospect really is, you'll be able to create ads that are powerful.

When your prospect starts to read your ad, he needs to say "Hey, this person really knows me! This person is talking to me!" This is done by getting into the mind-set of your prospect, and learning the specifics about his life.

And remember:

**Good Advertising Is Specific Advertising.**

The more specific you are, the more powerful your advertisements will be, thus the more likely your prospect

will respond, thus the more likely you are to get the sell! That is what you're after... the sell.

The goal here is to have total empathy for your market.

If you're an empathetic advertiser you'll take the time necessary to research your prospect ... you'll really come to understand what they're all about. You must analyze them thoroughly, and then connect with them in a passionate way.

Once you connect in a passionate, meaningful way, then you must motivate your prospect to the fastest possible action. Let's talk about what action you want your prospect to take that will lead to the sell.

### **What Action Do You Want Your Prospect To Take As A Result Of This Ad'?**

As you go through the newspaper, or through your mail, notice how poorly conceived and produced 99% of the advertising is that you get.

It's all around us. Most don't even talk about their prospect, most of them focus on themselves, rather than what they can do for the prospect. And most of these so-called "advertisements" aren't at all clear on just exactly what they want you, the prospect, to do!

Producing ads like this is a sure way to waste your money. It may make you feel "neat" and "noticed" to have your name and picture splashed about, but that's is what ads are for.

Remember: You are creating an ad or sales letter because you have a designated prospect that you want to take immediate action that will result in a sell. For lead to a sell. For no other reason should you ever create an ad.

Possible options of action for your prospect include:

- 1) Pick up the phone and call you so you can close the deal – or so they can get your detailed sales letter.
- 2) Return a response card asking for more info from you.
- 3) Buy!

The very best ads tell the prospect what's in it for him, the reason why they should buy from you, and then center on getting your prospect to take a specific action, and center on telling him when he has to do it.

Remember, each ad should sound as if it were written specifically for the person (your designated prospect) that's reading it. A good advertisement focuses on getting the prospect to take action, tells him what kind of action, and tells him when to take action.

Be clear about what you want your prospect to do, and when he must do it to get the benefits he desires. Now let's talk about those benefits.

### **What Does My Prospect Get When They Do Take Action?**

Your advertisement must be chuck-full of reasons that make the prospect want to take the action you desire.

Sure, it's obvious that there are benefits that come to YOU when your prospect takes action. But, they don't care about what you get out of it, they want to know what's in it for them.

As you look around you at other advertisements created by all types of companies, you'll see that most of them focus primarily NOT ON THE PROSPECT AND) WHAT THEY GET, but on the companies themselves.

They focus the document on themselves. They tell about who they are, what they're selling, where they went to school, etc. A sad but all too true situation.

Why should your prospect take action? Why?

Why should they take action NOW? If you don't know, then here's the best way to find out. Act as if you are talking to your desired client. Then start each sentence that you write with the words, "YOU GET...."

These two words will help you write "generic" copy that will be better than most of the garbage you'll ever see out there in the advertising world.

But, it's not enough. Each "you get..." that you write needs to be as specific as possible. Don't say, "You'll save money." This doesn't differentiate you in any serious way from the next business.

Like I said, your best advertisements will be *specific*. A specific advertisement will tell your prospect how much more money they'll save.

Once you get started, let go. Relax. Write down every single benefit that comes to mind. Don't stifle even the smallest benefit. Just remember to start each sentence with those two magic words YOU GET....

After you've created a large list, rank them in order of importance *TO YOUR PROSPECT*

Ask yourself which benefit makes the prospect most excited. Which benefit will cause the prospect to drop what they're doing and grab them by the collar and say, "This is for you! "? Which benefit does your prospect want NOW? These are all questions that you must address to discover the strongest benefits; because these are the benefits that will create action.

How do you know which benefits are the most desired? Simple.... ask.

That's right, ask your prospects, survey them, deduce them. You'll soon come to know which benefits your prospects are attracted to first, second, etc.

It's your job to find out what your prospects want to achieve and how your product or service, with its clearly defined benefits, enables them to get what they want! If you skip this, your advertisements will fail.

### **Why Should Your Prospect Act NOW'? Do You Have A Compelling Offer That Gets Them To Act NOW'?**

Most any advertisements you'll ever see don't seem to care whether the prospect responds today, tomorrow, never or whenever

You can't be like this... it's a losing cause and one that you don't want to be apart of.

You've got to create an offer, a reason that your prospect will find sufficiently attractive to make him act NOW – not any other time, but NOW.

Here is a list of offers that'll give your prospect a reason why to take action:

free demonstration

discounts/or something FREE just for calling !two hours for the price of one ! free extras

special premium

buy one get one free

free samples

limited time low-pricing

Your offers need to be valuable in and of themselves. An offer that I often use to induce action is this: "You get a free \$225 marketing material evaluation is you call before March 21. This is a \$225 value, yours free for calling NOW!" Anyone who's had this evaluation done will tell you that it'll really help a business out. All your incentives to respond (offers) must be valuable themselves.

For maximum results, your offer should be of perceived higher value than the actual item or service that you're selling. (We'll talk in detail about this technique later in the course.)

Your offers must be limited in some way. Either your prospect can't get it anywhere else, or it's especially desirable for them. In my example notice that I stress that the offer is limited and to qualify for it they must call before a certain date. You must do this too.

Offers are a strong reason for your prospect to act. A large majority of the people that respond will respond

because of your offer. People love to get things free!

A sad fact in the marketing industry is that, if a marketer has an offer, they usually put it at the end of the marketing communication! Crazy!

You must position the offer in your document so that they know about it right away. It must be very obvious. I know that in my business, a lot of the time a prospect won't even get completely through the letter or flyer before they call me. Such is the power of a good offer if it's put up-front where the prospect will see it.

Use this to your advantage, and help your prospects get what they want, as you get what you're after too.

### **Getting Testimonials That Will Motivate Your Prospects To Do Business With You, Instead Of Your Competition.**

Your prospects are nervous. Any time they are thinking of spending their money they get a bit nervous about it. Don't you? That means that you've got to take the edge off of their fear of buying from you by letting them know that other people just like them have benefited from your products and services. This is exactly what they want to see, hear and read.

Realize that, I'm not talking about those dumb little testimonials like these: "We enjoyed your product! Wonderful." – D.J. Monson, Dogtown TX

Testimonials that use initials are useless ... worse than that, they are actually detrimental to your ad. They give no credibility to what you're saying. You should never use them under any circumstances.

For all your prospect knows, D.J. Monson doesn't even exist. A testimonial like this is crazy to use. It'll do you no good, and do more damage by taking away any credibility you do have. Yet, these are the kinds of testimonials you'll see rampant in the advertising world.

A testimonial is your chance to tell your prospect, "Hey look! Here's a person just like you that wondered if spending their money on my service was the right thing to do. They had the same problem you have, and they benefited in this way from using my services." Now a testimonial that tells these things to your prospect is an effective, powerful advertising tool.

Testimonials like this diminish your prospects fears about taking his money out of his wallet and spending it on you. Their anxiety lessens, and a good testimonial excites your prospects interest about what he can expect when he uses your service.

This, then is what you must do:

- 1) You have to talk to your past customers or find people that are like the prospects you are going after.
- 2) You've got to ask them what kinds of results they got from using you or your product.
- 3) You've got to get them to say and/or write these results in a testimonial that'll help motivate your current prospects to take action to buy what you're selling.

Later, I'll be covering testimonials in great detail. **"What is most important to my prospect?"**

By now you understand that your prospects wants, dreams, and desires should be most important to you – for if they're not, your wants, dreams, and desires will never come to pass. From all this research, you must determine what your prospects priorities are. Then you must focus on those priorities – remembering to keep your priorities out of the picture.

If you're not sure what those priorities are, then you've got to go back and do some more digging. Failing to do so will mean the demise of your ad!

### **One More Idea For Uncovering Ideas That Will Work For You**

This last idea isn't about researching your prospect. It's about researching what's going on, and what's

working in your industry around the country. This is really cheap research, yet the ideas it may yield could make it one of the most profitable research steps you take.

Let's say you're in the Gift Basket business. What you do is go to the biggest library around, and thumb through about 50 or 60 of the Yellow Pages from all across the country. Of course you'll want to look at the Gift Basket section to see what's going on in other parts of the country.

Make sure you take a close look at what you see, because you never know what one little thing will do to spark an idea or a thought you'll want to follow-up on. Then do the same with 50 or 60 newspapers.

Keep your eyes wide open.

What you're looking for are marketing ideas, headlines, offer ideas, joint venture ideas, concepts, etc ... anything that can be applied to your business. I bet you ten bucks if you do this 3 or 4 times a year, you'll be shocked at the great ideas that'll come from this research. I do it... I go to the library every 3 months or so to thumb through out of town papers, directories, phone books, etc.

### **Conclusion to Research Magic: Discovering All Of The Inside Information You Need To Be Able To Press Your Prospect's Hot Buttons HARD, & Get Them To Take The Action You Want!**

Now you know what homework you need to do to create successful advertisements.

After you've thoroughly gone through these steps, then and only then are you ready to create your ad, whatever it is, for only now have you **shifted the focus of your work from yourself to the only important person in the equation: your prospect.**

You don't have the key to make yourself rich. Your prospect does. Getting your prospects to act in sufficient numbers will bring you towards reaching your goals, to make you rich.

Turn back to this section of this book often and review it before you sit down to make any advertisement, brochure, flyer... any type of ad or marketing piece. Without following the advice found in this section, your ads and marketing documents are destined to fail.

You'll forget about your prospect and focus on yourself, your company, your colors and sizes.... you will forget your prospect.

When you follow these steps you will win the game of advertising!!!. You will produce the kind of ads that get your prospects to do what you want them to do: *BUY FROM YOU!*

## CHAPTER SEVEN

### **Benefit Magic: The “Meat ‘n Tators” of Winning Advertising Revealed!!!**

Let me make the difference between features and benefits clear, right here.... right now: What is a Feature?

A feature is static – it’s the color of your product, how many pages, how many miles per gallon it goes, the price, the guarantee, durability, customization, financing available, no money down, batteries included, etc.

What is a Benefit?

A benefit is what your prospect gets from a feature!

These two advertising definitions are two of the most important definitions you need to understand if you’re going to create some advertising magic that brings in cash with order!

Your prospects don’t buy features – they buy the benefit that feature gives them.... it’s plain and simple. Yet so many advertisers seem to be hung-up on listing all the features of their product or service.

Features focus on you and your product or service (what it is).

Benefits, however, are the specific results or outcomes your customer gets from your product or service (what it gives the customer).

People don’t buy “things”... they buy the results those “things” bring to them. Things like happiness, making and saving money, saving time, wisdom, praise and recognition, attractiveness, safety, security and easier simpler ways to accomplish the things they want to do.

That’s why you absolutely must become a master at transforming features into benefits. You must learn how to take the individual features of what you’re selling, and turn them into compelling benefits that’ll get your prospect slobbering to take action!

A key point you must always remember when creating ads or sales letters is this:

**Always Lead With Benefits, and Follow With Features!**

Yes, always.

That’s because benefits tell your prospects what’s in it for them. Features focus on You..your prospects always are interested **FIRST** in themselves. They want to know what’s in it for them. Once your prospect understands what’s in it for him, then he *might* be interested in you. Most often, if you’ve focused on the benefits your prospect will get – they won’t even care to know anything more about your company! That’s how persuasive benefits can be!

That’s why you must take a careful, close look at each and every feature, and turn them into powerful, motivating, compelling benefits.

Really, when you stop to think about this, it makes sense.

But when you open a magazine, or look in the mail... the reality is that most advertisers don’t even begin to do this. They focus on themselves and list boring feature after feature. And when they do include a benefit, they usually use no specific, meaningful benefit.

**Specific Benefits Sell – General Benefits Don’t**

Most of your benefits should be specific if you want them to pack a wallop. General benefits usually come across as “hype” – and they’re not half as compelling as a specific benefit. How do you get specific?

Well, one of the best ways to do it, is to take a close look at your competition. If you out do them on a number of benefits, tell your prospects! For example:

“Smith’s Brothers offers our same model widget for \$17.56 more than what you pay here!  
PLUS our guarantee is 3 times as long as theirs (90 days compared to 30 days!)”

Your competition can provide you with a wealth of powerful ideas on how to make your ads better. Not because their ads are better than yours, but because you know what’s missing in theirs, and how to build on that in yours!!!

Another way to gather **specifics**, is to gather testimonials that preach of specific results, and benefits that current customers have enjoyed from what you’re selling. (We’ll go into great detail

on how to get and use specific testimonials in your ads and sales letters to increase sales.)

Just remember, your prospects will be continually asking questions about your general benefits: 1) So what?

2) Compared to what?

3) Says who?

You need to back-up your benefits, and use specific benefits!

Unless you do, your prospects will write you off as a “hype artist” and nothing more.

And what enables you to deliver specifics instead of generalities? Your research! Your knowledge of your product. Your knowledge of your market. Your knowledge of the features you’re selling, compared to what else is out there.

If you’re going to be able to deliver specific benefits, you’ve got to:

- Know the features of what you’re selling
- Know the **benefits** of what you’re selling
- Know the features of what your competition is selling, and
- Know the benefits of what your competition is selling!

You must make sure you:

- Do your research carefully, continually, and completely
- Understand how the features of what you’re selling relates to the benefits of what your buyers want, and
- Prove to your target market how empathetic you are by placing their interests first (lead with benefits, follow with features) and backing up your benefits and claims with facts!

### **Using Your Competition to Prove Specific Benefits**

Here’s a slick little “ditty” that’ll help you uncover specific benefits, based on what your competition is already doing. The procedure goes something like this:

1) First, you make a list of your features and benefits

2) Next, you make a list of your competitors features and benefits.

3) Now, you make a comparison – uncover the advantages your features and, benefits offer your prospects over your competition’s!

4) Lastly, turn that comparison into money-making ads and sales letters that work.... you can create a comparison chart, state it in bullet form, or simply in paragraph form.

This system is powerfully convincing! I hope you’ll use it to your advantage.... it’s really slick!

As you can see, benefits are powerful motivators. And knowing this will give you a definite

—  
advantage; for most advertisers don't use benefits. Instead, they choose to get "creative" and clever – and they fall flat on their face!

### **Make It Clear ... and Never Assume Anything**

And when it comes to benefits, understand that you must state them clearly and precisely, so there's no question in your prospect's mind what benefits he gets. That's why you can never assume your prospect will know what the benefits are. Don't think your prospects are smart enough to know what the benefits are of using your product or service. You'll lose the sell!!!

### **You Must Never Assume People Can Figure-Out On Their Own What Benefits They Get From Your Features... You Must Always Tell Them Clearly & Precisely What Benefit They Get From Each Worthwhile Feature!!!**

Remember, the benefits your prospects get from what you're selling are the driving force behind your sales copy. That being the case then, how do you turn features into benefits?

First off, let me say that this process is simple once you get the hang of it --it's also pretty fun! OK.

The first thing to do is to create a list of all the features. Don't worry if you're not sure what's a feature and what's a benefit, just make a list.

Now, take a look at each feature and ask yourself, "What does my customer get from using that feature?" If the answer is a good, strong answer, write your answer down next to the feature. Continue to do so until you've done this with the entire list. Next you'll want to prioritize the list of benefits in order of importance from your prospect's point of view.

(You should know what your prospects priorities are – if you don't, you haven't done enough research. Why guess at it? Why not take the time to find out for sure!)

And there you have it... a list of benefits that your prospects want.

Let me give you some examples of features and their corresponding benefits: **Example 1:**

In this example, let's say you're selling a car...

Feature: This car gets 60 miles to the gallon.

Benefit(s): You'll save money on gas. You won't have to stop as often to get gas (inconvenience)

Feature: This car has a permanent wax which will never fade, crack, chip, or peel.... guaranteed or we'll redo it for as long as you own the car!

Benefit: You don't have to waste your time, energy, and money waxing the car. You'll save money for years and years to come! Your car will always look great! If you're not pleased, you can have it totally redone at no cost whatsoever – we'll even come to your home or office to do it!

Feature: Rust-proof wheels

Benefit: You'll never have to spend any money to buy new wheels because these will last forever! PLUS you never have to worry about the "look" of your wheels, because they'll never have that ugly, dingy look of rust!

Feature: Rust-proof body

Benefit: You'll never have to spend money on body work due to rust because the body will last forever... rust-free! PLUS, your car will always look "hot", clean, and shiny due to the fact that it'll never rust in anyway!

**Example 2:** In this example, let's assume you're selling a computer system... Feature: It's a very fast computer

Benefit: The computer's speed will save you time and the frustrations of having to wait while it executes complex commands. No more waiting for hours to get the job done!

Feature: It has 2 floppy drives

Benefit: This makes it easier for you to be able to duplicate disks – it saves you time from having to copy a floppy to the hard drive, then putting in a blank floppy and copy the first floppy off the hard drive onto the new floppy! Boy - - that even took a while to say ... let alone do!!!

Feature: It has a 500 meg hard drive

Benefit: This means you'll have all the room on a hard drive you'd probably ever want! Save big files without worrying about running out of room. PLUS, you'll be able to have more software programs installed on your system to help you be more profitable, (or have more fun with more games!), and be more organized.

Feature: It comes with a top of the line, 17" color monitor!

Benefit: This means you don't have to waste time shopping for a monitor to go with your computer; PLUS, if you were to buy this monitor separately, it'd cost you \$997 extra for this quality of a monitor! So you pay much less than you would if you had to buy it separately!

Do you see how the features are transformed into benefits? The features are turned into "What the customer gets from the feature.... what it does for them!

To make it even easier, I want to share with you a formula that I used when I was starting out. (It's become a habit now) It will help you to identify the benefits of a feature. Here is the formula:

**Feature + What the Feature Gives to the Buyer = Benefit**

If you reverse it, it becomes even clearer:

**Benefit = Feature + What the Feature Gives to the Buyer**

So, what it boils down to is that you have to ask yourself "What does my customer get from this feature?" The answer to that question gives you the benefit. Understand though, that not all features can be turned into worthwhile benefits. Those benefits most- likely will not be used in your ad or sales letter.

Here's another way of turning features into benefits: Simply pretend that you're a prospect for what you're selling. For each feature on your list, ask yourself these questions: ! "What's in this feature for me?"

"What do I get from using this feature?"

"What benefit do I get from this feature?"

By answering these questions, you will, undoubtedly, find out what the benefits are.

Benefits give you the selling power you need to create winning ads and sales letters. Without benefits, you will not make many (if any) sales... that's the power of benefits!

Understand, however, that your prospects are interested in features. But, by themselves, features will never sell your product or service. Only benefits will do that. Because only benefits tell the prospect what advantages there are for him to take action and buy!

Also, benefits sell because benefits are about what your prospect emits... where features are about you, your product, and it's other details... in other words, features are usually "me-focused" instead of "prospect focused".

Now, here's a little test for you to take to see if you can turn features into benefits. All you need to do is simply turn the features into benefits. Here, we are selling a new mountain bike for your 12-year-old son:

Feature: It's a 21" bike

Benefit:

Feature: It comes in any color you'd like.

Benefit:

Feature: It has 18 gears Benefit:

Feature: The 18 gears are accessed with the light push of a button... without having to take your hands off the handlebar.

Benefit:

Feature: It has lifetime flat tire guarantee

Benefit:

Feature: The wheels come off with the flick of a lever

Benefit:

Feature: It comes with a car rack, and a garage hanger Benefit:

The heart and soul of creating winning advertising is knowing how to plaster-on benefit after benefit after benefit. Benefits answer the never-ending question: "What's in it for me?" That's the question your prospects will ask from now'til forever!

Answer that question with benefits, and you'll get the business you deserve!

### **Conclusion to Benefit Magic: The "Meat'n Tators" of Winning Advertising Revealed!!!**

Remember, a feature is basically some part of the product or service ... it's what the product does.

A benefit is what the prospect gets from that feature.... what the feature does for him! Features alone are virtually worthless, and will basically do nothing to help you sell more of what you're selling.

'Benefits put the focus on your prospects, and what they get. And that's where the whole focus of your ads or sales letters should be... on your prospect.

## CHAPTER EIGHT

### **Offer Magic: “Make Me An Offer I Can’t Refuse and I’ll Give You My Wallet and My Wife!**

#### **!How to Creme Offers that Make Your Prospects Stop What They’re Doing & Order! And How to Create Order Forms That Get Orders NOW**

First, let’s do a quick review of what you’ve learned so far:

1. You’ve learned how advertising fits in with marketing,
2. You’ve learned the 12 worst advertising mistakes and how you can avoid them;
3. And you’ve learned why **empathy** is so crucial to your success as an advertiser, and the basics of writing winning ads,
4. Plus you now know what motivates people in general,
5. And you’ve done your research so you’ll know what hot buttons to push, 6. And you’ve made a list of features and turned them into benefits.

Now that you’ve done all that, you’re ready to kick it into gear, and begin writing! The first thing you should write (in my opinion) is your **offer** and then your **order form**.

Most people would think you’re supposed to start at the top, with the headline. I know what I’m suggesting sounds backwards; but this is how you should do it.

You see, what happens if you start at the top and work your way through, you’ll usually end-up not spending the time you should on a very important part of your mailing or ad... the order form and offer. The order form usually gets the “left-overs” of your energy and passion – which usually isn’t much.

I think that’s why you see so many terrible order forms come in the mail; and you see them in the magazines. Order forms are always last priority.

The order form (which should restate the offer and guarantee) is a major part of your “Close” in a sales letter or a space ad. And unfortunately for most advertisers, it’s usually an afterthought, and given very little serious thought or attention.

That is a serious mistake.

If you want orders’ you had better pay attention to how you ask for them. That’s why you need to create your offer and order form first – and you must be careful about how you position your offer and what you write on your order form, and how you design your order form, for it is a valuable sales tool.

By creating your offer and order form first you are forced to focus, clarify, and articulate your offer right off the bat.

Admittedly, I didn’t always start with the offer and order form first – I always started by writing out as many headlines as I could. But now... I’ve “seen the light” and have come to understand the importance of creating your offer and your order form first!

The first thing to consider is this: there are a lot of people who, when they open your sales letter or glance at your ad, will go directly to your order form (if they can find it) and they read it first. Think about that. If they read your order form first, don’t you think the copy on that order form had better be *darned good* in order to get them to read the rest of the package?

You bet! ! !

Your offer should be compelling, and your order form must be “hot”! Otherwise you’ll lose all those people who go to the order form first, whether in a sales letter or with *an ad*.

## Creating Offers That Make Your Prospects Stand-Up & Take Action NOW!

We've now thoroughly covered how to create a winning order form. Now I'm going to focus on how you can create winning offers that are the basis for those order forms. For you see, the order form is nothing if there is no winning offer to build it on. After we go over this, we'll dive right into creating winning order forms!

A winning offer is everything when it comes to generating business in *an ad* or a sales letter! Offers should help induce *immediate action*.

If your prospect doesn't take action when he reads your ad or sales letter, there's a fat chance he'll ever order from you. That's why your offers must compel your prospects to take immediate action.

Think about it, everyday aren't you inundated with offers that encourage you to spend your money? Studies show that in most urban areas, you'll easily get hit with up to 8000 marketing messages each week from people who want you to spend your money on what they're selling.

Your prospects are bombarded with piles and piles, stacks and stacks of magazines and letters everyday offering them something to buy!

That's why your offers have to attract the attention of your prospect, and provoke immediate action... but, when you look at the mail crossing your desk each day,

think you'd agree, most advertising doesn't even begin to motivate you to take immediate action.

Even offers that are "FREE" in one way or another don't cut it.

Look, FREE is a great advertising word... there's no doubt about it. But "free" all by itself is not enough to get our prospects motivated to take action now.

"Free" is effective (and most when you combine it with three other, magical ingredients:

FREE + limited time + at least one powerful benefit your prospect gets + a perceived and actual value on the thing that's free = powerful offer that compels immediate action from your prospect!!

- 1) A Clearly Defined Time Limit
- 2) At Least One Powerful Benefit Your Prospect Gets
- 3) A Perceived And Actual Value On The Thing That's Free

Any offer you make can be strengthened to generate an immediate response from your prospects with this powerful, immediate-response-generating formula:

This formula is what I use to create powerful offers that induce immediate action from my prospects. Let's go over each part of the formula so you'll be certain to understand how it all works together:

- 1) FREE. Free is just that... it's free with no catch.
- 2) Limited Time – Deadline. Your offers must have a deadline if you're to get maximum immediate response from your ads and sales letters. If you're mailing several thousand letters over the course of 6 weeks, you may want to go with a deadline like:

"It's yours at this deeply discounted cost, only if you order within the next 10 days!"

10 days seems to be the optimal, best time for inducing an "immediate" response.

If your mailings are more controlled, you can (and should) put specific dates in them. This is the best way to create immediate response – although I know it's not always possible to do... I encourage you to try and include a specific date.

Make sure you keep on schedule with your mailing so that your artwork and printing will work with the deadline.

I've seen it happen all too often where an advertiser will mail his offer out too close to the deadline date. Several of the prospects got the letter on the deadline, or right after the deadline.

This is usually a total waste.... those prospects usually will not go to the trouble to call or write to see if the offer is still good. Make sure you don't make this costly mistake!

Plan well enough ahead to know what your deadline should be.

Whether your ads or sales letters have a specific deadline date or not, make sure they do at least have a deadline.

### 3) One Powerful Benefit Your Prospect Gets From Taking Action

Again.... benefits sell. So, what you've got to do is articulate the most desired benefits that your prospect gets from what you're giving to them free.

Realize that if what you're giving away offers no specific, powerful benefits to your prospect, no matter what benefit you put in the ad, it's not going to be appealing.

Also, be honest about the benefit they're going to receive. If you tell them they "get FREE special reports valued at \$67 each – these reports will show you how to make money tomorrow with windshield flyers" and then, what you send them is really a sales letter selling a \$67 program that teaches how to make \$400 *a day* with windshield flyers, and the sales letter is disguised as a free report – you are not being honest; and it won't work!!!

The prospects that you cheat like this will never open or read another letter from you – nor will they ever read your ads, etc.

You've lost them for life, simply because you chose to "cheat" a little and disguise your sales letter as a free report. Don't do it! Being honest goes a long way in everything you do.

### 4) Perceived and Actual Value of the FREE Gift.

Whatever it is that you're giving away free, as a time-limited bonus to induce immediate response, must be of great value to your prospects; and must appear to be of great value to your prospects.

Thus, you must "sell" the free give away. That's partly why I suggest you combine your free gift with a major benefit derived from that free gift. You must build the value in the mind of your prospect.... they must feel like the free gift(s) they're getting are indeed, worth taking immediate action to get.

Jay Abraham offers the advice of offering "Bonus-Overload" to your prospects. I covered this on page 43.

Let me present it to you again in the context of this chapter so it might have more impact on your thinking processes:

**"RISK-FREE BONUS OVERLOAD!"** This is where you offer them a totally irresistible, riskfree, 100% guaranteed 'til the day they die offer, with high-perceived-value-bonuses valued at more than the cost of the main item; with a 10-day time limit on the offer – reason to buy now! No matter what you're selling, this kind of proposition is pretty strong!

Here's an example:

"With that in mind, here's what you get:

You get the complete, 12-video course, which teaches you in precise detail all that you ever wanted to know on how to create winning ads of every kind. (*Valued at 5877*)

*PLUS, you get the 5FREE BONUSES.*•

1. The 14 most compelling ads of all time, and how you can model them for your own success! (*A \$257 value*)

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2. A powerful new checklist called “It’s The Little things That Count” that took 15 years of research (laid out in easy-to-follow detail) that you can use to make sure all of the little, moneymaking “believability-boosters” are in your ads every time you sit down to write. (A \$177 value)

3. A 24” x 18” wall poster to put up right by your computer or writing area, so that every time you start writing you winning ads, there’ll be no scrambling for where to start, where to go next, and where to end! (*This baby is a time-saver and a half’!! \$277 value*)

4. You get my most valuable asset: *MY TIME!!!* That’s right... you get 4 FREE advertising make-overs with me, limited to 20 minutes per session, absolutely FREE! All you do is fax over your ad or letter, call me to find out the next most convenient time on my schedule that I can go over your ad with you. Then I’ll go through your ad from top to bottom, telling you exactly what to do to increase your response! (*Each consultation is valued at \$227... total value: \$900!!!*)

5. You get each of the above consultations recorded on cassette – no extra charge!!! If you have an “overnight” account, I’ll even take the time to package the cassette up and overnight it to you!!! That way you’ll be able to use every little detail... every little nuance that the consultation had to offer to your advantage. (*Valued at \$77percassette!!.*1)

That means you get a total of **\$1,927 in FREE BONUSES!!!** But remember, you must take action before **XXX date** --which gives you about 10 days to get going! But why put it off? Don’t set this aside -chances are too strong that you’ll forget! Remember, you have *NO-RISK with 100% money-back lifetime guarantee*: If at any time you are no longer pleased with the money you’re making by knowing how to create winning ads as easily as possible, you may return the videos and keep all the free bonuses’til the day you die – no questions asked, no hard feelings!!!

Am I crazy to make a no-lose, no-risk offer like this with a lifetime guarantee? Maybe. Maybe not. All I know is that I want to build a relationship with you so that .....

There you go... that’s a great example.

Do you see the motivating power behind it?

Understand, this type of offer has been used for years with fantastic success.... it’s not a new idea. Piling on the bonuses can be a very strong way of making sure you get your prospect to take action now!

Basically what you’re doing is “ethically bribing” them to take the action you want them to take. People know what you’re doing... it’s not like you’re using them or something. They know you want their business – and you’re willing to pay dearly to get it... thus the ethical bribe theory.

Bribes work well when trying to motivate people. There is another kind of ethical bribe that is used profusely these days. They are gifts given to prospects and customers to encourage a response to your advertising offer... or to intensify a relationship.

Most people call these “bribes” advertising specialties.

Though I don’t encourage their use as much as I would a free special report on a topic that your prospect is dying to learn about; I would say that used properly, ad specialties can be strong motivators for your prospects.

Some of the most popular, most sought-after by prospects ad specialties are:

T-shirts with a cool, fun-loving message that ties into the main benefits you’re offering

Baseball Caps or Hats with a cool, fun-loving message that ties into the main benefits you’re offering

Pens and Pencils

Desk and Office Accessories

Customized Coffee Mugs, and

Glassware.

People love getting this stuff!

And advertisers typically spend over \$15 billion dollars per year on it! Amazing. Based on those kinds of purchasing habits, I'd say this stuff works – used correctly.

I'm aware of a recent study (I think I read it in Guerrilla Marketing Newsletter) that showed bribes increase mail response. Not only that, they increase the dollar purchase per sale by 321 percent.

That's pretty amazing!

I've mailed pencils with my name and contact info on them and gotten a profitable response from them on many occasions... but pencils are about as far as my expertise goes in this area.

Really, my own feelings about ad specialties is this: why give your prospects a pen with your name on it, when you could be giving them a pen with your name on it along with a valuable special report... a report that helps your prospect solve a problem or get rid of a frustration?

Which would you consider to be of more value?

### **Remember to Motivate your Prospects to Take Action Now!**

When you're selling something, don't you want your prospects to take action now? I know I do. I don't want to wait til tomorrow, til next week, or even one extra minute....

### **I Want My Prospects to TAKE ACTION NOW!!!**

You should too!

And, if you don't get your prospects to take action now, the chances are very high you don't have a chance to sell them this time around.

Yet, most marketing people don't do anything to get anyone to take action now ... let alone in the future. Most don't even ask you to take action at all. They give you no reason to ever take action.

Offers must be compelling, and they must include all of the following elements: !be as irresistible as you can possibly make it,

! be as risk-free as you can possibly make it,

! offer a powerful guarantee,

! must have high perceived and actual value,

! focus on at least one major benefit, or on your prospect's anxiety, !have a time limit.

Offers that have all 6 of these elements in them are usually very powerful, and will make you very rich. Let's look at each element in detail, then I'll melt it all together for you and show you how to create your own powerful offers.

### **Be As Irresistible As You Possibly Can**

In order for you to get your prospect to take the time to fill out an order form, or pick up the phone and call, or fax over her order, you've not to make the offer so powerfully irresistible they absolutely can't put it down until they take action, and send you their money.

Now, how can you make your offers irresistible? Here are some "tricks" I've learned that'll help you do just that.

1. Be totally honest. Yes, I know I've mentioned this to you before. But I can't stress it enough! In all parts of your business, if you're really going to be a success, you must be unscrupulously honest in your dealings with your fellowman.

Your product must be honest in that it delivers what you say it will, your sales materials must not distort the truth in the slightest way, you must not lie to anyone about anything in your business.... in short, no matter what you do

or say,

You Must Have True, Lasting Integrity To  
Have True, Lasting Success!

Taking this important point one step further, I'd say not only do you have to have complete honesty; you must **appear to be completely honest**. Being honest and appearing to be honest are two different things, that work together as one.

Think of it like this: You walk onto a used car lot. A guy walks up to you wearing a red and black plaid polyester sport coat, bright, shiny black shoes, and his hair flopping down. He says "Hi, my name's Jackson and I'm gonna give you the deal of your life." Do you believe him? Then he says,

"I've got a brand new '95 Cadillac Seville in the back lot that's yours for only \$2,000."

Wouldn't that be kinda hard to believe?

The guy's honestly got one in the back lot for you – but he doesn't look believable. It's too hard to believe. He hasn't given you any reason to believe him other than what he's said.

Granted... some people would buy based only on what the guy said. But, just think of all the sales he's losing by not presenting himself in a believable fashion. The same thing applies to creating offers.

Now, as you'll learn through this course, you can create believability and credibility throughout your ad or sales letter using the ideas talked about in the section on testimonials and credentializing. So hopefully you'll follow those techniques to build credibility by the time you

ask for the order.

But, whether you like it or not, not all your prospects read your letter in sequential order. Some page back to the signature and P.S. first. Some read the headline, skim through to the back to see who the letter's from, then they go back and read the whole thing.

### **Make Your Offer As Risk-Free As You Can Possibly Make It**

In order to create an irresistible offer, you must turn the risk of loss from your prospect to yourself. Let them know they aren't the one that's gonna get stuck with a bad product. Your prospect is only worried about himself. He wants to know that if anything goes wrong, or your product or service isn't just what he wanted, he can call and get his money back.

What your prospects are really worried about is:

"Am I going to get from you what I think I'm going to get?"

"Do you deliver what you say you are gonna deliver?"

"If I don't get what I thought I was gonna get, can I get my money back without any hassles or questions?"

By positioning your offer in a "no-risk" way, you can substantially lessen the degree of your prospects' concern. Here's an example of reducing the risk:

"For only \$39 you can try my No Bake Cookie Recipe Book for up to one full year. If at any time you're not convinced that these recipes will make you the local cooking queen and make your family and friends thrilled, simply return it and receive a refund of every penny you paid ... no questions and no hassles! You must be pleased! PLUS: as an added bonus, you may keep the FREE bonus Secret Pie Recipes special report just for giving my simple-to-make, delectable, No Bake Cookie Recipes a try! You have nothing to lose... call now!"

Now that's a powerful, no-risk offer!

Another powerful tip to use when considering powerful offers is this:

## **Why Bury Your Offer On the Last Page of Your Sales Letter? If It's So Powerful & Compelling, Why Not Put It Up-Front, Right Where Your Prospect Can't Possibly Miss It?**

Read that again ...

That statement is probably one of the biggest reasons I'm writing as a career today. I started putting the offer up-front in my sales letters, and my results started to go through the roof (*as high as 32% to cold lists, generating leads!*)

I started putting the offer up-front in my clients' sales letters, and their results shot up! You need to understand that this is a powerful concept!

Think about how crazy it is.... why would you want to bury your offer way back on page 7 of your sales letter; when you know damn well your prospects will flip head over heels for the offer you're making. Of course, you've got to do your research if you're going to have a chance to know precisely what's going to get your prospects to react.

But once you've done that – my goodness...

**Why Stuff your Powerful Offer Way In the Back!!! Bring It Up-Front & Profit Starting NOW!!!**

You should:

- Put your offer in your headline! Or...
- Put your offer in your sub-head! Or...
- Put your offer in the opening paragraph! Or...
- Put it on the front page of your letter!

### **Offer A Powerful Guarantee**

Here are some “magic” words you can use in your guarantees (which should be part of your offer) that are proven to work well:

- No-risk
- No hassles refund
- No questions asked
- Simply return it and you'll receive a no hassle, no questions asked guarantee
- Even if you do ask for your money back, you may keep the bonus items as my gift just for giving us a try.

Guarantees are important in a sales letter or ad. They reduce your prospect's anxieties about buying. A well-articulated guarantee makes your prospects realize that once they buy, if they're not pleased, they can get their money back or some other adjustment. We'll go over guarantees in a chapter of their own – for now, understand that your guarantee will strengthen your offer 100fold.

As you're creating your offers, ask yourself this question:

**If I were the prospect, what would really get me excited and want to respond?**

If you can honestly answer this question, sometimes it'll lead you right to the type of offer you should make for your target market.

### **Conclusion on Offers**

I honestly believe that if you offered your prospects the right offer on a plain piece of paper mailed in an envelope to the right list, that you'd get more sales from that sheet of paper with only the offer and ordering instructions on it than you would from an 8-page letter with all the hottest copy and headlines in the world.

That's the power of a well positioned, well-articulated offer.

If your offers are thought-out, are no-risk, and are backed with strong guarantees, you are well on your way to creating a winning advertisement! Offers are important – that's why you should always create your offer first, before you lift a pen to write anything else.

### **The Elements of a Winning Order Form**

Your winning order form has nine elements that make it close the business like magic:

- 1) A Compelling Headline
- 2) A Powerful, No-Risk Offer
- 3) A Powerful, No-Risk Guarantee 4) The Call To Action
- 5) The Buyers Information Block
- 6) The Payment & Payment Options Block
- 7) Your Contact Information Block(s)
- 8) Graphics, Layout, & Printing; Right Color & Paper Stock
- 9) Other Bells & Whistles

Let's go over each of these elements in turn, and then put them all together, show you some examples, and bring it all home.

#### **1) A Compelling Headline**

“A headline on an order form?” you ask? .... why yes! You've got to think of your order form as an ad, all by itself. You must treat it like an ad .... thus the headline. Here are some examples of headlines that I've used, and that I've seen repeated:

Here's How To Get Your New, Money-Saving Software Sent To  
You Priority Mail So You Can Start Saving Money Today!

Money-Savings Request Form

Request Form

100% Guaranteed Way to (Benefit)

Membership Application

FREE 10-Day Audition Certificate

FREE 30 Day Trial Certificate

NO-RISK Application

Return This Form to Start (Getting the Benefit You Want)

Quick Response Card

Send No Money Now

FREE Gift If You Order By Deadline

Mail This No-Risk Coupon Today!

15 Day Free Examination Certificate  
FREE PREVIEW CARD!  
Shipment Authorization  
FREE!!!  
Try Two FREE Issues Before You Subscribe!  
Official Sweepstakes Entry Certificate #123457  
2 Months FREE  
Acceptance Certificate  
FREE Trial Offer – No Obligation Whatsoever!  
Don't Send Money!  
Special Reservation Order Form  
Learn How to Make More Money In Your Business With Advertising Techniques That Are  
Guaranteed to Work!  
Try the First 3 Issues FREE – If You're Not Completely Delighted,  
Cancel With No Further Obligation!  
FREE Trial Certificate – Respond By June 19, 1995  
234-8120-43  
This Number Authorizes (Persons Name) to Receive  
Advertising Magic FREE for a 30-Day Trial!  
Non-Transferable, No-Risk Trial

These headlines are all winning headlines from winning mailings' and ads' order forms; ads that are making money today. I suggest you take their lead, and use them as templates for your own headlines on your order form.... they work.

In the next chapter I'll cover the creation and use of headlines in depth with you. For now, understand that your order form must have a headline if you want it to pull the maximum number of sales that it can.

## 2)A Powerful, No-Risk Offer

The second element of a winning order form is a powerful, no-risk offer.

This is important. Taking the risk from your prospect is critical, and we'll cover it in great detail later in the course. The fact is, you must let your prospects know that you're taking all risk for them to give your product a try.

What do I mean when I say "no risk"?

No-Risk means that your prospects take upon themselves no risk when they order. Usually that means they either have a powerful guarantee that removes the risk from the prospect, or the prospect doesn't have to send in any money to receive the product – thus, there is no risk on the part of the prospect.

To reaffirm that there is no risk, I like to write a powerful, one paragraph statement of affirmation, repeating the risk-free offer and the appeal as if my prospect were saying it out-loud... something like this: I

YES Brian! I agree!!! I want to learn how to create ads and sales letters that work like magic!!! Your proposition is irresistible and "Advertising Magic" sounds fantastic. Also, your bonuses are so darned attractive it's hard to refuse. But with your 100% money-back, lifetime guarantee, keep-all-the-bonuses, better-than-risk-free proposition is the real reason I am ordering NOW !!! Here's my \$327!!!

Do you see how the statement is made as an affirmation? Also, the statement is made in the prospect's voice, first person. You may want to try doing it like this:

YES Brian! I will take you up on your exact guarantee and try "Advertising Magic", but only for the next 60 days. If it's not everything you promised, or it's not as easy as you say it is, or if I don't benefit

just as you promised, I will send it back and expect a full and immediate refund. And I'll get to keep all those fantastic bonuses for my trouble. On that basis only, here is my order:

Or, let's say you're trying to generate leads with a lead generation ad or sales letter – try this:

YES!!! Your offer is very compelling! I don't know if "Advertising Magic" is for me, but I want to learn more about your *RISK-FREE, NO-LOSE OFFER*. So send me the information kit or have a representative call and answer my questions. Better yet, do both. Also, make sure you send me the free report you promised me (worth \$27!). But contact me only on the condition that I am under absolutely no obligation and no risk whatsoever.

Once you've gone that far, go on to the name, address, city, state, zip and phone. A big key is to always get phone numbers for follow-up. Following up on leads by phone will make you a lot of money.

If the reply is cash-with-order or a charge, make sure you make it easy for them to order by having tick boxes for them to check; and be sure you include space for credit card information, etc. We'll cover this in detail in just a bit.

### 3)A **Powerful, No-Risk Guarantee**

The examples above have made reference to no-risk guarantees. Guarantees are covered in greater detail in Chapter 14, "Guarantee Magic" on page 197. Here I just want to give you some examples of powerful, risk-free guarantees, and a few tips:

"Remember, you have absolutely NO RISK when you order – try "Advertising Magic" for 365 solid days. If by that time you haven't started making more money when you advertise, simply return the entire course in re-sell-able condition. You will immediately get a complete, no-questions-asked refund! No hassles, no headaches, and we'll part friends. *PLUS* the bonus consultations and gifts (valued at \$1,257!) are yours to keep no matter what!"

That's really powerful isn't it! And that's exactly why you want to repeat it on your order form, as well as in your ad or sales letter.

Sometimes you may want to put the guarantee in your headline:

Here's How to make More Money With Your Advertising 100% Guaranteed Or  
Your Money Back! Try it FREE for 60 Days!

Guarantees are powerful credibility boosters, and you'll do well by using them on your order form. Remember, some prospects won't even read your letter or ad, but will go directly to your order form... that's why you need to make your order form a complete selling tool, just like the ad or letter itself

### 4) **The Call To Action**

This section is important; and what you're going to do is tell your prospect, in no uncertain terms, exactly what they must do to order. And if there are several ordering options, you're going to have to make everything very, very clear – nothing can be hard to understand or you will lose them.

Clarity then, is the first rule of a strong call to action.

If your prospects can only order with the phone, then say so:

#### **Example 1:**

"To Get the (Benefits Your Product Offers/ or Get Rid of the Frustration Your Product can Alleviate), simply have your Visa, MasterCard, or Discover Card handy, pick up the phone right now and call Bill at (801) 123-4567, anytime M-F, 9 to 5 Mountain Time."

See how clear that is? It reminds your prospect of the benefit he gets for ordering – or it reminds him that your product can get rid of the frustration or problem that your product solves. Then it tells them exactly what to do... get the correct credit card handy and pickup the phone. Notice how this doesn't him-haw around at all... it tells

them to do it now! Then it tells them who to talk with; what number to dial, and at what times.

Pretty straight-forward and clear. Here are some other examples to help you understand (remember, this is only if your prospects can order by phone with their credit card):

**Example 2:**

“Look, if you’re serious about wanting to lose 30 pounds in the next 6 weeks, you need ‘The Amazing Herbalizer!’ To get some shipped to you via overnight express (*no added charge!*), simply have your Visa, MasterCard or American Express handy, pick-up the phone and dial (801) 123-4567. Ask for Bob, and tell him you want the \$67 dollar, 6 week, guaranteed special.

Call anytime, 24 hours a day, 7 days a week! Don’t put it off... order now!!! P S. If you prefer not to use a credit card, we can now accept your check over the phone! Simply grab your checkbook and call right now!”

Here again – this is very clear. It’s clear, it’s exciting, it reminds them of the benefits they’ll get, and more. Okay. Now let me give you an example of a call to action that offers only checks:

**Example 3:**

“Start making more money from your investments today! To order “Quick Cash Investments” simply write your name and shipping address on a piece of paper along with your home phone, tuck it in an envelope along with your personal check, cashier’s check, company check, or money order made out for \$17.77 and send it all to:

Investment-Builder  
652 North Main  
Scottsdale AZ 90021

Please make checks payable to “Investment Builders”. If you have any questions, feel free to call Mary at (123) 435-4738, M-F, 9 a.m. to 3 p.m. Don’t put it off, order NOW!”

Here again, everything is very straight-forward and easy to follow. If you had an order form along with your mailer or ad, it would basically be the same, with only minor adjustments:

**! Example 4:**

“Start making more money from your investments today! To order “Quick Cash Investments” simply complete the enclosed Money-Maker Request Form (be sure to include all information), then tuck it in the enclosed postage-paid envelope along with your personal check, cashier’s check, company check or money order made out for \$17.97 and send it all to:

Investment-Builder  
652 North Main  
Scottsdale AZ 90021

Please make checks payable to “Investment Builders”. If you have any questions, feel free to call Mary at (123) 435-4738, M-F, 9 a.m. to 3 p.m. Don’t put it off, order NOW

The main thing you’ve got to remember is to keep it simple. Read it out loud to find any spots where the copy doesn’t flow very well.... let’s try that right now.

Let’s look at **Example 4** above. Take a minute and read it out-loud right now ... then come back and pick-up your reading here:

Well.... when I read **Example 4** out-loud, it actually flowed quite nicely. I did stumble a tad on the “Money-Maker Request Form”. I think I did so because it’s something I’m not used to saying. When that happens with a phrase, it’s best to put the phrase into quotes.... like this: “Money-Maker Request Form”. That will make the words flow more smoothly.

Okay.... let’s now move on to another block of a winning order form:

## 5) The Buyers Information Block

This is the section where you want to make it easy for your new customer to request her order. This part of your order form is crucial for your success. Here are some time-tested tips to help you create this section right:

- Make it easy for them to reply
- Include all elements needed to close the sale
- Already have their name and address on the order form whenever possible
- Offer an “Overnight Delivery” option for instant gratification, and increased profits

Let’s take a look at each of these elements:

### 1. Make it easy for them to reply.

You do this by offering “tick boxes” like this:

Tick boxes make it easier to order. Here’s some examples showing you how you’ll use your tick boxes:

“On that basis, here’s my order. I would like to pay with: *(please check one)* **Make Checks Payable to Brian Keith Voiles.**

MasterCard

VISA

Money Order

### Your credit card statement will show this charge being made by:

What’s happened here is that you’re making it extremely simple for your prospects to order? All of the options are available... all they have to do is check one box!

You’re also telling them who to make their checks out to, and if they use their credit card, you’re letting them know what will appear on their statement. This is especially important if your company or personal name are different, from the one that’ll show up on their statement.

If you don’t clarify this, you’ll end up with dozens and dozens of cancellations because your prospects don’t know who in the world is charging their credit card!

Onward.

### 2. Include all the elements needed to close the sale.

Next, you go on to get their credit card number and signature of the cardholder:

“Credit Card # \_\_\_\_\_ Expires \_\_\_\_\_ I \_\_\_\_\_

Signature of card holder: \_\_\_\_\_ “

Here again, all you’re doing is making it as simple as possible for your prospect to place their order. Make sure you give enough room between lines for them to write the information you’re asking for.

Now you move on to get delivery and contact information: “Full

Name: \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Eve. Phone ( ) \_\_\_\_\_ “

You may wonder why you need to get the phone information. I like to get it for a couple of reasons:

- 1) Because if this person is going to be a customer of mine, I want to be able to pick up the phone and call them and give them a big “Thank-You” once they order!
- 2) A second reason is, in case there’s a question about the delivery address or the credit card information. Some people don’t write very neatly, and it can be difficult to decipher. By having a phone number to call, you can save an order, and have a chance to thank them, and build more goodwill.
- 3) A third reason is, if these people are now buyers, you’re going to want to offer them other products that’ll help solve their problems and frustrations! You’ll want to be able to sell these folks again and again – and the telephone is a very powerful, profitable tool!
- 4) Fourth, you want to have phone #’s to go with your buyer names because you may want to do a joint-venture with someone who would like to mail and telemarket to your list. Joint-ventures like these can be extremely profitable.
- 5) And Fifth, when you rent your list, it will be worth more if you have phone numbers of your customers.

Those are five very good reasons for you to get phone numbers whenever possible. 3. Already have their name and address on the order form whenever possible.

You’ve probably received plenty of mailings (whether good or not) that had your name and address on the order form – probably in the form of some sort of label. This is ideal... but not necessary. If you’re doing a big mailing you may want to pay your mailing house a bit extra to include the prospect name label on the order card in the correct place.

(Of course this option isn’t available for magazine ad order forms!) If you do place their information on your order forms, make sure you add a line above the address information that says:

“Please Make Any Address Corrections as Needed”

Including your prospect’s address can be especially effective if you’re mailing a lead-generation sales letter.

4. Offer an “Overnight Delivery” option for instant gratification, and increased profits.

You know, whenever I order something, I want it, and I want it now! I think you’d agree that you’re the same way. Most people have learned to be very impatient, and want instant gratification. In this case, that’s a good thing; because you can provide instant gratification, and make yourself a couple of extra bucks per order if you’d like to. Example:

“Please *RUSH* my order to me via:

Overnight Service (\$12 extra) \_\_\_\_\_

Second Day Delivery (\$6 extra)

Regular Priority Mail (*no charge*)

Now, keep in mind when you do this, to price it so that you make a couple extra dollars if you want to. I usually don’t try to make any money on this tactic, but I do think it increases orders to particular groups of prospects who are used to the “overnight” instant gratification “thing”.

If you’re going to do this, however, make sure your office is geared-up and organized well enough to provide these services in a flawless, smooth manner.... or it’ll back-fire!

There you go. Besides covering **The Buyers Information Block**, I also snuck-in: **w 6) The Payment & Payment Options Block 7) Your Contact Information Block(s)**

....that’s a pretty thorough treatment of all of them. Hold on to your seat, I’m going to put all of these

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elements together for you in just a minute; and we'll create the "Ultimate Order Form"!!!!

## 8) Graphics, Layout, & Printing With Right Color & Paper Stock

There are a lot of variables when it comes to graphics, layout, paper colors, and paper stock. So, what I'll do is tell you what I feel works the best based on my testing, and others testing.

Testing has shown that a yellow card stock, with black ink is usually ideal – although paper stock maybe used just as well.

Pink with black ink also works with the right market – try to use a *card* stock if the weight of your mailer will allow it. (Florescent or "hot" pink i s best.)

White card stock works – try to use an ink color known as "Process Blue" for your headline if your budget allows for the small extra cost – if not, black will do. White paper works fine too.

Simple graphics work best – fancy overlays, "watermarks", "artsy" layouts and fancy fonts do not increase response, and often hinder it. (*I'll show you several layouts that are proven to work in a bit*)

As far as the format is concerned, I always think you should spend as little money as possible to create a best-selling piece. But, make sure it looks sharp and professional... not like some chain-letter scam where they makes copies of copies of copies of copies!

When out-putting artwork for your printer, it is ideal to get at least 600 DPI (dots per inch).

## 9) Other Bells & Whistles

1) Some other bells and whistles you may want to try are the popular "YES, NO, & MAYBE" tokens. These are simply stickers that your prospect pulls off the order form, and places them in the appropriate place. These are usually used for trial offers (like subscriptions to magazines or newsletters) and have been effective. I personally have never used them (though some of my clients have successfully done so).

2) If you have room, you may want to include your most powerful and motivating testimonial on your order form. It's really a matter of having the room to do so. If you have the testimonial of a well-respected person in your target market's industry, you may profit from putting that testimonial on your order form – you'll at least want to put it in your letter.

3) A lot of the time, I'll put a promise from the seller along with their signature on the order form. Usually it's over to the right side of the order form, with a border. It looks and goes something like this:

This gives your prospect some added reassurance – and reminds them of the no-risk guarantee that you offer. And, for some reason, the signature helps add to credibility ... sounds silly I know.... but it works.

## More Tips & Pointers For Making Your Order Form Work

Your order form is critical to your success. And in order for it to help "close" the sell, it must: !

- Repeat the major benefits your prospect gets from ordering
- Repeat the offer, including any bonus items
- Repeat your no-risk guarantee
- Repeat the terms.... three equal payments? Send no money now? Discount if you order before the deadline? (You should always use a deadline)
- Gather the order and shipping information
- In short, your order form should repeat your entire sales presentation.... it must be a selling tool all by itself! And, it must all fit in a page or less.... usually less.

- IMPORTANT:** No new information should be introduced on the order form... this will only confuse your prospects.
- Be precise about getting the ordering information.
- You must clearly state your ordering instructions: how to order by mail, phone, web, and fax. Provide your complete contact information.... address, phones, etc. If your prospect doesn't know who to make the check out to, you've lost a sale.
- If your prospect can't find the address to mail to, you've lost a sale.
- If your prospect can't find a phone number to call to answer any of their questions, you've lost the sale.
- If the offer is confusing, you've lost the sale.
- If your order form is too complex, you've lost the sale!
- Provide plenty of space to fill in order information.
- Don't use teeny-tiny type, especially if you're selling to a market over 40 years old.
- Make sure any payment options you offer are spelled out very clearly
- When your space ad is going to have a response coupon or order coupon in it, put it at the top, right smack-dab in the middle. By putting your order coupon there, you'll pull 80% more coupons than the traditional outside-bottom of the page.

### **The Best Order Form Format For What You're Doing**

There are basically two different types of order forms: the partial page order form (1/2 pg., 1/3 pg., 1/4 pg., etc); and the full-page order form.

The partial page form saves a tiny amount on printing/paper costs (usually not much) and occasionally it'll save you an extra ounce of postage, if you're right at the edge! Usually, the partial page order form will suffice for most mailings.

However, a lot of advertisers have started using the full-page order form. It costs a little more, but it gives you a lot more space for repeating your sales message, and making sure payment terms are easily understood.

My own experience is that the full-page order form works best on high-end offers where you're offering "3 easy payments of \$xx". People often find this attractive.

The challenge is that it usually takes more room to clarify.... thus the full-page order form.

If you're selling high ticket items, or you have a complicated message with several options, the full-page order form will most likely be a "must" for you.

There are other types of order forms with fancy tear-off reply envelopes and the like – but I've never used them ... I like sticking to the basics. The basics are less expensive, and people are more accustomed to the basics.

### **Here's My "Step-By-Stop Procedure For Creating An Effective Order Form:**

1. Research and gather order forms that made you take action – and other good ones that you see. (These should be in your "Idea File".)
2. Pick your layout and format – one that suits your mailing's or ad's needs.
3. Write your rough draft.
4. Be sure to restate your offer, your major benefits, your no-risk guarantee, and payment terms.
5. Make it easy to fill-in by giving plenty of room for writing.

6. Tell the reader exactly what to do, step by step.
7. Include all possible ways for your prospect to order... fax, phone, and mail.
8. Edit for clarity.
9. Make a final check for typos.
10. Make sure it's easy to order.
11. Make sure it's easy to understand make sure any graphics don't overwhelm the copy.
12. Make sure there are no surprises on your order form.
13. Your order form must be able to sell on it's own – see to it that it does!
14. Use photographs, not drawings or illustrations.
15. A dotted-line border or a certificate border is usually best for order forms.
16. Be sure to keep your offer simple, straight-forward, and don't offer too many different options. Too many choices depresses your response by 10 to 15% overall.
17. Always restate your guarantee on the order form – this will build confidence in your prospect's decision to order.
18. Never sell more than one product with your order form.
19. Be sure you include all of the blocks we've talked about.
20. Don't ask for demographic information on your order form – it's not the place to ask. Save that for your research questionnaires.
21. Put more testimonials on the back of your order form if you're planning to leave it blank. Contrary to what most direct mail consultants will tell you, my tests have shown that this is a great place for testimonials, or for going over the major benefits again.

You'll find some examples of winning order forms that I've created in the Appendix with the examples and samples in it. Study them, and model them. They've all made money – and were all a part of a winning combination.

## **Conclusion On How to Create Winning Order Forms**

Think about this: when you're considering an offer, don't you usually hang-on to the order form, and throw the rest away?

Most people are just like that. They read over your sales letter, glance at your brochure or buck slip, and, if they decide they might buy, they chuck everything else except your order form!

Then they sit on it for a while. They think it over. And, frankly, most of the time they're waiting for some "extra" money to come in so they can pay for it.

Once they come across that money – they pull out your order form, and take a second read through. Now, this is where you're going to lose'em... or sell 'em! If your order form contains the elements we've discussed in this section, it's a sure bet that you're going to get the order!

But, if it's anything less than what we've talked about ... you're going to lose the sale!

And that's too bad, because you almost had that sale!!! Think about it.... they were interested.... they were almost ready to buy!

And you blew it because your order form wasn't a complete selling tool all by itself. !!

I think you get my message... now you know exactly what it takes to create a winning order form! (*See Appendix*

*One for some examples of winning order forms)*

Now that you've mastered how to create offers that get your prospects to take action now, and how to create order forms based on those offers that are simple and clear... let's move on to the next part of your ad or sales letter that you'll be creating... the headline!

## **CHAPTER NINE**

### **Magical Openings: How to Start your Ads & Sales Letters to Get Your Prospect's Attention!!!**

#### **The Magical, Cash-Generating Power of Headlines and How You Can Create Them!**

More than 90 percent of the ads running today don't have headlines. Don't believe me? Open any magazine and browse through – you'll be surprised.

The same goes for sales letters.

Ninety percent of the success or failure of an offer, whether in a space ad or sales letter, is the headline. Without a headline, your ads are doomed to fail almost every time. Sales letters usually do better with a printed headline as well. Though sometimes, it's more personal simply to use the opening paragraph as your "headline."

Teaser copy on an envelope and the title of a book are as crucially important as is the headline in a sales letter or ad. Though I don't use teaser copy on envelopes very often myself, other great direct marketing experts use it quite often.

I remember when Ted Nicholas wrote a mega-hit letter for a cancer book that mailed hundreds of thousands at a time.... and it had teaser copy on the envelope. Basically, it just depends on your audience and your offer. All teaser copy is, is a headline on the outside of the mailing.

Headlines can increase your response substantially if they're right on target. Speaking of Ted Nicholas... he told me he's seen a small change in a headline (with no change in the body copy) make as much as an 1800% increase in response!!!

Think about the effect on your profitability with that kind of increase! Wow ... let's say you run a full-page ad in the Wall Street Journal for \$ 10,000 and you get back just enough responses to pay for your investment.

That means you're gonna lose money when you fill your orders. But, if you got a PLUS 1800% response, all of a sudden you are very profitable.

See the difference a powerful, compelling headline can make? You'll see here how powerful headlines are. I'm going to tell you about the different kinds of headlines, when to use them, and how to write them.

Since I'm considered a "youngster" when it comes to direct marketing, I thought I'd share with you a couple of quotes from the "Big Boys" of direct marketing. Here are what two, trail-blazing advertising legends say about the power of using headlines:

"Advice to copywriters: When you are assigned to write an ad, write a lot of headlines first. Spend hours writing headlines - or days if necessary. If you happen to think of a headline while walking

down the street or while riding the bus, take out pencil and paper and write it down.”

-- **John Caples**

“On the average, five times as many people read the headlines as read the body copy. It follows that, unless your headline sells your product, you have wasted 90 percent of your money.”

-- **David Ogilvy**

“The sole purpose of a headline is to offer the reader a reward for reading the body copy. The wrong headline, or no headline, can result in the failure of the ad to accomplish its primary goal: to lead the reader into the body of the ad”

-- **Jay Abraham**

All three of these men are advertising legends. They know what they’re talking about ... and I agree with them 100%. When I sit down to create an ad I spend the majority of my time writing the headline and the offer. Unfortunately, most people don’t give headlines the attention they deserve.

The average ad writer will usually write a dozen or so headlines, pick out what he thinks to be the winner.... and away he goes writing the rest of the ad. Let me make this very clear:

**If You’re Serious About Writing Ads That Sell, You Need To Spend The Time It Takes To Write At Least 100 Headlines Every Time You Sit Down To Write An Ad! 100?... really?**

YES!!!... at least.

I can show you files and files on my computer chock-full of hundreds of headlines that I’ve created to go with ads and sales letters I’ve done for clients and for myself. I save them all. I honestly wouldn’t be a bit surprised if I had over 25 gigabytes of headlines on my hard drive.

Why do I write so many headlines – more importantly, why should you write that many headlines every time you sit down to write?

Well, look at it like this: even if you think you’ve come up with a sizzling hot headline after writing only 10 headlines, if you take the time to write out another 99, chances are you’ll improve your best headline by 3 or 4 times.

And chances are that along the way... you may come-up with something much, much better!

Trust me.... to come up with selling headlines takes more time than just a few minutes. You’ve got to commit yourself to sitting down and writing out **at least 100**.

I’m going to help you do that here in this book. You’ll get a few dozen headline words that work like magic, you’ll get several “Headlines formulas” that are proven to work. (All these words and formulas will make it easier for you to come up with those 100 headlines.) AND this section on headlines is the biggest section in this book!

Why? Simply because they are much more important than most ad agencies and freelancers are willing to admit.

Headlines are important because nearly 5 times as many people read the headline as the body of an ad. Unless your headline effectively sells your product, and compels your target audience to jump in and read the rest of the ad, you are blowing the biggest part of your ad money.

Headlines should offer your reader a reward for reading the rest of the ad, and pull them in to the rest of the body copy.

### **What Else Do Headlines Do**

Good headlines are important for several critical reasons. They:

Draw the attention of your exact target prospect. A headline fails unless it grabs the attention of your target prospect. Your headline must basically single out the audience you want to attract. Your headline must practically reach out to your prospect, grab them by the throat and say “Hey!!! I’m talkin’ to you!” You want to attract only *your target prospect!* Attract the “foxes” and don’t worry about offending the “dogs.”

Communicate the strongest benefit(s) you offer your target prospect; and talk to the selfinterest of your target prospect. It answers the important question we’ll keep on talking about: “WHFM”... What’s In It For Me?

Your headline must deliver a clear, complete, understandable message... a message full of benefits and your prospects’ self-interest. OR, it must make a promise to overcome your prospects’ frustrations or fear – anxieties.

Your headline sets the “tone” for the offer you’re making to your target prospect. And sometimes you’ll want to put your offer right in the headline!

Your headline must compel your prospect to keep reading. It’s got to make them hungry to find out more, pull them directly into the copy and get them to read it all!

Perhaps most importantly, **your headline is the “ad for your ad.”** And if your headline doesn’t get your prospects to stop dead in their tracks ... the whole ad’s a waste!

I suggest ever- time you sit down to pump out headlines, you compare your headlines with the above bulleted criteria. Make sure each element is there. If it’s not.... write more headlines and include those elements!

Now, as we take a closer look at writing headlines, remember that you’re not selling a product, you’re not selling a service ... what you’re selling is *a benefit* A benefit the prospect gets from buying from you. That benefit answers the question:

### **What’s In It For Me?**

It has to answer that question or you’ll lose your prospect instantly. And if you lose the prospect you’ve lost the chance to help him out with your product or service.

Your prospects want what you have to offer (presuming you’re not in the business of ripping people off... and if you are deceiving people or delivering a product that you’re not proud of I hope you’ll send this valuable information back to me and get a refund, ‘cause I don’t want to help people who are like that!)... and if they want what you have to offer, you’re going to have to “frame” your message so that they discover that they do, in fact, want what you’ve got.

That’s the job of your headline --to get them going down the path towards that understanding.

Your headline must work. Let me put it in a way that really gets you to feel the impact of what it means when your headline doesn’t work....

If your headline *doesn’t* work, your prospect doesn’t read on. If they don’t read on, it means you’ve *wasted* your time, your effort, your energy, and your hard earned money on that ad!  
Every time you lose a prospect, you lose money.

Looking at it that way, doesn’t it make good sense to spend a lot of time writing and rewriting at least a hundred different headlines, if not more? It makes good sense to me!

Besides that, based on hundreds of tests, a good headline can be as much as 21 times more effective than a so-so headline. And this is with the exact same body copy!

Because it is so important, I always write at least a hundred or more headlines for my clients and myself when creating an ad... so should you.

Here are some guidelines and questions I ask myself when I create a headline or envelop teaser copy:

1. What am I trying to communicate to my target prospect?
2. Does my headline offer my reader a reward for reading the rest of the ad?

3. What is the BIG benefit I've got to promise my target prospect?
4. Is my "promise" believable?
5. What do I have to induce him to read my message NOW?
6. Have I used quotation marks around my headline? (This makes it more memorable, and seem more important, and increases readership 23%.)
7. Have I written a headline that's going to motivate him to keep on reading?
8. Have I made sure to never use reverse type, because it is hard to read.
9. Am I being selfish – talking about me, my company, my product?... Or am I focusing on the benefits my prospect gets from my product or service? Re- member, WIIFM!
10. Make sure I always use upper and lower case letters – not all caps. It makes reading my headline easier. Like This!
11. Am I being focused, and talking directly to one prospect, or am I talking to everyone in general? People like talking to people... they don't like talking to a company.
12. Is my headline interesting from my prospect's point of view?
13. Can my headline have a news angle to it?
14. If a large, horizontal photograph is used, place the headline below it.
15. Can I put my picture to the right of my headline to add a personal touch?
16. Do not use a bunch of different type sizes (or styles) in your headline – this is distracting to the reader.
17. Does my headline build on a frustration or problem that my prospects have, which I can solve?
18. Does my headline call-out to my best prospects and tell them that this message is especially for them?
19. Does my headline answer the question: What's In It For Me?

Essentially, your headline is the key to your entire ads success. And if you don't tell your prospects what's in it for them, you won't get their attention, you won't hold their attention, and you definitely won't get their order!

With very little exception, you must always have a headline. And by headline I mean, words that stop your target prospect in his tracks, gets him to start reading the rest of the copy, and compels him to action.

Your headline in a **personal letter** may be the opening paragraph. "Dear Mr. Johnson,

This letter reveals a money-making system my grandfather revealed to my father, not long before he passed away – why should you be interested?... because I was given your name privately, by someone who knows you as an ambitious, motivated entrepreneur who wants to get free, and stay free.

My name is..."

Or your headline in a mass-mailed letter may be a...

## **Big Bold Statement on the Top Of the Page!!!**

Your headline may be put in a "Johnson Box" in regular courier type:

This offer is especially for Men With Prostate Problems, & the Women Who Love Them...

Don't you think, if you had a prostate problem you'd read that letter if you saw that at the top of it? It's a

compelling message, with an unspoken promise of relief from the malady. That's what you've got to do with your headlines.

In a newspaper ad, your headline may have a new slant:

## Announcing New Cure For Cancer of the Lungs!!!

Anyone who has cancer of the lungs or knows someone who has cancer of the lungs would stop dead in their tracks to read that!

Think of it like this ... when you're looking for a person in a crowd of people, what's the fastest way to pick them out and get their attention? You say, "Hey Bob!" and you will get Bob's attention.

That's the way your headlines should work.

It should call right out to your target prospect and get his attention.

One thing I'll guarantee you... if you don't capture your prospect's attention with powerful words that are of interest to him, you'll never make the sale.... 'cause he won't read your ad this time 'round!

### Tips and Tricks For Creating Powerful Headlines/Openings

1. Headlines that offer topical news are often very successful. If your product or service is "newsworthy", put that special news announcement right at the top of your ad. In John Caples book "Tested Advertising Methods" he talks about using the news approach. Two great phrases to use that give a sort-of "newsy" feel to your headlines are

"Just Invented!" and

"Just Off the Press!"

"Announcing" is a good "newsy" type of headline word. ! "NEW!" is another "newsy" word.

These phrases and words are proven to be effective in news headlines.

2. Use eye-catching words in your headlines. Words like **Amazing, Announcing, Introducing, Suddenly, The Magic Of, Now.** Many people think these words have lost their "flair"... I couldn't disagree more. I still use these words to consistently create winning ads and headlines for my clients. (In a moment, I'll give you my list of favorite headline words to use!)

3. Humorous, clever, abstract or double entendre' headlines (and ads) are a waste of your money **without exception!!!** Don't try to be clever or funny with your headlines. Unless you've got money to burn, don't waste it on clever ads and clever headlines. There are a lot of ad agencies who put out ads with double entendre' headlines – I consider these as "clever" and very ineffective.

4. Sometimes you can personalize a headline on an ad or sales letter by singling out a city, state, group, or the persons name *right in the headline!* For me this has been a powerful technique. I've personally had (believe it or not) response rates as high as 36% using this technique. On a 100 piece mailing, my cost was about \$90. My return was \$1,836. Not bad! Here's a letter with a personalized headline for example:

"Jill Games, You're Invited to Receive a \$35 Hair Style for only \$5! It's Our Way of

Introducing you to Our New Salon... Barbara's! "

Or here's a headline I used to use to get business in my "birthday party" business:

"JaNell, Here's a No-Hassle, Incredibly Fun Way For You To Make Scottie's Birthday the Most Magical, Memorable, and Fun Ever... All For Under \$70, 100% Guaranteed!"

If you were JaNell, and you got this about 2 weeks before Scottie's birthday, wouldn't you at least want to keep reading to find out more? Do you see the power of personalizing your headlines – I encourage you to test it in

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your business.

5. Try using a guarantee in your headline. Something like:

*“Try Moose Skin Care System For 30 Days,  
If Your Skin Isn’t Softer And Glowing, Return It For ,4 Complete Refund!”*

6. There are 5 proven ingredients found in most any successful headline. Make sure yours has these ingredients, too:

- 1) Mention of the target prospect/market
- 2) Promise of the biggest benefit for the target prospect (WIIFM) **OR**
- 3) Build on a frustration or problem your prospects have (you know what these are because of your research!)
- 4) Use a news approach, OR... get to the point with a direct headline. 4) An appeal to their self-interest and wants
- 5) Successful headlines are crystal clear about their message.

How many times have you scanned an ad in a newspaper or magazine and not had the slightest idea what it was all about, or who the information was intended for? That’s what happens when your headline is unclear, unfocused, and not articulated very well.

7. You may want to put a date into your headline. When you use a specific, like a date, in a headline it suddenly becomes more believable. Specifics create believability.

8. Never run an ad without a headline.... and always test at least two headlines against each other to find out which one has the most appeal.

9. Include the words “quick and easy” if you can, and if it fits what you’re communicating.

10. Include a guarantee if it fits what you’re communicating.

11. Use your best headline (as determined by testing) in every ad and in every letter to prospects, customers and past customers.

12. Remember this: specifics out pull generalities.

13. Your headline should reach only those who *are most qualified to be a prospect for what you’re selling!*.

Being clever, humorous, or abstract is one of the dumbest wastes of money you can make, when it comes to headlines and ad writing. Don’t do it.

If you run ads in general interest publications or in local magazines and your product is pest control, don’t use clever headlines like, “Got the bug to clean the house?” or “This problem affects every homeowner.” Instead, create a headline that communicates your purpose for running the ad; and then, qualify the reader. For example:

*“If Your Home Is Plagued By Ants, Roaches, Box Elder Bugs, Mice, Or Rats, I Can Quickly  
& Easily Get Rid of Them Forever With An Exciting New Monthly  
Maintenance Service!...100% Guaranteed!”*

If you sell plumbing supplies to the contractor market and you run ads in “Contractor” magazine, you shouldn’t run ads that begin, “The best source of them all.” Instead, come-up with a headline that (again) communicates your purpose for running the ad; and then, qualify the reader. For example:

*“If You’re Looking For A Convenient Source For Quality Plumbing Supplies, We Sell 100%  
Guaranteed Plumbing Parts Exclusively To Contractors At 10% Over Cost, With 30-Day  
Invoicing And A Special Added Discount For Orders Over \$1,500.”*

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Do you see how these last two headlines target the prospects in the headline right at the opening of the headline? That's what you must do. Let's look at some other examples of this: If you want to reach people over 45, say:

“If You're 45 Or Over And Thinking Of Adding To, Replacing, Or  
Getting Life, Health, Or Disability Insurance, This Information Will Show You A 100%  
Guaranteed Way To Get It At The  
Lowest Possible Rates.”

Or, try this one....

“100% Insurance Coverage For People Over 45 With No Physical, No Waiting,  
No Restrictions.”

If you're trying to target health- or weight-conscious people for membership in your health club, use a headline like this:

“Here's a Quick & Easy Way To Become Tight, Lean, Attractive, Radiant, And Remarkably Healthy In Just 45 Minutes, Three Times A Week.... 100% Guaranteed Or You Pay Nothing! “ Or, how 'bout this:

“If You Want To Lose 15 Pounds In The Next 30 Days, Mark's Health Club Can Quickly And  
Easily Do It For You In Just 30 Minutes A Day, 2 Times A Week, 100% Guaranteed For  
Only \$35 – But Only If You Come On-Board Before March 17th!

If you want to reach people interested in furniture, don't use a “cutesy” headline. Instead, try:

“Looking For a \$1,500 Sofa Value For Just \$475? We Have 150 In Stock Right Now!” Or ...

“Looking For Nice Furniture? We Sell Expensive Furniture At Deep Discounts – Our  
Average Price Is 45% Less Than The Manufacturer's Suggested Price.”

Whatever you sell, and whomever you want to reach with your offer, be specific. Call out to them in your headline. Send your message directly to your target prospects, and tell them what you're offering, and what's in it for them.

If you want to reach working women who don't have time to cook, say:

“Here Are 24 Fast, Easy, Inexpensive Dinner Ideas Especially Created For Working  
Women Who Don't Have A Lot Of Time To Cook!”

Don't you think that's going to “pull 'em over”?... you bet it will! Working women will stop in their tracks for that headline.

The point is, put your target prospects in your headlines, and you'll prosper. Here's another “snazzy” way to put your prospects in your headline:

“Attention Homeowner!...  
“Attention Lawyers...”  
“Attention Mechanics With Old, Worn-out Tools...”

Using the word “attention”, and then calling out to your precise target, you can bet you'll get their attention! Or, you can try it without the word “attention”

“MOMS! Now You Too Can Stop...  
“Janitors!... End Your Worries...”

Those two headlines call-out directly to the target audience. This concept really is obvious, and logical if you think about it... when you're out on the street and suddenly someone yells “HEY YOU!!!” Doesn't that make you stop! And depending on the tone of voice being used, it could send scary shivers down your spine.... or it

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could get you real excited!

That's exactly what you're trying to do to your prospects. That's the impact you'll get, and the power of putting your prospect into the headline.

### **The Best Way To Get Started Writing Headlines**

The main thing when it comes to writing headlines is to just write down everything you can think of. Look at your prioritized benefit list and write down everything that comes to mind. Make sure you put the main benefit in your headline, and/or your prospect's biggest frustration that you can solve.

Remember too, that you're writing to one person at a time. So make your headline talk directly to that person.

### **Brainstorming Winning Headlines**

In order to get started writing your headline, as I mentioned earlier, you should have an "Idea File" handy to go through and look at the headlines. Jot down the headlines that made you order, or that you wish you could order. Those are compelling to you.

Find ads that are selling to a similar market as you – then write their headlines out by hand. This will get you in the mode of the writer of that ad. If his focus was on your market, or a market like yours, this can be of great benefit to you. Here's how you can take this a step further:

Just take the product benefit they're selling in the headline and add in your benefit. Then, take out the product they're offering and plug in the product your prospects get.

1 See Chapter 7 "Benefit Magic: The "Meat'n Tators" of Winning Advertising Revealed!!!"

Try it – maybe that'll be your winning headline. I can't tell you how many times my Idea File has spawned a hot headline for me! It will for you, too.

The main thing to remember when it comes to creating headlines is... just get things down on paper (or in your computer as I do.) At this point, don't worry a stitch about getting it perfect.

This is a "brainstorming" session for headlines. And as you know, when you brainstorm you **don't edit anything**. You just get all the ideas out and onto the paper, and worry about cutting out the "losers" later.

Write, write, write – fast, fast, fast! Get everything down that you can!

The very best way to learn how to write headlines is to write (in your own handwriting) successful headlines of the past.

Am I joking? No.

I still do it.

There's something magical that happens when you sit down with the masters and write their headlines, their copy. I mean it – you really begin to get a sense of what they were feeling and thinking when they wrote the headline and the ad or letter.

It's hard to explain – the only way you'll understand it, is to do it a bunch of times yourself.

I made a practice of it for about 6 months – I'd sit down everyday, pull out John Caples books and start writing his ads; I'd pull out Jay Abraham's stuff, and start writing his ads; I'd pull out ads and sales letters that I had saved... one's that I'd ordered from or wished I could order from, and I'd start writing them out by hand.

Even today, I still pull out hot ads and re-write them or the headlines. I suggest you make this a habit! So...

**STEP ONE:** To Creating Winning Headlines... get out your Idea File and begin using the winning headlines you find – apply their same themes, words, and approaches to your product or service. Plug-in your benefits, your product or service, and get some words down on paper!!!

Doesn't it make more sense to borrow ideas that are working, and make them your own than to sit and try and

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invent the wheel again?

I think the main thing you need to keep in mind is this:

When you sit down to start writing your headlines (or your ad for that matter), just sit down and start. Don't wait for ideas. Don't wait for inspiration. Don't wait to get organized. Don't wait 'til you "feel" like it ... Just start.

A lot of people do wait 'til they're inspired, or organized. And do you know what *hap-pens*? *They never get anywhere*. They never get a headline written... and they never get their ad done. And they rationalize it all away with lame excuses.... saying stuff like: "Oh, I'm not as creative as Brian Keith Voiles... sure he can do it, but I can't. I just don't have the knack for it..."

That's a bunch of bunk!!! I learned how to do it, so can you! So can anyone! I didn't have a big course like this to help me when I started.... sure I had some good advice, and a couple of good books.... but so do you!!!

**This, my friend, cannot be you!!! OK, let's move on.**

**STEP TWO:** The next step to take when it comes to creating headlines is to brainstorm some more. Except this time you do it with a little twist... you make it outrageous and fun.

What do I mean?

Let's say you're selling an information product to car dealers. It's a manual that'll show them how to increase their sales by 37% in 45 days, guaranteed. So, what you do is get crazy, and write some headlines like these:

Four Legged Man Sells 37% More Cars In No Time Flat!  
Elvis Lives! He was seen buying a new car from Brian's Autos on NE and Main!  
632 Pound Woman Gets Stuck In Hyundai During Blow-Out Sale!

Get my drift?

You need to have fun – you need to relax. That's why you'll start with a few of these whack-o headlines.... there's no other reason or purpose for it-- it's just to help you relax and get the "brainstorm-cells" loosened up a bit so you can put together a winning headline.

Write out about 5 or 6 of these, and give yourself a good laugh.

**STEP THREE:** Now that your system is laughing and loosened up a bit, here's what you should do:

Let's take our example above... the car dealer manual. What you do is say out loud exactly what it is you're going to give your prospects. In this example, it'd go something like this:

"I'm going to offer my prospects a unique system for generating 37% more business in 45 days, guaranteed or their money back."

That's pretty straight forward isn't it. Now, what you do, is turn the items in that statement into benefits, and then into a headline.

Benefit: My prospects get.... they'll make more money in less time; they'll learn how to increase their car sales by at least 37% in 45 days, guaranteed.

Headline Ideas:

"Car Dealers! Make More Money in 45 Days or Less With New, Quick & Easy System For Increasing Sales By 37% Guaranteed or Your Money Back!"

That's a pretty acceptable headline wouldn't you say? Not bad for a first try.

Really all I did was take the statement made five paragraphs up, shorten it a bit... add the words "quick & easy" and put it all together. That's how simple it *can* be to get going!!!

**HERE'S THE KICKER:** Now, imagine if you start from here, and go on to create at least 100 more versions of this headline!!!

Man, oh man! You'll really have some hot ones by the time you've written one hundred of them! ! ! Do you see

how simple that is?

Now, let's take my book, "Advertising Magic", and do the same thing. First, we make our General Statement:

"I'm offering my prospects a complete resource which will show them how to create winning ads and sales letters by following step-by-step instructions. They may also consult with me on three of their projects for up to 20 minutes – I'll give them my advise on all elements of their ad or letter, trying to help them make their ad work better. They also get a 90 day guarantee."

OK.... that's the statement.

Now, all you do is turn the items in that statement into the benefits the prospect gets.

My Prospect Gets.... they get a resource that will help them create any kind of ad or sales letter they need to make more money in their endeavor; it's easy because they get step by step instructions; to make sure their ad is good, they may contact me on their first three projects – this will help them, and give them more confidence – they'll soon be on their own with confidence; they have 90 days to check it all out to make sure it meets or exceeds their expectations.

Next, you create a headline from what you've uncovered in the benefit statement, and in the general statement:

"Learn How To Make More Money In Your Business With Ads and Sales Letters That Work!  
It's Quick & Easy With Step By Step Instructions and One-on-One Advise From America's Top Ad Writer! Guaranteed 100% Or Your Money Back!" OK ... that headline's not bad for a first effort.

Do you see what's happening with this step by step procedure?

Let me explain: Usually, the hardest thing for anyone when it comes to creating ads or headlines is getting started. By following this 3-step system, all of a sudden, creating headlines becomes much more simple!

All you do is follow each of the steps, and it gets you started!

I'm not saying when you take the 3-steps for the first time that you're going to come-up with a swashbuckling, money-making headline... what I am saying is, it gets you started... and if you keep going and write out your 100 headlines as you should, you will come-up with a powerful, money-making headline!

That's exciting!

See how simple it is? Obviously it takes effort – but I've boiled it down to the easiest process I've ever heard of for creating winning headlines!

Now, in order to spice-up the headlines you've created, you need to learn some of the most powerful, successful, proven headline words I know...

### **Powerful Headline Words That Are Proven Effective**

I feel like the absolute safest headline begins with the words: "How To". Although it's not very original or creative, the words "how to" immediately appeal to your target prospect's selfinterest. As long as there are people, I think the words "how to" will always be powerful.

"How-to" also arouses curiosity. And if your benefit and promise are powerful, it's a sure bet your prospect will go on to read the rest of your ad.

With the words "How To" you immediately involve your reader in something they have an interest in (provided you've done your homework!)

I've used the How To headline so many times I can't begin to tell you. I use it because it works. You should try it to  
!

Here are my favorite, proven-to-work, power headline words:

1. Announcing
2. Advice To
3. Yes
4. Inside-Secrets of
5. The Truth About
6. Little-Known Secrets
7. Amazing Secrets
8. Love
9. New
10. How Much
11. Which of
12. Now
13. Life
14. How Would
15. Amazing
16. Here
17. This
18. Facts
19. Discover
20. Only
21. Breakthrough
22. Do You
23. Which
24. Sale
25. At Last
26. Bargains
27. Hate

And finally, the two most powerful headline words:

26. **Free**
27. **You**

Believe it or not, I once wrote a headline for Ted Nicholas that included almost all of these words in the headline! Sound crazy? All I know is that he did fairly well with the letter! Here it is:

**“Top Marketing Experts Gather To Reveal The Little-Know  
Secrets to Success In Marketing Your Information Products -**

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# Amazing Facts and Breakthrough Discoveries You Can't Live Without!"

You can see how easy it is to combine some of them. For example:

**“Breakthrough Secrets of...**

Or how ‘bout:

**“At Last, New, Amazing Facts Only You...”**

It doesn't take a lot of brains to put them together. You'll see these words at the tops of many longrunning ads in magazines, and mailers in your mail box. There's something magical about them -that's for sure. Top advertisers keep using these words over and over again.

Other words and phrases which work wonders are: Suddenly, Introducing, It's Here, Just Arrived, Important Development, Improvement, Sensational, Remarkable, Revolutionary, Startling, Miracle, Magic, Offer, Quick, Easy, Wanted, Challenge, Compare, Bargain, Hurry, Last Chance.

You really should avoid headlines that merely create curiosity.

If the headline does not tie to the product or to the benefit derived from using the product, your prospect will feel deceived and will stop reading. And, of course, your product will not be bought.

It's really hard, even for the “pros” to use curiosity headlines.... I don't advise you to use them – I never do.

Your headline must stir an emotion in your prospect.... it must strike a chord. It must get your prospect excited or seared or remind him of his deep frustration... a frustration that you can solve. That's why you need to use the words listed above.... they create intrigue, and build passion.

Your headlines must motivate your prospects in one powerful way or another... either you need to hit the nail on the head about their biggest frustrations or worries; or you need to hit smack-dab on their most desired benefit as it pertains to your product or service.

To help get your prospect to really “feel” these emotions, be sure to use the present tense, not the future tense – this will give your headline added power and life. It adds more “juice” to the promise and makes the promise more credible and believable.

It also makes the anxiety or frustration seem more real, and “in your face!” The present tense is also far more emphatic. And remember...

**Empathy Is The Mark Of A Powerful Marketer. Show Me A Person Who Is Empathetic  
And I'll Show You Someone Who Will Make A Fortune As A Fantastic Marketer!**

Use verbs that are colorful and strong; but - - avoid using uncommon words and phrases that might lose your prospect. Lose him for a second, and they may be gone forever. Here are some other tips for creating winning headlines:

Use the first person

Use verbs which are colorful and strong (I know I said it before.... just a reminder!)

Don't use wimpy adjectives.... adjectives belong in your body copy where you can substantiate them – not in the headline

Use short words that create images or pictures – this will really boost the passion of your headline

Do not try to be “catchy” or “cute” as most freelance copywriters and agencies do. Instead of dramatizing the product, being cute or clever draws all the attention to the copy itself. That distracts from the product. Make your product and the benefits your prospects get the main part of your ad, not the copy.

## Different Kinds of Headlines

To help you create headlines that work, I want you to learn the several different kinds of headlines which can be used effectively; and the fact that they can be mixed together effectively as well.

**When you sit down to write a headline for an ad or letter, you'll want to turn to this section, open your Idea File, and write a headline for your product using each of these styles...** at the very least the headlines covered here will give you a spring-board for discovering more and better headlines... ultimately you'll **find** your two best headlines for testing.

These different types of headlines will help you uncover that winning headline that you're searching for.

Here they are:

- 1) The Direct Headline
- 2) The News Headline
- 3) The Guarantee Headline
- 4) The Testimonial Headline
- 5) The Frustration/Problem Headline
- 6) The Discount Headline
- 7) The Personalized Headline
- 8) The Question Headline
- 9) The Reason-Why Headline
- 10) The Benefit Headline
- 11) The How-To Headline

As we go through each of these headlines, realize that, unless your headline effectively sells your product, **you are blowing the majority of your advertising money.** The wrong headline (or Heaven forbid NO headline) can result in the failure of your ad to accomplish its primary goal: to lead the reader into the body of the ad.

Your headlines have several important jobs to do that are worth reviewing:

Your headline must draw attention. Your headline fails unless it grabs the attention of your target prospect. It calls-out to your desired market.

Your headline must let your target market you've got something of importance for them. Something that's gonna make them wealthier, solve a problem for them, or empower them to do things better. It offers a powerful, unique benefit your prospects can't get anywhere

else; or it offers to solve a problem or anxiety your target market is experiencing.

Your headline must deliver a powerful, motivating, and a complete message that'll make your prospects stop-dead in his tracks, and pray that your ad is the answer he's been waiting for!

Your headline must grab your prospect by the shirt-collar, pull him into the rest of your ad, and motivate him to read it and take action.

Yes, I know I'm just repeating what I said earlier in a different way, but listen...

If Your Headlines Don't Accomplish These Jobs – It's Flat Not Gonna Work!!!  
And If It Doesn't Work... You Are The One Who Loses!

I Want To Help You Make Sure You Don't Throw Away Money Like I Did Before I Knew How To  
Create Hot Headlines! Listen To The Voice Of Experience!

That's why I'm spending a lot of time on the creation of the headline. Quite honestly, I could spend 80 percent of

this book teaching you how to do headlines, 10 percent on research, and 10 percent showing you how to put it all together and you'd be better off!

That's how important headlines are.

Now, let's take a closer look at each of the different kinds of headlines, how and when you may want to use them, and which one may be the best one for your particular situation.

**1. The Direct Headline.** A direct headline tells your prospects in no uncertain terms (directly) what's in it for them, and why they should act now. This is the best format for announcing limited-time specials like this:

“Get Up to 50% OFF All Women's Sweaters Through Saturday!”

OR

“Take 30% Off Your Choice of Men's Shoes 'Til Friday!”

The direct headline speaks straight-forward to your prospect. If you have a catalog of some kind, you may want to use this headline to announce special sales and discounts. Retail stores are popular for these types of ads.

**2. The News Headline.** If your product or service offers something newsworthy, you may want to consider the News Headline. Newsworthy is usually something new. If your product offers your prospect something new, something he can't get anywhere else, you may want to consider using a News Headline. Here's a news headline I created for Gary Halbert:

“Just Released... 19 of the World's Top Marketing Geniuses Reveal Little-Known Marketing Secrets That Could Make You Rich!” Here's another example of a News headline:

“Announcing a New Technologically Advanced Golf Ball You Will Never Lose, Never Slice, and Never Miss!”

OR

“Revolutionary New Product Gives You The *Fastest Way* To **Flatten Your Stomach, Shape-Up Your Hips & Thighs**, Strengthen Your Back Muscles & *Relieve Back-Pain*, Shape-Up And Strengthen Your Legs, Arms, And Waist – No matter where you go!!!”

Here is one word of caution concerning using the News Headline:

**Never Focus the News on the New Product or Service Itself... Always Focus On the Benefits Your Prospect Gets From the New Product or Service!**

Just as I “drilled” you in Chapter Seven, Benefit Magic, on turning features into benefits you must always lead with the benefit, and follow with the feature. Benefits are always more important than features.... always.... especially in headlines!

**3. The Guarantee Headline.** Guarantee Headlines state a desirable benefit, and guarantees results, or other benefits. Here are a few ways to use a Guarantee Headline:

“Announcing a New Technologically Advanced Golf Ball You Will Never Lose, Never Slice, and Never Miss.... 100% Guaranteed!”

Attention Men... We Guarantee You Will Grow Hair In Your Bald Spots Or You'll Fill In Your Receding Hair-line in 60 Days Or Less, Or You Get Your Money Back!

I think you'd agree – that's pretty powerful isn't it? Guarantee headlines are a favorite of mine. In most of the headlines I do you'll see at least tack-on the guarantee headline. Basically like this:

“Headline, Benefits.... 100% Guaranteed!”

It's worked very well for me; I suggest you give it a try. It seems to really give an added kick to the headline, making it more attention-getting, compelling, and plus people want to find out more about a product that is so good, the company actually offers a no-questions-asked guarantee.

It's powerful. For example:

“Are You Tired of Throwing Your Hard-Earned Profits Away On Senseless Part-Time Consultants Who Do You No Good Whatsoever? Here's a New Way to Solve All Your Consulting Problems.... 100% Guaranteed!”

If your prospect is throwing their money *away* on consultants who don't really know their business, you can't miss with this headline! And the “100% Guaranteed” is a real motivating kicker!

**4. The Testimonial Headline.** Combine the testimonial headline with the guarantee headline and you've got a powerful “hand” to play. A testimonial headline is just what it says ... it uses a powerful customer testimonial for the headline.

“I was hesitant to get my tools from Johnson Brothers – after all, all tool dealers have the same pitch. But, I've come to find Johnson Brothers to be all they say they are and more. I've saved \$32,516 with them this year alone. That says everything!”

-- *Scott Williams, William Construction Anaheim, CA*

A testimonial headline can also use a quote from a “celebrity.” A celebrity is simply anyone who is widely known by your prospects. They don't necessarily need to be Bob Hope or anyone like that (although sometimes that's OK too). The celebrity just needs to be some- one respected by your target audience.

A testimonial headline can be combined with other types of headlines as well.

**S. The Frustration/Problem Headline.** The frustration headline takes your target markets' biggest problem or frustration (one that you can solve), and makes them acutely aware of it – and then you proceed to show them how you can solve it.

Is this twisting your markets arm, or is it smart business?

Well, undoubtedly, some of you won't feel comfortable using the anxiety and frustration tactics talked about in my book, but let me promise you this:

If your product helps solve your markets frustration,  
scaring” them into buying is doing them *a BIG, BIG* favor!

If you've got the answer people are looking for, you owe it to them to do everything you can (short of lying, cheating or stealing) to get them to buy!

Assuming you know exactly who you're selling to, you must sell them your solution. Of course, you need to do your homework and find out what their frustrations and problems are before you can appeal to them.

**Basically, this research boils down to finding out these things when it comes to motivating your prospects with their anxieties:**

1. What are your prospect's frustrations/problems?
2. What does your prospect want to achieve?
3. What problems does your prospect want to solve?

Once you understand these three things, you're well on your way to creating headlines that compel your prospects to take action.

You see, most people are in a rut 6 feet deep for most of their lives.

Take a look around you. You'll see it everyday. People at work, at church, at social gatherings... I'd *say* a good 95% of the people in this country are in their own big, fat, ruts. They think they're comfortable, and they think they don't like change. People aren't comfortable with change, even if it's for their own good. That's your big challenge. Your head- line has got to be powerful enough to start to knock them out of their position of “comfort.”

And the best way me and other marketers have discovered to jar people out of their comfort zones is to:

Throw them Into a Temporary Anxiety Spin – a Spin that **Really Gets ‘em Feeling Their Frustrations and Problems Inside and Out...** One That Gets Them Thinking, “Gee, this Guy’s Right... I Don’t Like My Situation!”

Once you get them in this frame of mind, you’re on your way to making a sale, and solving your prospect’s problem! It’s a win-win proposition!

Here are a couple of frustration/anxiety headline examples:

“If You Were To Die Tomorrow, Will Your Family’s Assets Be Protected? Here’s a Guaranteed Way to Take Care of it all in 15 Minutes or Less...”

“If Your Computer Breaks-Down Tomorrow, and Isn’t Repaired for a Week, How Much Money Will That Cost You in Lost Business – Let Alone In Repairs? Here’s a 100% Guaranteed Way to Make Sure That Never Happens!”

Your prospect’s most powerful frustrations are basically just the opposite of all he hopes to gain. He fears losing things like:

Sex appeal

Health

Good looks

Friends

Precious belongings

Family

Youth

Job

Home

Money

Security

Status

Basically, your prospects are just like most anyone else in the world: they’re worried about losing what they have, and are frightened to death to think of havin’ to go without.

That’s a lot of anxieties isn’t it?

Well, you have to do your research to find out exactly what your prospect’s frustrations are so you can build on them in the headline, as well as through the copy.

Now, you may be wondering why I’d spend so much time talking about the frustration/problem headline – well, I personally feel that it is by far one of the most powerful headlines you can use. I use it in almost every headline I write – when I don’t use it, I usually use a How-to headline.

Honestly, I feel that today’s buyers are not easy to “jar” out of their complacency ... and I feel that building on their undeniable frustrations and problems is a powerful way to get them off the dime.

**6. The Discount Headline.** This headline focuses entirely on the fact that you’re inviting your prospects to take advantage of a limited-time discount. But, I’ve discovered a nifty technique you *can* use to make this headline even more powerful... and that is called:

## Using “Reason-Why Copy”

Reason why copy is just as it sounds. Copy that tells your prospects the exact, honest-to-goodness reason why you’re having such a discount. Reason why copy works excellent with a Discount Headline.

What you do, is just be honest. Tell your prospects the real reason why you’re offering your product for a discount.

If your business is slow in the winter months, tell them:

“You get the deepest discounts I’ve ever offered ... 60-85% off. Why? Simply because I’d rather give you a great deal on these widgets and break-even, than sell nothing, have no cash flow, and have to lay-off 3 or 4 guys. I know you’ll treat me good during our peak season, just like you always do. This is kind of a “thank-you” in a way.”

If you over-bought and are over-stocked, tell them:

“You see, what happened is I bought 30% too much inventory – I’m over-stocked. Since you’re already a consistent, good customer, I figured you might want to stock up on these widgets. They’re the exact same widget you pay full-price for... now they’re yours (take all you want) for only \$17 delivered. That’s a whopping 83% discount!

Then, you take your discount, and your reason why and you put it into a headline:

**“Smith’s Brothers Is Overstocked 30%! Because You’re On My Mailing List, I  
Thought I’d Give You First Crack At Helping Me Reduce My Inventory By  
Offering**

**You These 1st Class Widgets At An Honest, True, 83% Discount! I’ve Gotta Make Room  
For the ‘95 Models – Help Me & I’ll Save You a Small Fortune!!!**

Reason why advertising copy is some of the most powerful you can create. I’ve dedicated Chapter 12 to the topic so we can over it in detail – this will help you learn how to use it in your headlines, as well as throughout your body copy!

7. **The Personalized Headline.** This headline can be any combination of the others, but it is made personal. For example, if you have mail merge capabilities (and you should) this would be a powerful headline:

**“Finally, Here’s How You, Janice Jacobson Can Get To and Stay At Your Ideal Weight  
Without Dieting, 100% Guaranteed!”**

The “Janice Jacobson” portion of the headline is the personalization. This type of headline can be incredibly profitable. For some reason, it can motivate prospects who wouldn’t be motivated in any other way.

It’s not that they believe you actually sat down and typed out an entire letter for them – I think it’s just something about seeing their name “in lights.” People like that.

People’s names are very important to them. You can play on that importance to make yourself a lot of money.

As I have mentioned, I made my living for 6 years as a professional comedy magician. One market I came to know extremely well was the “birthday party” market.

I would go around to homes in the Salt Lake Valley and entertain the kids with a hilarious magic show so mom didn’t have to do anything but serve cake and ice cream. My program was about an hour long and was adaptable to be appropriate for ages 3 to 16.

Anyway, I had built up a mailing list of around 2500 kids birth dates. The information on my mailing list contained the mom and dad’s names, the child’s name, their age and birthday, their address, phone, zip, and a mailing history.

Every month about two weeks before the month was over, I’d laser print out all the birthdays that were coming

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up for the next month. I printed a 2-6 page sales letter that went to the moms or guardians of the kids. And (here's the point)

**Each Letter Was Personalized Completely From The First Page To The Last.** This letter sold like free hotcakes on a cold morning!

For your education (and entertainment) I am reproducing my control letter in Appendix One for you. Enjoy it. After you're done, I'll tell you how well this workhorse did for me in booking shows.

**Read this after you've read the "magic" letter (the first letters) in the Appendix One.**

Well, that's my "magic" sales letter. This letter and the different versions of it shown did great for me for two and a half years.

Nothing too fancy is it?

But, notice how it's personalized all the way through the letter with the child's name, mom or dad's name, etc? Those personalizations are all pretty sincere. It's not hokey like the Publisher's Clearinghouse personalization is it?

Now, let me tell you how the letter worked.

**I Never Got Less Than A 9.5% Closing Response With This Letter!**

Yep. 9.5% was the absolute lowest I ever got with this letter. And that wasn't the response.... that was the closing response! Response rates got as high as (believe it or not!) 36%!

This letter had moms from all over Salt Lake Valley calling me like crazy for a week after I dropped the mail. Most of those calls booked shows with me right on the spot, over the phone. Some of them got the information, then called back a day or two later.

This letter was written by me long before I became a "professional" writer. I say this because **if I can do it, so can you.**

The only book I had read (up til that point in my life) on advertising or marketing was an old copy of "Money Making Marketing" by Dr. Jeffrey Lant.

That book changed my life, changed my income, and changed my career! It lead me from doing magic shows to writing for a living, and now... **sharing for a living** – I'm very grateful I came across that book.... it's made me a ton of money and has helped me learn how to write winning ads and sales letters.

Now, here's another way to personalize when you're running an ad in a card deck, local or regional newspaper or magazine:

“Attention Salt Lake Business Owners! FREE Workshop Reveals Amazingly Simple Techniques For Making Your Business *Double* In 9 Months or Less!”

The Salt Lake Business Owners is the personalization. Sure it's not as powerful as the other way, but it does target your specific market. Instead of inserting the city or state, you could insert something like this:

“Attention Denver Real Estate Agents! Finally, Here's a Proven System For Generating a \$250,000+ Income Even When Real Estate Is Down!”

Putting in your target markets career, their titles, their company type, etc., is a powerful way to grab them by the throat and get them to read the rest of your message. It's a form of personalization that works well if you can't get more personalized.

Personalization can be extremely powerful. Combine it with good copy, good layout, good research, good copy basics and you're on your way to a hot money-maker!!!

**8. The Question Headline.** This headline can work great.... with only one caveat ... you absolutely must

know your prospect, what she's thinking, what her anxieties are, and what she's hoping, to accomplish.

If you do know your prospects this well (and a lot of marketers do, simply because they've worked with them for so long) you can make powerful use of the Question headline. You must deeply understand the problems or wants of your target market in order to use the Question Headline.

Here's a winning super head, headline, and double sub-head I recently wrote for a client that's an excellent example of a question headline ... it's making money right now:

*Thousands are now healthy again. Many of who thought they never would be – now it's your turn...*

“Which Of These Health Problems Do You Want To Beat?”

You can get relief from most any health problem with this startling new breakthrough product from Europe – 25,732 hand-written testimonials tell of pain-free, miraculous relief with this revolutionary, easy-to-use, proven miracle product!

What's Your Best Chance To Regain Health And Energy? The Answer Below May Surprise You...

*“If you or a loved one is having more health problems than you care to think about, this information may mean more to your well-being than anything you've ever read...”*

This is a big headline, and it takes up one-half of the first page of the letter... but it's worth it! This collection of super head, headline, and subheads really gets the prospect's attention. This letter is being mailed right now to people around the world ... hopefully it'll keep on mailing!!! That's the kind of power a question headline can have if you know your target audience well.

**9. Reason-Why Headline.** I've mentioned reason-why thinking before, and it basically applies to this type of headline as well. The Reason-Why Headline typically uses the actual words “Reason-Why.” You can also use other words to open the Reason-Why headline.

Example:

“Three Reasons Why You Should Always Buy No-Load Mutual Funds:”

“Six Reasons Our End of Year Clearance Sale Is The Only Furniture Event You Need to Attend This Year!”

As you can see, the reason-why headline tells just that ... the reason why you should be interested in this ad.

**10. Benefit Headline.** This headline is just as it says, the benefit headline. It's effectiveness depends greatly on how well you've researched your market and found out what their hot buttons are. You must research your target market in order to know what benefits are going to motivate them to take action.

Once you do your research, take the biggest, most desirable benefit that your market wants, put it in the headline in a compelling way, and there you have it.

Example:

Here's a winning headline for people looking for opportunities to make money fast:

“Make More Money Faster with This New, Cash-Generating Computer Marketing System!” Here's a winning headline for small business owners:

“Want to spend more time making money in your business than doing the books in your business? Here's the accounting software package you've been waiting for... 100% Guaranteed!”

Both of these headlines focus on a major benefit the target market wants. That's the key to a winning benefit headline – knowing your market so well you can offer them a powerful, compelling benefit they can't easily get somewhere else.

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**11. How-To Headline.** This headline is the headline I use whenever I get stumped for a headline. Well, that's not the only time I use it – sometimes a how-to headline is just what the doctor ordered for the situation!

People like to learn “how to” do all kinds of stuff. And so, if you're offering a strong system for showing people how to do something, you may want to consider using a how to headline.

Here's an example of a how to headline I wrote for Mike Enlow and Gary Halbert back in 1992 – just as internet marketing was getting off the ground. He and Gary mailed this letter and sold \$750,000 worth of “Atom Bomb Seminar” packages within a month:

“How to Test & Prove a Winning Sales Process So You Can Roll-Out With A Winner Every Time

The How-To headline is one of my favorites to use... when you're stuck for a headline you should turn to the how-to... it will at least get you going, and soon it will help you to kick-in the creative juices for coming-up with your winning headline.

These are the 11 basic types of headlines. They are all proven winners in most any kind of circumstance or market. They can be combined to make effective hybrids, but are good on their own as well.

### **A Word About Being Specific**

Using specifics in a headline make it almost irresistible to your prospect to not continue reading. You need to use exact numbers: hours, minutes, # of days, evenings, dollars, ways, types of something.

Specifics always out-pull generalities. They mean more to your prospect, and they create intrigue about what you're going to tell them in your ad or letter. They draw the reader in. Consider this example:

**“Over 50 Quick & Easy Ways You Can Lose Weight in One Month or Less...  
Guaranteed!”**

It's not too bad as it is... but if we turn the two generalities into powerful specifics, look at the difference in the impact of the headline:

**“54 Quick & Easy Ways You Can Lose Weight In 24 Days, Guaranteed!”**

Do you see the difference the specifics make? Almost any headline you do can be made more powerful by using specifics instead of generalities.

### **Conclusion to Magical Openings-- Keys For Success**

Some key questions to ask yourself every time you decide which headline(s) you will -use in your ad or sales letter:

- What is the message, and the feeling of the message I want to communicate to my target prospect?
- What is the strongest benefit I have to offer?
- What is the strongest frustration I can build on to get my prospect interested?
- What's the most compelling offer I can make, and can it be stated clearly in my headline? Have I written a headline that will motivate my prospect to keep reading?
- Is my headline an “ad” for my ad... or is it just a plain-Jane, boring statement?
- Is my headline speaking directly to my target prospect, or could a snake-breeder read it and think it was for him?
- Am I focusing on my prospect and his wants, desires, fears or frustrations? Or am I being selfish and talking about myself.
- Am I really talking to my prospect, or is the headline so unspecific that any marketer could use it?

- Will my headline be interesting to my prospect, or does it bore him?
- Is my headline passionate... does it use action words, and not “fluff adjectives”?
- Have I used specifics in my headline, and not just generalities?
- Have I thought about the headline, what I want to say and what I wish it to accomplish, or have I just written something because I had to?

Answer these questions each and every time you write an opening headline and you’ll stay focused on writing powerful headlines that will work.

I’ll tell you a little secret about headlines: I spend more time writing the headline than anything else other than the offer and the order form! That’s how important they are... you should do it too.

The extent to which you open your documents in *a way* that gives your prospect an immediate reason to take action (offer), reassures them about the results you offer based on what other people like them have achieved (testimonial), reminds them of the frustration they have and the fact that they’re still frustrated (frustration), and excites them with what they’ll get by buying from you (benefit), is the extent to which your ad or sales letter will get read, and your business will succeed.

And when you follow these guidelines in this section your Magical Openings will produce business for you... almost like magic!

One last thing... remember, don’t ever waste your money, time, or energy on humorous, image, or abstract headlines. They are a total waste!

Now you know how to create headlines that will captivate your target prospect, get them to read your headline message, and keep them reading your entire ad! You also know the 11 basic headline types and how to use them.

Know it’s time to learn about the headline’s “Sister”... the bullet!

## **CHAPTER TEN**

### **Bullet Magic: How to Make Your Prospects Start Slobbering For The Benefits You Offer, and To Take Action NOW!!!**

This chapter is on how to create bullets that draw your prospect into the ad, and make him start slobbering so bad he can’t wait to get his hands on what you’re selling! It’s true, I mean it, and I’m serious!!!

Bullets can do just that.

Bullets can make your prospects start slobbering for your proposition. They have that power if created correctly.

Bullets can start to get your prospects so hot for your product he absolutely can’t wait another minute to order!

Yes

Bullets can do all this and more... if you know how to create them.

Bullets are nothing more than little headlines revealing benefits throughout your ad.

Pick up most any ad I’ve ever created and glance through it and you’ll find tons of bullets. Often in a 8 page letter, two and a half or more pages are dedicated to bullets. Why so many bullets?

Simply because bullets offer your reader a plethora of benefits... any one of which could get any particular prospect’s blood a boilin’ to the point where he’s just going to die if he doesn’t call and order now!

But, not all of the bullets in a bullet list will get every prospect excited to buy. But, what does happen is this: There will be some bullets that hit each prospect up-side the head, making him realize that if he got your

product for no other reason than to get that one, stage benefit, it would be worth it!

One bullet will be just what the doctor ordered for one prospect, while another bullet almost completely different, will be just what the doctor ordered for a different prospect.

Different people are motivated by different benefits.... and that's why

**In Every Ad You Ever Create, You Must Include Bullets That Run The Gambit of the Benefits Your Prospects Will Get From Buying Your Product or Service!**

Regardless of your audience, each and every prospect will have different "hot buttons" that'll get him a-goin' and wantin' to buy your product.

What's really cool is when you've done your research so well, all of the bullets get your prospect all hot 'n heavy for your product!

Hey, it happens! This really can happen.

There'll be times when you really play it right, (usually when you've found out some hot information on your prospects through thorough research) and your bullets will bring in a shower of results like you wouldn't believe! It's an awesome feeling when that happens!

On the other hand, there's a temptation for writers to use bullets to tell about features. This is a big mistake. For as you now know, you must always tell your prospect what's in it for him – and a feature does not tell your prospect what's in it for him.

Features must be turned into valuable, desirable benefits.

Quite often I'll use my "discarded headlines" as bullets. You know, the 99 headlines you didn't use? Some of those headlines will make for great bullets. After all, that's all bullets are... mini-headlines which are all focused on benefits.

A lot of the successful ads running today are almost all bullets. Take a look at Agora Publishing's mailers... as a matter of fact *get on their list!!!* You'll learn a lot about advertising just from being on their list!

Take a look at Boardroom Reports mailings... their ads are basically nothing but bullets. Many times a prospect will read *an ad* that has dozens of bullets in it and he'll order just because of one of the bullets he's read.

Bullets are power-packed motivators that'll get your prospect to take the action you want!

**The Creation of Bullets**

Not surprisingly, most bullets are created just like headlines.

STEP ONE: Sit down with the list of benefits you created earlier. Make sure they are prioritized in order of importance to your prospect.

STEP TWO: Now, what you want to do, is take every one of the benefits on that list and turn them into little statements of benefits.... otherwise known as...

**BULLETS!**

To help you with this process, let me show you some winning bullets to get you thinking, then I'll give you some bullet formulas and rules to use every time you sit down to write.

**Winning Bullets**

What follows is a long list of bullets that you'll find in one of my ads... understand, some of them may not make sense to you because they've been pulled from the middle of a letter; and they're now out of context. What you'll want to look for is **content, not context**.

Pay particular attention to the lead-in words – they usually tend to make the bullet more passionate ... and that's important. So, here we go ... These first bullets were taken from a "health" sales letter I

wrote that is now mailing in the tens of thousands:

- Hip Pain GONE after 2 days !
- Leg Pain GONE after 3 to 20 days !
- Back Pain GONE in 2 to 8 weeks
- Stomach problems GONE 1-8 weeks!
- Prostate Problems – noticeable difference after only 2 months!
- Asthma relieved after 3 to 20 days !
- High Blood Pressure GONE 1-3 weeks !
- Low Blood Pressure GONE after only 3 months!
- Vericose Vein Pain GONE after 5 days ... after 2 months, the veins disappeared!!!
- Sinus Congestion is cleared in 10 days! Kidneys , Liver , and Pancreas begin to function properly after 2 weeks PLUS cholesterol level is at normal!
- Children’s Cerebral Palsy: a 3-year-old chi Id, after wearing the insoles, started getting up! And after a couple of months, the child began to walk!
- Cold feet and hands became warm !
- The immune system was improved – even in those with HIV positive!

These next few bullets were taken from a seminar sales letter that I wrote:

- The inside Secrets of How You Can Create and Market CDROMS that’ll make you *wealthy!*
- How to Market and Make Money on the Information Highway, Using **Electronic Marketing** to Test & Prove Your Sales Process *Before You Roll-Out!!!*
- How to Successfully Create and Market **Video & Audio Cassettes!**
- How to Create & Market Power-Packed Money-Making **Books!**
- How to Create & Market **Special Reports in Written, Audio, and Video Formats!** How to **Market Internationally** With Minimum Expense!
- How to Use **Telemarketing** to Sell Hundreds of Thousands of Your Info-Product!

This is just the tip of the iceberg of all you’re going to learn! Here’s more:

- Exactly What Type of Market Would Be Perfect For You!
- What Information Product Should You Sell to This Market!
- How to Find a *HOT* & *HUNGRY* Market to Go After!

Notice how the bullets are broken-up a bit with the sentence “this is just the tip of...”?

- How to Test Your Idea to Make Sure It’ll Be Profitable *Before You Rollout!*
- When and Where to Advertise to Your Chosen Market!
- What to Say In Your Ads and Direct Mail to *Get Your Market to Buy Your Information Product NOW!*

- How to Put Your Information Product Together – How to write it, Lay it Out, Get it Printed... Even Where to Get It Printed!
- The Best Place to Get ***HOT Lists*** For Mailing Once You DO Have a Tested Winner!
- What Other Information Products Should Be In Your “Back-End” to Guarantee Ongoing Profit Once You’ve Found & Tapped a Market!
- How You Can Test Your Idea, And Then Roll-Out Big Time!

Here are some bullets from a letter I did that sold a nifty video-based program to teach pre-schoolers how to read:

Other benefits include:

- Read Now! Requires minimal involvement on your part as an adult – your child can do the program alone or with you. This is a big plus for families where both parents work full-time!
- Read Now! Is the only reading program that has received the Film Advisory Board Award of Excellence for Outstanding Achievement in Learning.
- *It’s not just phonics.* Read Now! Also uses animation, music, stories and live action to teach 180 key words that unlock the English language for your child!
- The words appear on the screen so your child can see them, the voice of the lovable characters sound them out so your child can match the sounds to the words ... it’s fantastic!

**Now There’s A New And Better Way To Learn To Read!**

Your child will have-so much fun learning with Sam that their rate of learning will be faster, with better results, and with minimal help from you.

Read Now! Is a multi-media interactive learning program that is simple, easy to use, and doesn’t take your time as a parent! Not only that, it’s a tremendous value.

Take a look at all you get:

- Two 50-Minute Videos With Live Action and Read Along Animations! (*A \$137 value*)
- 2 Read Along, Sing Along Audio Cassettes! (*A \$20 value*)
- 14 Beginning to Advanced Reader’s Books With Wonderful Stories About Sam And His Friends (*a \$15 value*)
- Parent/Teacher Activity Planner Which Guides You Through This Easy-To-Use Program (*a \$7.00 value*)

You get all this for the incredibly low price of only \$179. And if you order in the next 10 days – you’ll get a \$30 discount for a total of \$149 – or choose three easy payments of \$49.67+S&H.”

These bullets make reading the letter easier, and they also sell. Each bullet helps to motivate your prospect to buy.

The first thing you need to do to create a smash-line-up of bullets is to create a list of benefits. Before you can write bullets you must write out the benefits and prioritize them from your prospects point of view.

**Bullet Rules**

**RULE #1: The number one rule of creating bullets is: be honest!** Being honest is one thing, but motivating someone to improve their situation with your product or service is something else.

So, what we do is take the feature or benefit, and add passion to it – this way, our prospects see a “teasing” glimpse of what they get when they order.... this makes them desire what you’re selling!

Example:

- A little-known secret that shows you how to sell your used car for more than it's worth, within 30 days!

Does that get you slobbering?

Maybe... maybe not. It depends on if you're trying to sell your used car. But, I'll guarantee you one thing, Buster... if you are trying to sell your used car, it's a pretty darn hot bullet!

That's the exact job your bullets should do....

**Make Your Prospect HUNGRY!!!**

If your bullets make your prospects hungry for your product, they're doing their job just fine!

**RULE 2:** Your bullets must be benefit-packed, or enticing, and almost seductive.... **they must be passionate!** After reading your bullets, your prospects should have a desire inside them swelling up so powerful that it motivates them to take action and buy!

And you can't do that without putting **passion into your bullets** (as well as the rest of your document!)

Example:

! Four reasons why sucking down more of that man-handled, processed milk could be killing you day by day.

There's a big difference in that bullet and this one:

! Why drinking milk can be hazardous to your health.

Do you see how the added passion-phrases "sucking down" and "that man-handled, processed" add to the power of the bullet?

They are real, true facts... yet they are pumped with passion!

Look folks, let me tell you a little secret you probably won't ever learn or hear anywhere else...

**Passion Is Everything When It Comes to Bullets!**

As a matter of fact,

**Passion Is Everything When It Comes To Creating Winning Ads & Sales Letters!**

As a matter of more fact ... when it comes right down to it...

**Passion Is Everything When It Comes To LIFE!**

Will you allow me a tangential minute to reemphasize this important, powerful advertising truth? Passion is everything when it comes to creating winning ads... (as we've discussed before). It's so important that I'm taking the time to tell you about it again, right here and now in the middle of our discussion on bullets!

Passion in advertising is the difference between crystal clear water and muddy water. They're both water, but only one really motivates me to want to take a drink!

They're both ads, but only the one with passion really motivates me to get off my backside and MOVE....  
buy... get the product that's gonna help me solve my problem!

While connecting with the prospect's empathy is the real secret of my success as a copywriter... writing with passion is the biggest secret to my success as a copywriter.

Ad writers are a dime a dozen. And though there are only a handful of really good ad writers in this world, there are even fewer still that know how to create ads **with passion** – without coming across as hyperbole.

Nowadays... if I had to put money on it... I'd say the greatest bullet writer is David Deutsch. He is a freaking genius copywriter. Find him at [www.daviddeutsch.com](http://www.daviddeutsch.com). I especially love David's "Million Dollar Marketing"

book.

Without inflating my head too much, I'd like to say that I've got to be one of the top copywriters that writers with a simple passion. But back when I first got into the business, Ted Nicholas was the REAL master of passion-filled bullet-writing. He is one of the kindest, most gentle copywriting success stories you could ever hope to meet. I recommend Ted's stuff highly. Find him at [www.tednicholas.com](http://www.tednicholas.com). Even better AND... he was one of the most passionate people I ever met in the marketing and copywriting world.

#### Passionate people are:

The movers and shakers of the world.

They are the leaders.

They are folks with a dream (no matter what the dream may be... good or bad).

They are the people that people want to be like.

They have charisma!!!

Passion is success! And if you can capture passion into your ads, you will be a success! Now back from my important "Passion" tangent ...

**RULE #3:** Your bullets must be passionate! Sorry... I couldn't resist! But, being passionate is so important I thought I'd remind you just one more time before we moved on!

#### **More Thoughts On Creating Bullets**

Like I mentioned at the first, writing bullets is much like writing headlines. And I suggest you go back and review Chapter 9 for powerful advice, and a clear procedure for crafting killer headlines. Just follow the headline creation steps and apply them to your bullets.

Bullets are mini-headlines, and as such, deserve more than just the "formula" treatment referred to above. The formulas above are generally for getting you thinking, getting your mind "hot" -once that happens, you can start pumping out bullets more easily.

Bullets are critical to your ad success... and as I said earlier, bullets can be almost your entire ad.

I've written ads where the copy flow followed my AICPBSAN formula (revealed in Chapter 23), but did it almost exclusively using bullets! The outline of this type of ad goes something like this:

1. Superhead, Headlines, Subhead
2. Opening benefit/frustration paragraph
3. Benefit-Packed Bullets, Bullets, and more Bullets!
4. The Close
5. Order request
6. PS (which also included some bullets)

The ad was research intensive ... I spent hours digging out benefit after benefit after benefit. Then I took the benefits, prioritized them, and turned them into bullets.

You can do it, too!

Try it! I suggest your next ad or direct mail effort be chock-full of 90% bullets and see what happens. I'm not saying you can always win orders simply with bullets – but I am saying with all the other supportive elements flowing through your ads, you can use bullets as a powerful way to enhance your advertising !

Think about Boardroom Reports' sales letters... that's basically the outline they follow. They usually have a headline or two, and opening, then dozens of bullets, then a close. Their letters are mailed by the thousands with great success.

Here's a little thought I'd like to give you for writing bullets if you have a book, a course, a video, or an audio tape product you're trying to sell.

This idea came from a Ted Nicholas' presentation I attended. He said that when he sits down to write bullets for his books, he starts at page one, finds the benefits on the page and writes them down. He goes through the entire book and does the same thing.

By the time he gets to the end of the book he has more benefits than he'd ever need to put in an ad. He then goes through the benefits, prioritizes them according to his prospect's desires (sound familiar) and then turns them into bullets.

It occurred to me that you can do the exact same thing with a course, an audio course, a video, etc. Sit down and watch the video and take note of all the benefits in it.

You can do the same for an audio series, or anything of the like. Here's what the bullets should look like for most books:

- How to pay **ZERO** taxes, no questions asked (*page 28*)
- How to write off your home as a business investment (*page 87*)
- How to avoid real estate taxes **COMPLETELY**... yes, it's legal! (*page 108*)

The added italics page #'s will bolster the success of your bullets effectiveness. This little "trick" is really killer – and if you notice, you'll see the top direct marketing companies in the country doing it again and again. That's a good sign that this technique works very well.

Now... I may be remembering wrong – but when David Garfinkel hired me to write copy for him in the mid-90's – back before he became a copywriting hot-shot himself – I wrote some bullets for a cassette program he was selling to salespeople. And I believe I used some bullets like this:

- How to close the sale, 9 out of 10 times – with zero high-pressure! (*see cassette 4, side "B"*)
- The single mistake that will **COST** you the sale... 9 out of 10 times. (*see cassette 5, side "A"... 2:24 seconds into the tape*)

The same thing could apply today to DVDs, mp3s, podcasts, and CDs.

Bullets are a powerful tool and you must use them in your copy if you're serious about success. Bullets can be used successfully in all your marketing communications:

- Emails
- Squeeze pages
- press releases
- Brochures
- Letters
- Business cards
- Spaces ads of any size
- Ad coupons
- Even book covers

### **Bullet Formulas to Plug Right Into**

Now I'd like to give you some formulas you can plug into to create winning bullets. What you do is apply the following bullets to your benefit and feature list that you created earlier.

How to get \_\_\_\_\_ !

*Example:* How to get muscles like Arnold Schwarzenburger in 3 minutes a day!

How to have \_\_\_\_\_ !

*Example:* How to have a slimmer, trimmer, firmer stomach in 30 days ... Guaranteed! !

How I improved my \_\_\_\_\_

*Example:* How I improved my memory overnight with no effort!

How you can improve your \_\_\_\_\_

132 ways to \_\_\_\_\_

*Example:* 132 ways to win friends and influence people!

Seven simple ways to \_\_\_\_\_ !

*Example:* Seven simple ways to lose weight without dieting

What you should know about \_\_\_\_\_

*Example:* What you should know about the stock market, and how it will effect your finances in the next 20 years!

Inside secrets for \_\_\_\_\_ !

*Example:* Inside secrets for making 23% returns every time you invest!!!

Take this formula, and add a specific number to it:

12 inside secrets for \_\_\_\_\_ !

*Example.* 12 inside secrets for making more money with your investments, guaranteed!!!

\_\_\_\_\_ almost magic ways to \_\_\_\_\_ ?

*Example.* 4 almost magic ways to make your ads pull 15% every time they run!!!

Profitable tips for \_\_\_\_\_ ?

*Example.* Profitable tips for making more money at home than you ever dreamed Of! How to improve

How to improve your \_\_\_\_\_ ?

*Example:* How to improve your piano playing in 5 easy lessons!

The “How to” phrase is almost magical. Seems like anyone who has their wits about them can sit down and write hot bullets that start with “how to”. I’ve used three “how to” phrases above... here are some more examples:

How to profit from \_\_\_\_\_

How to keep \_\_\_\_\_

How to make more money with \_\_\_\_\_

How to avoid \_\_\_\_\_

How to end \_\_\_\_\_

How to rid \_\_\_\_\_

How to become \_\_\_\_\_

How to start \_\_\_\_\_

How to develop \_\_\_\_\_

How you can \_\_\_\_\_

How to enjoy \_\_\_\_\_

Seven proven systems that show you how to \_\_\_\_\_

How to have \_\_\_\_\_

### **How to Format & Layout Your Bullets**

Here are some suggestions on how you'd want to format and layout your bullets.

How you're going to format your bullets in a sales letter or ad depends a lot on how much room you've got. If you're pushing 8 pages and you don't want to go past that, you'll want to keep your

bullets tight like these:

6 proven ways to make money faster!

Inside secrets of when to invest, and where!

Why you must never buy stocks in after-hours trading

The above three lines are fairly close together, but they aren't so squished together that you can't easily read them. That's what you'll want to do when you're pressed for space.

If you're not pressed for space in your sales letter, I prefer a second approach:

First of all, the indent should start about 4 characters "in" from the regular, first line indent on each paragraph. This sets it apart and the eye gets drawn to it.

Secondly, the indent between the physical bullet (o) and where the words start is no further apart than they are in this bullet statement.

If you've got a full page of bullets, you may want to highlight every other one like this: **4 Proven steps to take for a flat stomach in ten days**

Five easy ways to lose weight while eating all you want!

**Proven methods for eating six meals a day while still losing weight!** Easy to make low-fat snacks that your kids will love!

Do you see how every other bullet statement is in bold? This makes for easier reading when you've got dozens and dozens of bullets all on one page. That's about the only time I use this technique though.

Sometimes you'll want to use numbers for bullets. Usually when you are enumerating 3 or 4 points about a topic.

Bullets aren't always "bullets" like this: •.

You can use arrows like these: ->, =>, >.

Or you can use an asterisk like this: \*.

Or you can use symbols like these % + ¶ ~1

Sometimes in my copy, I'll say: "Take a look at some of the "gems" you'll learn from this course:

How to make wads of cash from...

Inside secrets of..."

That's not something I make a habit of doing all the time – but when it's appropriate, I do it – it's such a subtle thing I don't think people even notice it.

Sometimes you'll want to put a short list of bullets into two columns like this:

bullets will increase your response,

bullets can get your prospects excited

bullets are powerful motivators

bullets can make-up most of your ad or sales letter!

bullets work like magic!!!

Sometimes you'll want to put them into three columns.

It just depends on how long your bullets are, and how much room you have to sell.

### **Last Thoughts On Bullets**

Bullets are a lot like mini-headlines. If you think of them like that, you'll be able to come up with dozens and dozens of bullets for every ad you create. Remember to go through all the steps:

- 1) Create a list of features – then turn them into the benefits your prospect's get
- 2) Make the benefits exciting, desirable, and attractive.
- 3) Any benefits you haven't mentioned anywhere else in your ad or letter, must be included in a bullet – it may be the reason that excites just one prospect to take action!
- 4) Make sure your bullets are passionate!

Bullets will increase the selling power of every ad or sales letter you create. Make sure you have plenty of bullets in yours, and you'll increase the pulling-power of your ads! Now that you know how to create them, do it! The more you do it – the better you'll get at it.

## **CHAPTER ELEVEN**

### **Prove it or Lose It! Row to Multiply the Pulling-Power of Your Ads and Sales Letters With “Credibility-Boosters” and “Believability-Builders”... or Getting More Response By Making Your Ads More Believable & Credible**

Stuffing your ads with believability-builders is probably the most powerful way to get more of your prospects to respond to your advertising. So many advertisers fail to build believability into their ads it amazes me!

When you make it hard for someone to believe what you're saying is true in an ad, you're going to have a rough time getting them to buy from you.

Your job is to make sure your ad is believable, seems believable – and more than that... you need to make sure it's believable from your prospect's point of view.

The way I see it, there are basically three reasons someone doesn't buy from you:

- 1) They just plain don't want or need what you've got to sell.
- 2) They can't afford to buy from you, for one reason or another (*they aren't a real prospect – i.e. they truly can NOT afford your offer*)

3) They don't believe what you're saying is true.

There's nothing we can do about that first one. If someone doesn't need or want what you're selling, they just don't.... these aren't the kind of people you want to be wasting your money on. So, obviously, you need to make sure you target your audience so that you advertise to qualified prospects.

As far as number two goes, if what you're selling is too "pricy", then you're targeting the wrong audience again. It's a matter of finding out who wants your product or service and offering it to them.

Then there's number three.

Let's face it... people are just flat-out skeptical these days.

Especially since the internet came along.

We've all been burned "one too many times" – we're especially not confident in ordering from someone we've never met, never talked to, can't talk to, and can't meet face to face. This brings us to some on how to overcome this prominent skepticism.

### **Making Your Advertising More Believable**

First thing you need to do to sprinkle your ads with believability is to: **"Credibility-Booster" #1. Use Powerful, Specific Testimonials.**

Now I'm not talking about those wimpy testimonials that say:

"Max Robinson is fantastic!" M.F., N.C.

No way! If you ever get caught by me using testimonials like those, I'll hang you by your big toes in the middle of a snow-storm!!! Don't ever do it... even if you have no testimonials! Testimonials with initials only are worse than no testimonials. Testimonials that are short, with no mention of specific benefits received or details of results are a little better – but not much.

You can do better than both!

If you have no testimonials, follow my ideas in the chapter on testimonials (Chapter 13, "Testimonial Magic").

The kind of testimonial you want is the one I reveal in the chapter on testimonials. Now that kind of testimonial, my friend, is a testimonial that will build believability and motivate your prospect to take action!

### **"Believability-Builder" #2. Use Pictures.**

Pictures.... not illustrations or drawings ... you want real live pictures. There are a couple of ways to use pictures as believability enhancers.

- A. You can use pictures of the people who have given you testimonials, and put their picture next to the testimony. This is very effective and enhances credibility.
- B. Also, put the telephone numbers of those people who give you testimonials, along with their pictures.
- C. Use a picture of your product in action to demonstrate its effectiveness; or show your product in action being used by someone. If your product can be shown in- action, this is a very good idea. However, it's kind of tough to show a service business in action and actually benefiting a customer.
- D. Put a picture of your offices (outside or inside, or both) on your letter or ad to enhance credibility and believability. People like dealing with someone who's in business, and appears to be in business. I think it subliminally lets your prospects know you're serious about your work, and if they wanted to check you out, they could.

- E. Put a picture of you to the right of the headline, or beside your signature. This makes your prospects almost feel as though they've met you.

**“Credibility-Booster” #3. Tell The Truth.**

I think I've preached about this so much, I'm not sure if I need to dwell on it here. It's too important not to remind you, though.

You must be honest in your ads, let alone in your daily dealings with your fellowman. If you're not, it's just gonna come back and haunt you, or get you in some way or another.

Be honest, that way you don't have to worry about always “covering your tracks.” And remember, don't just be honest, *appear* to be honest.

**“Believability-Builder” #4. Use Specific Facts and Figures In Your Ads.**

Instead of rounding off numbers like “We've helped over 100 companies save money” say “We've helped 127 companies save up to 3 8.5 % on their utility bills!”

Always try to get specific results from your customers so that you'll have the data you need to create powerful ads. If you're going to use generalities, make the generality **specifically general!** i.e. If your customers tell you they're saving 20 percent, change the 20 to a 19.78 percent. That way you'll be reporting less than the actual, so you'll be more than honest, and yet have a specific to use.

To get those specific results from your customers, you'll need to give them evaluation sheets to fill out. For each benefit you offer, ask an evaluation question to get the feedback you need to create testimonials. You can ask for the testimonial directly on the evaluation form, or you can get the evaluation forms back, and then follow-up by phone and ask for the testimonial.

Most people will be happy to help – they love to see their names “in print”!

These specifics are very valuable to you in your advertising efforts. Being specific is being more believable... and increases your credibility.

**“Believability-Builder” #5. Give your exact address, and (where feasible) briefly tell where you are in relation to a notable, credible location.**

First thing, always put your complete address in an ad, as well as on each element of an ad... put it on your order coupon and in the ad. If your ad ran in a magazine and someone else already tore the response coupon out, your address and other contact information will still be in the body of the ad.

In a sales letter, make sure you put your contact information on the order form, the letter, the lift note... on every separate piece of the mailing.

Reason?

Simply because some prospects will throw the letter away, but will keep the lift note, order form, or other item. Makes good sense, right?

Using a complete address instead of a post office box enhances credibility and thus, believability.

The next part of using your address I learned from master marketer Gary Halbert. His idea is to indicate where you're business is located in relation to the police office, the first national bank, the library, the cityhall, or somewhere else that's a credible city landmark:

“We're located just one block east of the Police Office on Chicago's east side – stop in if you're in our area.”

OR

“We're just behind the First National Bank of Salt Lake.”

Reason?

It “subliminally” enhances the believability of the existence of your company. Prospects feel more comfortable feeling they “know” you really do exist, and that they can call your neighborly bank anytime to checkup on you.

Which brings up one caveat: If you plan to use this technique on a large scale basis, make sure you talk to the owner or manager at the location you mentioned. Some people *really will* look up the number for the “First National Bank of Salt Lake” and will ask about your firm. Chances are strong that it won’t happen often – but when it does, be prepared.

You should have the manager of the bank distribute a memo about your business and what’s going on. Build good relationships with these people and go out of your way to be nice... flowers, balloons, etc. go a long way for little investment.

#### **“Believability-Builder” #6. Put Your Office Number(s) In The Ad.**

Don’t just put your 800 number in the ad, put your office number(s), your fax number(s), and any other numbers you can.

This makes your prospect feel more comfortable about being able to get in touch with you. I think that subliminally, your prospects rest a little more assured that you are “for real” when you do things like this.

And those little “for reals” add-up and go a long, long way to building your credibility; and believability.

**“Credibility-Booster” #7. When You Are Doing A Direct Mail Package, Include Reprints Of Newspaper Or Magazine Articles About Your Product Or Service.** Again, if someone else tells your prospect that you’re great, it’s more believable than if you tell them. Press coverage can be particularly powerful; as they are seen by a lot of people to have a totally objective view about everything – if they give you favorable comments, it works out nicely for you as a powerful endorsement!

As a side note, (if it makes sense) you may consider running your ad in a regional issue of a big magazine that your target market reads... Wall Street Journal, Time, Baron’s, Investors Business Daily, Good Housekeeping, Woman’s Day, etc.

Why?

Well, you can place that little credibility-booster stamp, “As seen in the Wall Street Journal” on your ads. Personally, I don’t think you should do this ‘til you’re up and running smooth and with a lot of profit behind you.

**“Credibility-Booster” #8. Have Your Ad Or Letter Come From A Well-Known And Respected Individual Whom Your Target Market Knows And Respects. OR, Have Your Ad Or Letter Endorsed by that Individual**

This isn’t always possible. But, it’s definitely one of the very most powerful ways to create believability in an ad or sales letter. If you can get the endorsement of that “celebrity” (they’re a celebrity to your target market) you can really bump-up your response rate (and profit!)

Here are some ideas of what you’re looking for:

Someone to look for may be a respected consultant to your target market;

a speaker or trainer to your market;

a movie-star-type of celebrity involved with your target market;

a top athlete who’s involved with your target market in some way;

a noted author who’s a part of your target market,

a popular politician who’s a part of your market.

In short, anyone who your target market knows and respects their opinion... they would be a great endorser of

your product or service. The only catch is this: you must be able to deliver! Otherwise, it'll all back-fire on you and you'll end up out of business quick!

Whenever I'm doing a promotion, trying to sell my products or services, I first look for an opportunity to do a venture with someone who has a lot of "pull" with my target market. If I can get their endorsement, I can almost guarantee myself a winner.

This is what you'll want to do.

At the very least, you need to get a testimonial from these people.

For example: I have testimonials from Ted Nicholas, Gary Halbert, Ted Thomas, Mike En-low, and Brad Antin. Most of these names are very well known to the advertising and marketing industry. By using their names in my ads and sales letters, it helps me to sell more of my books, tapes, and services... a whole lot more!

Without their "endorsements"... testimonials, I probably wouldn't be able to sell near as well. If you know any of these gentlemen, you understand what I'm talking about – they've really got some pulling power with my target market.

### **A Step Better**

A step better than having their testimonial would be to have the letter or ad written from the "celebrity", and signed by them. This is the optimum way to use celebrities to help build credibility. This is called an "endorsed mailing" or an "endorsed ad."

It is by far the most effective way to advertise.

### **"Believability-Builder" #9. Put Your "Private" Number In The Ad.**

Don't just put your 800 number and your office number in the ad. Put your personal phone number in the ad or letter. Tell them "this number rings right at my desk – I'm in from 9 to 5 Central Time, M-F; and I welcome your calls and questions."

Obviously you can only do this if you can handle the number of calls, and if you're really going to be at that number during those times. If you can do this, it'll allow people to "meet" you and get more comfortable with you. Plus through talking to you, they may become comfortable enough to order from you.

An added benefit will be that you'll discover more about who's really answering your ads. This will open-up a lot of doors for you... it'll show you what lists you might want to rent; what magazines you may want to run ads in, and more. You'll learn what hot buttons you need to push and all kinds of other information you'd probably take years to discover!

Give it a try.

### **"Believability-Builder" #10. Be Sincere in Your Ads and Sales Letters... Go Easy on the "Hype"**

Sure, you want to be (and you must be) passionate in your ads and letters; but make sure you don't cross over into the "hype" arena. Hype is when you're pushing the truth farther than you should. It's exaggerating your claims and results.

You need to make sure what you say is from the bottom of your heart – and very sincere. You see, if people don't think you're sincere, it doesn't matter how "honest" you are, they're just not going to believe what you say.

### **"Believability-Builder" #11. If You're Offering an Incredible, Almost Too-Good-To Be True Deal, Explain Exactly Why It's So Good. Actually, You Should Always Tell Your Prospects the Reason Why (Whether You've Got a Hot Deal or Not).**

This is so simple, yet so powerful you'll be amazed at how much it will increase the believability of the ad; and your credibility as an advertiser. Here's how it works:

Basically, you just need to be honest.

If you bought too much inventory in the fall when business was hot, and now it's winter and it's the "off-season" for what you're selling, tell them:

"You get these one of a kind widgets at 75 % off for one simple reason: 1) I over-bought in the fall, and now I've got inventory just sitting here. If I don't sell it, I'll have to lay-off 4 of the guys in the warehouse. Rather than do that, I thought I'd generate a little revenue and give you (my loyal customers) a great deal at the same time."

That makes sense doesn't it? All the guy's doing is being honest. This technique will work for you as well.

Let's say you're a wholesaler who sells lawn-mowers to retailers. And let's say it's your first mailing or ad – and people have never heard of you. So, you want to make an incredibly positive (credible) impression with your market, so you give them a buy one, get four free! Your reason why may be something like this:

Why such a sweet deal? Well you see, I realize that competition is tough out there. I figured if you could try my mowers out, you'd be impressed. Plus you'd get a taste of our support services, and you'd get to take a look at the marketing and advertising materials we give you free with each mower... this helps you to sell more.

And, basically, I'm hoping that you sell these 5 mowers in no time flat with those materials helping you. If you do, the way I look at it is this: you'll be back... you'll want to become a permanent customer of mine. You'll buy your lawn mowers from ABC Lawn Mowers from now in. Doesn't that make good business sense? Besides that, I got a great deal on these models myself – why not pass it along and build a relationship?"

Do you see how much sense that makes?

Being open and honest like this, and telling your prospects the exact reason why you're making the offer you're making builds credibility and believability!

### **"Credibility-Booster" #12. Offer A No-Risk, No Hassle, No-Questions-Asked, Money-Back Guarantee**

This is a powerful believability booster because essentially what you're doing is taking the risk off the shoulders of your prospect. Most people will feel your claims to be more believable if you back them up with a powerful, well articulated, and clear guarantee.

How many times have you bought while saying to yourself (or your spouse) "Hey, if I don't like it, I've got 90 days to send it back! "? Probably almost every time you buy – right! ?

Taking the risk upon your own shoulders is very appealing to your prospects. Think about it ... isn't that what you like when you buy? Don't you like it when you know you're covered by a powerful guarantee? Of course you do. We all do. It gives us a certain sense of security in *a way*.

You need to make your guarantee as strong as you possibly can. Guarantees are covered in great detail in Chapter 14, "Guarantee Magic: How to Create Win-Win Guarantees That Take the Risk From Your Prospect & Shoot Your Response Through the Roof."

### **"Credibility-Booster" #13. Offer a No Questions Asked Warranty**

If you sell a product your customers physically use, you may profit from a powerful warranty.

Warranties are much like guarantees, they comfort your prospect. They let him know that if the thing breaks within the first year, he can return it with no hassles, and no questions asked.

Warranties also give a feeling that " Oh, these guys will be around at least for the next year look at the one year warranty... they've gotta stay in business to honor the warranty" Hey I've heard people say it out loud – there's got to be hundreds more who say it to themselves, or who say it subliminally.

No doubt about it, warranties can increase credibility and believability.

### **“Believability-Builder” #14. Have Your Prospects Post-Date Their Checks to You When They Order**

This is another technique to take the risk off your prospect’s shoulders – of course, you’ll be assuming more risk – but by doing this technique, you’ll be building credibility and trust with your prospect. Here’s how it works:

Essentially, you’re going to let your prospects send you a check for the amount of your product, but it’s dated 30, 60, 90, days out so that you can’t cash it. This gives your prospects 30, 60, or 90 days to give your product or service a try. Like I said, this will develop trust and credibility – but it does put you at risk.

A lot of people feel that this technique has made them very profitable. Others haven’t had a good experience with this technique – those “others” are usually people selling shoddy products to an unreliable market. So be careful but realize that this technique will really enhance your credibility.

What happens is that you tell your prospect to postdate their check (as I describes above - - 30 days is the “norm”) and you promise that you’ll return their uncashed check if they want their money back within that 30, 60, or 90 days.

### **“Credibility-Booster” #15. Hold Credit Card Processing for 60 Days**

Here again, you’ll be taking on the risk because you’ll be sending out product or performing services without payment. But, remember, anytime you can reverse the risk like this, it will boost sales.

This technique is basically the same as # 14. It works just like the post-dated check.

### **“Believability-Builder” #16. Admit that What You’re Selling Has a Flaw**

Imagine “pitching” your product hard and heavy, telling your prospect how it will solve their problems, and outlining all the benefits they get – and then, you shift gears to let them know what’s wrong with what you’re selling.

What do you think happens to your credibility when you do that?

It goes through the roof! People are impressed when you’ve got the courage to admit that your product isn’t everything to everybody. Admitting to this “flaw” will bring you closer to the sale because it increases your credibility.

This works especially well if your offer is really powerful – almost too good to be true. What you’ve got to do is honestly take a close look at your offer, determine what it’s disadvantages are, and talk openly about them with your prospect.

Take a look at this example, from a little Mexican restaurant’s sales letter:

“Look, if you want to go out and have waiters and waitresses with ‘white-glove’ service, then you’re coming to the wrong place. No fine wines or fancy waiters here folks... it’s just me and my wife – and fresh, delectable, hot, tasty home-made Mexican food made by a real Mexican cook.”

Really, what you’re doing is taking any competitive “disadvantages” and turning them into positives. Another example of this is when stereo dealers, car dealers, appliance dealers, department stores, and other types of businesses have a “year-end scratch and dent sale”.

If you were a furniture dealer for example, and you were having such a sale you might say:

“Oh sure, some of the linings are ripped underneath the couches and chairs – but no one will ever see that. But, because of our strict standards, I can’t sell it to you at full price; even though the damage is completely harmless and non-visible. That’s why we’re holding this ‘scratch and dent’ sale.”

What happens is – by admitting to flaw – people perceive that you’re being honest with them... people like that. This will bring them in again and again. What’s more... it’s human nature to devilishly enjoy taking advantage of another person when THEY give you permission.

I encourage you to use this credibility builder.

With today's jaded internet-shoppers, this may be one of the most compelling tools you have to get them to buy. *(Especially when you couple this with some sort of scarcity).*

### **“Believability-Builder” #17. Don't Ever Use Just a P.O. Box For Your Address**

That's a big mistake. Always, always, always use your full street address – even if it's just your home address. PO Boxes are response-killers! Even if you're not a fly-by-night operation, they make people suspect that you are. And that's exactly what we're trying to get rid of... suspicions and skepticism.

Remember, we've all been burned one too many times by someone, somewhere, some time! You can't afford to use a PO Box in your ad. If you do put a PO Box in your ad, make sure you also put your full street address in the ad right next to the PO Box.

### **“Believability-Builder” #18. Offer Your Customers a Double Your Money Back If Not Satisfied**

This is a very powerful technique – but, no matter how good your product or service is, you're going to get “slime” who want double their money back.

So, when should you use it?

I'd use it once you're really well known in a niche. After you've been around a while, and the prospects have probably heard your name and you've got a good reputation. What happens then, is people get too nervous to take advantage of you because everyone else will find out.

So even though it's powerful, be careful how you use it.

One other thing... I personally wouldn't offer such a guarantee on a high-priced product or service. Whether your product or service is the best or not, this could put you out of business.

No matter what you do, make sure what you're selling is of top quality, and does everything it says.

### **“Believability-Builder” #19. The “Bill Me Later” and Let Your Customers Pay Only If They Like Your Product or Service**

Here again, you're taking the risk off the prospect's shoulders – and they'll show you their appreciation by buying from you if what you're selling **over-delivers**. Yes, over-deliver.

That's all I believe in anyway – you should too. You should always over-deliver no matter what you're selling and no matter who you're selling to. It just makes good sense to do so. Magazines make this offer all the time. You simply send in a reply form saying you want to subscribe, and they bill you later.

This technique is wonderfully powerful and really helps boost credibility. People like being able to “try before you buy”... it's kind of like the old puppy-dog close.

This technique will work well for you on one condition: You over-deliver. See, whether that prospect pays the bill or not depends on how pleased he is with your product or service. And if you over-deliver to that prospect, you can bet he'll want to pay for the benefits he receives.

It's important that you understand this ... you must over-deliver.

### **“Believability-Builder” #20. How To Get And Use “Success Stories” To Show Your Prospects That Other Buyers Of Yours Are Getting Results With What You're Selling.**

This is a convincing strategy that takes good follow-up skills, and good investigative skills, and good probing skills. The idea is to call-up or visit customers after they've had a while to use what you're selling. What you want to do is find out how well your product or service has improved their life/business – and you want to get this information in measurable, specific ways. Generalities will not do – you want exactness.

Has your product increased their productivity? If so, by how much?

Has your product increased their profits? If so, how much and how quickly?

Has your product made a task easier? If so, how much easier?

Has your product gotten rid of a frustration that's bothered your customers for years? If so, what frustration was it, and how quickly did your product alleviate the frustration?

Are you getting the picture?

Admittedly, this takes some effort and follow-up on your part – you must be consistent, and you must get specifics. Basically, the elements you need to make your Success Story believable are four elements:

- 1) You need to find-out what problem you solved for your customer – or what benefit did they get?
- 2) What action was taken to solve the problems/ or to get the benefit? Le. Did they buy your course, buy your service, etc?
- 3) What were the specific results? How measurably did your customer benefit from buying your product, or service. You must be specific. What were your customer's reactions to all this?
- 4) You need to get the details: name, company name, address, phone; and you need to secure permission to share non-proprietary information with other prospects, with your customer's name attached; and where possible, with their phone number and company name (*if applicable*).
- 5) If you have to, offer some sort of valuable free gift or free service in exchange for your customers actually taking time out of their schedule to measure the performance of what you're selling.

In its essence, your "Success Story" is a testimonial – it's a testimonial story. You want to show your prospects that people like them have successfully used your product to get the benefits you claim you offer.

Here's what you must do to make this idea work:

1. Follow-up on those who are using your product or service – make sure they are satisfied, and then define their satisfaction in measurable terms.
2. You must find out what difference your product or service made.
3. You must paint a picture (in your ad or sales letter) of the context in which this success was achieved.
4. Make sure you use full names in your "Success Stories". A testimonial or Success Story with initials is not worth having. You must get permission and use full names. Here's an example of a Success Story, and how I've worked it into the copy:
5. Be careful – the feds are watching. (*Just ask my good buddy Frank Kern!*)

Here's an example:

"Robert Blackman owns a printing company back in Oklahoma. He was skeptical to pay a so-called "pro" to write his next direct mail package for him. Before he hired Brian, his results were around \$ 1.10 return on every dollar he invested in his mailings. (At least he was a bit over break-even!) Once Brian helped Robert, his returns shot-up to \$4.29 return on every dollar he invested!

That's the difference Brian Keith Voiles can make on your next direct mail promotion too! "

You see, it's pretty straight-forward.... pretty simple.

People these days are interested in measurable results. They want to see the difference your product has made in the past for people like them. Whatever you do – make sure you consult with a direct response lawyer to get an air-tight disclaimer that let's prospects know their results WILL vary. (*I'm not a lawyer... etc*).

Your prospects *especially* want to know this information if your product is a "high-ticket" item. And you know, I feel that your prospects really do have a good reason for knowing such detailed information.

—

Your prospects really do want to buy *if you offer the benefit or relief they want or need*. But, if you don't do everything in your power to "prove" to them that you can deliver... it's your fault they don't buy.

I understand where they're coming from – and so do you if you stopped to consider it all. Wouldn't you be more comfortable with your purchases if you could see that others who are like you are making gains, strides, and solving problems and frustrations that you have?

It makes sense – Success Stories work.

So start using "Success Stories" in your ads and sales letters today!

## **Conclusion**

These "Believability-Builders" and "Credibility-Boosters" are all tested, measured, and proven to work. I use them in the ads I create – you should too. Building credibility and believability are of paramount importance in getting your prospects to take action when they read your ads!

And all these little things add-up to build powerful, believable credibility!

## CHAPTER TWELVE

### **Reason-Why Magic: Tell Me Why & Then I'll Buy!**

Whenever you run an ad, or do a mailing to a customer or prospect, tell the reason why. Basically, the selling scenario in your copy should go like this:

1. Tell your prospects the benefits they get from doing business with you; or the frustrations and problems that you can solve for them.
2. Tell them the price.
3. Now show why your product is worth this price

Do you follow me?

This is so simple, yet so powerful you'll be amazed at how much it will increase the believability of the ad; and your credibility as an advertiser. Here's how it works:

Basically, you just need to be over-the-top honest.

Similar to the scenario before – if you bought too much stock in the fall when business was hot, and now it's winter and it's the "off-season" for what you're selling, tell them:

"You get these one of a kind TV's at 35% off for one reason: 1) I over-bought last fall, and now I've got to move all this inventory. And if these TV's don't move, I'll have to lay-off all the workers in the will call area. Rather than do that and create ill-will between me and my employees, I thought I'd generate a little revenue and give you a great deal at the same time."

That makes sense doesn't it? All the guy's doing is being honest.

This technique will work for you as well.

Let's say you're a wholesaler who sells lawn-mowers to retailers. And let's say it's your first mailing or ad – and people have never heard of you. So, you want to make an incredibly positive (credible) impression with your market, so you give them a buy one, get four free! Your reason why may be something like this:

"Why such a powerful offer? Well you see, I realize that competition is tough out there. I figured if you could try my mowers out, you'd be impressed. Plus you'd get a taste of our support services, and you'd get to take a look at the marketing and advertising materials we give you free with each mower... this helps you to sell more.

And, basically, I'm hoping that you sell these 5 mowers in no time flat with those materials helping you. If you do, the way I look at it is this: you'll be back... you'll want to become a permanent customer of mine. You'll buy your lawn mowers from ABC Lawn Mowers from now in. Doesn't that make good business sense? Besides that, I got a &Leat deal on these models myself – why not pass it along and build a relationship?"

Do you see how much sense that makes?

Being open and honest like this, and telling your prospects the exact reason why you're making the offer you're making builds credibility and believability!

If you have a product that costs less than your competition's, don't you think your prospects are going to be curious about why yours cost less? You bet they are. You need to tell them the reasons why.

Tell them why can you sell the same product or service at a lower price than your competitor

Is it because you have lower overhead, or is it because you buy your product by the thousands? Do you buy odd-lot inventories, or do you not give all the customer services that other companies offer? Or is there some other reason?

Whatever your reason is, tell your prospect why your offer is so good and you'll make more sales.

If your price is higher than your competition, tell the customer or prospect why. Why is your price high? Is it handmade? Is it made with authentic cowhide and is twice as durable with three times the handiwork of a similar, synthetic product?

Tell your prospect the reason why your price is higher, and they'll understand and appreciate your reasoning. If they understand, they're much more likely to buy from you.

Or, do you offer a product that's of much better quality than your competition? Is your product made with surgical stainless steel that will never rust? Is your product designed to last 2<sup>1</sup>/<sub>2</sub> times longer than your competition?

Your prospect will say sub-consciously or consciously, "Tell me why your quality is better. Tell me in terms that I *understand and I'll* favor you with my business."

If your offer is an almost too-good-to-be-true value, tell me (the prospect) why you're making this offer. Is it because I'm going to order from you for the first time, and it's an exclusive offer to first-time customers? Or, is it because if you can show me how good your product support is, I'll never buy from someone else what I can get from you?

Or is it because you got a great deal on all of the products in the package, and you're willing to pass the savings on to me in order to win my business?

Or, is it because you're way overstocked, and you've got to get your money out of this slower moving inventory, so you're willing to sell it to me at a loss – rather than have to lay-off three or four guys who have families to feed?

Tell me your reason why! Why should I buy from you instead of your competitors? Tell me what you are doing that makes buying from you better for me.

Tell me all the reasons why. The more factual and believable the reasons are that you give me for dealing with you, the more compelled I am to give you my business.

You see, people appreciate your being totally honest and up-front with them about why you're making the offer that you're making. Tell them the real reasons, sometimes the deeper reasons why you're making such a powerful offer, and it all becomes much more believable for your prospects.

Really, if you stop and think about it, reason why copy is just as it sounds. Copy that tells your prospects the exact, honest-to-goodness reason why you're making such an offer. All you do is tell your prospects the real reason why you're offering what you're offering, the way you're offering it.

If your business is slow in the winter months, tell them:

"You get the deepest discounts I've ever offered... 60-85% off. Why? Simply because I'd rather give you a great deal on these widgets and break-even, than sell nothing, have no cash flow, and have to lay-off 3 or 4 guys. I know you'll treat me good during our peak season, just like you always do. This is

kind of a “thank-you” in a way.”

If you over-bought and are over-stocked, tell them:

“You see, what happened is I bought 30% too much inventory – I’m over-stocked. Since you’re already a consistent, good customer, I figured you might want to stock up on these widgets. They’re the exact same widget you pay full-price for ... now they’re yours (take all you want) for only \$17 delivered. That’s a whooping 83% discount!

You can even take your discount and your reason why, and put it into a headline:

“Smith’s Brothers Is Overstocked 30% and Because You’re On My Mailing List, I Thought I’d Give You First Crack At Helping Me Reduce My Inventory By Offering You These 1st Class Widgets At An Honest, True, 83% Discount! I’ve Got to Make Room For the New Models – Help Me & I’ll Save You a Small Fortune!!!”

Reason why advertising copy is some of the most powerful you can create. It cuts through the clutter because it sounds reasonable – and it increases credibility because it’s so believable.

Most advertisers just say “Buy from me” in their ads. They hardly ever say why. Oh sure... they’ll say “Ours is the BEST!” – yet they fail to support what they’re saying with reasons why theirs is the best.

Let’s say you’re a ski reseller. And, once winter is over you’re left with a huge stock- pile of 9,000 skis gathering dust, and you have \$97,000 tied-up in them, but no one’s wanting to buy skis now because the ski season is over.

Well, rather than pay storage fees for eight or nine months, you should **tell your customers and prospects the truth**. Write a letter, or display ad that tells your customers and prospects that:

Think about it... there’s no way you can appreciate value in a vacuum. You can’t appreciate the value of anything until you understand what’s going on. Most people forget this when it comes to advertising, and they lose millions of dollars.

- 1) You have a huge inventory of skis;
- 2) The skis are the best kind you can get and are guaranteed for life;
- 3) You are interested in selling them retail; and
- 4) You tell people what other retailers or wholesalers would normally offer these or comparable skis for, and tell them the price you’re willing to sell a pair of skis or a certain quantity of skis for
- 5) Then tell your prospects why you’re selling the skis to them so cheaply – the real reason – but with acute embellishment.

For example, tell the prospect the truth – that you have 9,000 skis in your store’s warehouse, and the real rush is over until next fall, so you’ll sell them for what you’ve got in them... your actual cost, or even for cost less 25%. But add to that explanation an exclusive qualifier like:

“But we’re only offering this value to our best customers as a reward for your past business.”  
Or...

“But we’re only making this offer to new, first-time customers who buy an equal amount of other ski gear such as poles, hats, gloves, etc.” Or...

“We’re only making this offer available to people who buy a season pass at our ski lodge.” (Or some other specific product).

Remember, your customers and prospects won’t understand or appreciate the value, or the bargain, or the service, or the benefits you’re offering them unless (and until) you first *educate them to appreciate it*.

Merely offering a product or service at a specific price (even the best price) doesn’t motivate a response until

—  
you tell your prospect what a value it is compared to other products and services, and the reason why you can offer such value.

**Tell Them The Reasons Why And Your Prospects Will Be Putty In Your Hands!**

## **CHAPTER THIRTEEN**

### Testimonial Power: How To Get and Write Testimonials That Will Build Your Business & Increase Profits

If you're like most businesses, you'd like to get more recommendations and testimonials from your past and present clients, because you know that

#### **Testimonials Are Worth Gold...**

...gold that transforms a hesitant prospect into an instant buyer. By not getting testimonials you are throwing away certain income that you foolishly let slip away... there's no reason for this to be happening.

How can you stop losing these "letters of gold?"

That's what this chapter is all about. But more than that, there is a specific winning formula to writing a testimonial which will help you get rid of your prospect's hesitation and fear of buying from you. This formula is discussed in detail in this chapter.... you'll love it!

This advice is **practical** use it most every day. There isn't a month go by that I don't get another 5 to 15 testimonials to use in my advertising. Once you've studied this section, the same will hold true for you.

I'll also be telling you different ways to use testimonials in your ads and sales letters that will help generate more business for you.

Testimonials are a great support element for successful marketing. They build believability and credibility. You really do need to have them.

My testimonials number in the hundreds. Having testimonials from a variety of industries and sources is a powerful selling tool, almost as good as a word of mouth referral. It may take some time for you to get this many testimonials, but it is well worth it.

Testimonials are valuable in both the business to business sales environment and the consumer world.

After you've had the opportunity to read this chapter, study it and put its ideas to work, please write me to let me know how the ideas are helping you to make more money in your business.

These ideas will make money for you, hundreds of dollars over the cost of the entire book. I want to hear about your successes with testimonials.

Most businesses never bother to get testimonials. This is the typical scenario:

It's been three months since you closed the deal. The customer is absolutely thrilled with his new purchase. The person that bought from you comes up and says, "This thing has saved us 57% on our paper bill, cut down time by 88%, and is so simple to use, it's simply amazing. Thanks John." So you jot down a note to call them for hopefully repeat business sometime down the road, right? **WRONG!**

Listen. You spent a lot of time and a lot of money trying to get this customer. They were once very worried about whether or not to even buy your product or service.

Now you've got to help other prospects just like this new one used to help you understand that there is no risk in doing business with you.

So you ask for the testimonial.

#### **How to Ask For (and Get) a Winning Testimonial How though, do you ask for a testimonial?**

It begins with realizing that, if you have a good product or service, you deserve the praise in the form of a solid testimonial. You must first believe that you deserve them; then you'll have what it takes to ask for them!

Most business people find asking for and getting worthwhile testimonials a burdensome and undesirable task. They hate confronting people and asking for their help.

You need to realize that if you've done a good job, you should have no hesitation in asking for a testimonial. Succeeding in getting testimonials start with your becoming mentally resolved to get the testimonials to which you are entitled.

My biggest "secret" for getting testimonials is to just out 'n out ASK!

### **Why Bother Getting Testimonials?**

Most people don't bother to get testimonial for two basic reasons:

1. Testimonials focus on the prospect and his thoughts, and not on the advertiser Most ad-vertisers are terribly self-focused
2. It can be a time consuming task to bother to get testimonials, especially good ones.

Getting testimonial that are of value can be troublesome. But, it won't be that bad if you have a system for it – which you now hold in your hands!

Your contact with a new buyer shouldn't end the minute you get their check and the deal is done. Money is not all you want!

To get the types of testimonial that are going to be useful in your marketing you're going to have to do these things:

- 1) Contact your current and past customers
- 2) Ask for testimonials from every new client you get
- 3) Keep up with all customers and clients to find out what further benefits were derived from buying your product or service. After all, don't you really care about their success?

If you'll do these 3 things, you can get all the testimonials you could ever want – testimonials that will help you sell more of your product or service faster.

A good testimonial really is worth gold to you. It's no wonder that testimonials are worth gold. Just take a look at what a good testimonial will do for you:

You see, people work hard for their money (or at least they think they do) and they want to spend it. They really do want to spend it. But, because of past foolish spending, people find themselves very hesitant to do so. They are nervous about letting go of their money because they're afraid of being "taken" again.

A good testimonial will help you overcome both of these problems. A testimonial can get your prospect excited about buying (which is something he wants to do anyway) and it also reduces their anxieties about buying from you because he can read (or hear) about the success you've had with someone like him, through a testimonial.

### **Who Needs Testimonials?**

No doubt, anyone who has any type of business could do better with testimonials. Testimonials, on video audio, and on paper have helped me close more than one deal – and hundreds of thousands of dollars worth of writing and consulting business.

The fact is, you need testimonials whether you are a computer manufacturer or a janitorial service. It doesn't matter what kind of business you're in – you'll make more money from your advertising with a long list of satisfied clients, and an ad stuffed with benefit-specific testimonials.

For each market you are selling to, it will help to have relevant testimonials that include benefits specifically for each market. Different people buy for different reasons, and so will different markets buy for different reasons.

### **Good & Bad Testimonials**

There is a big difference between a good testimonial and a bad one. Too many testimonials go something like this:

“We enjoyed your product.”

“Your salespeople are really incredible.”

“I really liked how your product worked”

These testimonials at first may look all right. But you see, these testimonials are not pointing to any specific benefit that your prospect is hoping for when they buy your product or service.

Good testimonials come directly from benefits.

And good testimonials reinforce specific benefits.

A wonderful exercise to do is this: List every benefit that your prospect gets from your product or service and then get a testimonial for each of these benefits.

OK. OK. I can hear you yelling, “How am I going to do that!?!?” Not to worry... read on to find out how.

### **Getting A Testimonial For Every Major Benefit That You Offer**

There are other ways, but this is the simplest. I make an evaluation form that asks (among other things) my customer what they thought of each benefit. After every time I provide a service I give the customer a postage paid evaluation form to fill out.

Evaluation forms are wonderful ... if your service or product is good, then evaluations are a real balm for the ego.

But, better than that, if you word them right they tell you why your prospects buy ... a nice side benefit to be sure! For example, in a copywriting evaluation form I would put in questions like these:

“1) Please rank in order of importance WHY you used my professional copywriting services:

I don't have time to write advertising,

You make my job easy by doing all of the writing for me

I heard you were the very best, and I wanted only the best for this mailing

Other. Please specify: \_\_\_\_\_ “

You get the picture?

We've talked about questionnaires before. Understand though, this questionnaire is one that will evaluate your product's or service's (or your) performance. You'll learn a lot about how you're perceived by your customers and prospect; plus you'll learn a whole lot more.

Now this stuff is nice to know, because it tells you why your customer bought from you. Or at least the biggest reasons *why*. *BUT*, let's relate this to testimonials.

Later on in the evaluation you want to include this question for your customer to answer:

“8) In question #1 you ranked the main reasons why you took advantage of my services. Please explain how I “delivered” on these benefits. Include any praise or suggestions for your reason # 1, reason #2 and reason #3. (Refer to question # 1 if needed)”

Then you leave a big blank space for them to tell you how great you are concerning each specific benefit.

Does this work?

**YOU BET IT DOES!**

I use it constantly and so should you.

And guess what? It works even better over the phone. Especially if you've got a sweet customer service girl on the phone asking these questions to a male customer – the results are nothing less than killer.

Same for a male customer service rep calling a woman. Push record on that tape recorder or digital recorder and BAM – you get the customer's comments, have them sign off on them and BINGO – you've got a killer testimonial that's about as specific as you could ever want it to be.

During the evaluation (*whether on paper or over the phone*) you should always end with a question along the lines of this:

“10) IMPORTANT: Please summarize your feelings about my 100% guaranteed copywriting services and give any additional comments, suggestions, or praise.”

Then you leave another large blank space for them to write in their comments – or instruct your customer service people to get real quiet, and just listen.

On the paper form this will sometimes be left blank. But more often than not, if you approach this correctly,

**This Is Where You'll Get Your Really Strong Testimonials. This Is Where Your Customer Will Sing Your Praises!**

And if you're doing over the phone or in-person... you will score big-time.

Back to the paper form... after the last question, have a place for them to sign the evaluation, and after they sign it, have two little tick-boxes with a yes or no response along side them and ask “May I quote you?”

That's all there is to it.

### **What A Good Testimonial Will Do For You & Your Prospects**

A good testimonial “I get a prospect excited about buying from you because he sees the benefits that a person like himself achieved by using your services.

When a prospect reads a testimonial about you (or hears or watches one) he needs to know immediately what kinds of benefits he gets from buying your service. Your prospect needs to see that the endorser is someone that he can relate to, someone that he has things in common with.

As your prospect reads the testimonial he needs to say to himself:

“Hey, this person is like me. It must be a good decision to buy this product because it worked well for this person and they are like me.”

When your prospect reads this their hesitancy to spend their money on you diminishes, and they also get more excited about the possibility of you doing such a good job for them as well.

And, as we've discussed, testimonials increase the credibility and believability of your ad or sales letter.

### **Getting Good Testimonials Even If You're Just Starting Out**

As long as you are in business, you need to be in the business of gathering testimonials. Whether you're just starting out or have been in business for years, you need testimonials.

If you're just starting out, I suggest you get testimonials about yourself. These are better than nothing, but really can't possibly have specific benefits focused on your service. For starters though, they may help build credibility.

Another option would be to provide your product or service to some prospects either free, or at a discounted rate in exchange for some testimonials.

If you've been in business for a while then it's a simple matter to get testimonials, if you believe you deserve

them and overcome any fear of asking for them.

The very simplest way to get testimonials is when a customer comments about your product or service, simply ask, "May I quote you?" Then write down what they said, send it to them with a short note *and* a self-addressed stamped envelope and ask them to sign it granting permission to use it in your ads and marketing communications.

Remember to ask for specific information from them, name, business, title, etc. The more specifics you have to show other prospects that people like themselves have bought from you, the more powerful your testimonial will be.

Another way to get testimonials is to give each client an evaluation form (as we talked about earlier) after you perform your service or deliver your product. Wait 2 or 3 weeks after they've had a chance to enjoy the benefits of it.

Make it easy for them to fill out and return so that the likelihood of getting it increases. Pay the postage for them, and put the evaluation in letter form. You may want to offer them some sort of discount or gift for taking their time to fill-out the evaluation form.

Make sure you ask questions that are going to be valuable to you. In fact, your questions should be specific to those benefits we talked about earlier!

You want comments that you're going to be able to use in your sales letters, brochures and flyers, not just general comments that are unspecific about benefits gained.

As long as you make it easy for them, most people love to help out and do you a favor. Let them know that you'll be putting their name in your brochures and flyers. People thrill to see their names in print! And don't be afraid to offer to give those extra-special customers who are really successful with your product or service something valuable like an iPod™ or a flat-screen LED.

## **7 Ways To Use Testimonials & A Few More Tips For You To Use**

Here are several tips, hints and ideas about using testimonials:

1) Testimonials can be used effectively in any advertising format:

- Web Sites
- Brochures
- Flyers
- Emails
- Business Cards
- Voice Mail Greetings for On-Hold Messages
- Video Demonstrations
- Audio Demonstrations
- Cover Letters
- Advertisements
- Posters
- Press Releases

Basically, testimonials can be used anywhere you need them to breakdown prospects skepticism so you can get them to take action leading to a sell.

2) As a very general rule of thumb, use about two testimonials per page in your sales copy. I'm a big fan of sales letters – and mail tens of thousands of them per year in my business. This rule of thumb just serves as a guideline for me. Of course – when it comes to your web marketing. I don't think you can use enough solid testimonials.

3) Never stop gathering testimonials – get them every chance you can

4) Use evaluation forms *for EVERY MARKET you sell to* – and every niche within that market

5) Get testimonials for every benefit that you offer to each market.

6) Testimonials will help you motivate and excite your prospects about the benefits you have to offer, and lower their anxieties about buying from you, because they know that people just like them have received the benefits you promised them.

### **The “Perfect World” – Ideal – Winning Testimonial Formula**

Winning testimonials are benefit packed. They are specific. They help reduce prospect anxieties and get them excited about buying from you. Winning testimonials show a prospect that someone just like him has received real benefits from what he is now considering buying. That is what a winning testimonial does.

Now let me tell you the winning formula that will make sure you get winning testimonials. Here's what it says to your prospects:

“Dear Prospect,

I am like you. We were concerned about getting a \_\_\_\_\_ that would really do a good job. We were worried about this and this and this.

We decided to give \_\_\_\_\_ a try. Now we know that \_\_\_\_\_ does a great job! He delivered this benefit and this benefit, and most of all this benefit.

We highly recommend that you use \_\_\_\_\_ if you want these same benefits. If you have any questions about what he did for us, call me at (555)123-4567.”

Here is the formula stripped down to its bare-bones:

- I am like you. (*This is important – your prospects want to know that it works for his type of business or industry... or professional... or hobby, etc.*)
- I had a problem like you and wanted to achieve the same benefits that you do.
- Like you, I was concerned about what I should do, wondering if anyone could really help.
- Well, now I know (*your product or service*) provided (*the benefit and outcome I desired*). You can be confident it will do the same for you.

This is a simple formula that is very compelling. It works so well, in fact, I recommend you actually give this outline to any customer of yours who's willing to give you a testimonial.

And when you find a customer who's crazy about you – you'll be armed and ready to assist them in giving you a KILLER testimonial.

Now here's a cool little lesson I've learned over the years:

Successful people value their time – and provided you ask first – most of them will be more than happy to have you write a testimonial letter FOR them to sign. Don't be afraid to write exactly what kind of testimonial you need.

And always let them know they are free to change the letter before they sign-off on it. Don't overlook this as something unrealistic and ridiculous.

I would even go so far as to put the specific benefit you need a testimonial for IN the outline. Don't be shy about asking to do this. Trust me, more often than not, you'll be doing them a HUGE favor... they want to help.

## **Conclusion On Testimonials**

Now you know what a winning testimonial says and you know how to use them and how to get them. You are on your way to winning with testimonials.

But, let me warn you. This information only works if you use it. You must be prepared on a daily basis to use these ideas. Therefore, take some time to prepare the necessary evaluation forms and other documents you need to gather testimonials in a time efficient manner. Here are the documents that you need:

- 1) The basic winning testimonial formula
- 2) An evaluation sheet for each target market you sell to – and each niche within each market
- 3) The evaluation sheets should help you gather testimonials for each benefit that you offer
- 4) The guts and backbone to ask for what you want!

Remember, testimonials have two main purposes to keep in mind:

- 1) They make your prospect less nervous about buying from you because he sees that people like him have used your product or service with success... they build credibility.

In a testimonial, a third-party is endorsing your product or service in their own words. This “endorsement” is much more credible and convincing than you praising your own product!

- 2) They get your prospect excited about buying your product or service because they see that a person in their same type of field got specific benefits from what you're selling – it's in their testimonial.

Your most powerful business-getting ally is a customer who loved your service or product. But they'll never go to work for you in print if you don't capture what they have to say. You must get those testimonials on paper, via audio, or on video!

## CHAPTER FOURTEEN

### **Guarantee Magic: How To Create Win-Win Guarantees That Take the Risk From Your Prospect, & Shoot Your Response Through the Roof!!**

You know credibility is important to the success of your ads. In my opinion, there aren't many things as powerful as a guarantee for increasing the credibility of your ads. If you're not offering a guarantee on your products and services, you need to start doing it right away!

A powerful guarantee is a key opportunity for increasing both sales and profits.

The challenge for most businesses is believing enough in their products to offer a guarantee, and announce it in all the ads they create. What happens is this: they're scared to use a powerful, "obvious" guarantee because they're worried about being ripped-off.

They end up not even having a guarantee – or they -don't tell people about it. If you do this, I will guarantee you're losing sales left and right that you could've had!

Don't do it!

Offer a powerful, no-questions-asked guarantee. It will boost your credibility and take the risk from the buyer and put it on your shoulders... that's a good situation!

It's so important to take the risk of the purchase onto your shoulders – this makes it so your prospect has no reason not to buy.

They are motivated when they're on the border line of ordering... you know, they're thinking of buying – but they're just not sure if the risk is worth it. Without a guarantee of any kind (or worse yet, a wimpy guarantee!) they won't order.

But... what if there had been a powerful guarantee like this one:

This guarantee out and out tells the prospect in no uncertain terms, they have no risk. People like that very much.

They want to feel confident that the decision they're making is right... the guarantee appeals to their logic. Your ads must appeal to both the emotional side and the logical side of your prospect's buying decision.

The emotional side is where all the passion comes in – where you get your prospect excited and picturing himself using your product and enjoying the benefits of it.

The logical side is based mostly on your guarantee. The prospect sees the guarantee and says, "Besides, if I don't like it, I can get my money back with no hassles.... there's no chance I can get ripped off!" This really appeals to the logical side of your prospect's decision to buy – it helps him to "justify" the purchase to others.

I've found myself doing this with my wife. She'll ask me, "Why'd you buy that!?" and it's easy for me to come back with "Oh don't worry about it – if we don't like it we can send it back – it has a 90 day guarantee, so just relax."

If you position your guarantee the right way, it will offer a tremendous amount of credibility to your ad, and thus increase response.

But, as I mentioned earlier, you must feel that your product is good enough to guarantee. If you don't feel that way, why should a total stranger feel it is good enough to buy?

You must understand that people are almost scared to buy today – especially when it comes to large purchases of \$ 100 or more through the mail.

Your prospects are afraid of making the wrong decision. By offering a guarantee, and by reversing the risk of buying, you'll get double or triple the business you'd get without taking on that risk.

Consider this: if a customer brings your product back and wants a refund, wouldn't you give him back his money

anyway? If so, why not announce it in every ad, flyer, brochure, business card, etc. that you use? It makes sense doesn't it?

## **Risk Reversal**

Now, let's take a quick look at what I mean when I say "risk reversal."

When a prospect looks to buy your product or service, someone takes a risk – either you, or the prospect.

I believe that you or your company should take the risk, not the prospect/buyer. By taking all the risk off the buyer and assuming it yourself, your offer is about 20 times more powerful than otherwise. Honestly, when a company reverses the risk and assumes the risk for the customer, often times double or triple sales increases are the typical result.

People today, in general, are better/smarter buyers than they used to be.

I think, in a lot of ways, people have come to expect that if they don't like something they've purchased, they can get their money back. I know here in Sandy, Utah, if you buy anything, from a toy gun up to a car, there are many businesses who will give you your money back without question.

It's a powerful policy to have – and it keeps me coming back to those stores time and time again!

If your product is "shady", get rid of it. There are so many other things you can sell -there's absolutely no reason anyone has to settle for selling shoddy or shady merchandise when you can make money offering quality products and services.

Beside that – if you do sell a shoddy product (especially if it's over \$ 100) you'll get dozens and dozens of returns ... you know, people wanting their money back. And that gets expensive!

I recommend you start with a powerful product in the first place, then you won't have to worry about a high return rate.

Oh sure, you'll get a few returns no matter what you sell – there will always be those types of people who will take your book or course, copy it, and send it back requesting a refund *--plan on it happening!!!*

But, a powerful, no-risk guarantee will always increase your response to the point that it more than pays for those who want to take unfair advantage of you... so don't worry about it. They'll "get theirs" in the end.

Besides that, I have a strong feeling that people who do swipe information like that will never succeed to any noteworthy scale. Those who steal are the scum of the earth; and being scum, unless they change their ways, they'll never amount to much of anything.

Onward.

Strong, no-risk guarantees will bring you:

More Sales

More Profit

The Ability To Charge More

Greater Advantage over Similar Offers; and,

Paradoxically, Fewer Returns.

But, of course, there are risks.

First, there is the honest risk of your product being returned for a refund because it really should be. That is a risk that any business person should be willing to take. After all, if a customer came to you with a defective product and asked for a refund you would probably give it to him, right?

So why not profit from it by telling people in advance that you will do so? Say it like this:

“However, I understand that our products aren’t for everyone – that’s why I’m giving you this *60 day* guarantee. Give my product a try – test it out to see if it’s for you. If it’s not, no problem, I understand. As my guarantee states: “If for any reason you’re not completely satisfied, you’ll get every penny back!”

I think the real fear that most of us have is that *a dishonest* person will take advantage of you like I mentioned before. Please try to understand that it really doesn’t matter. Because, for every person who takes advantage of you, many, many more will buy from you because of your guarantee. Well-written guarantees can be *that powerful*.

I believe (and I’ve seen it happen) the numbers are in your favor for three reasons:

1. More people are honest than dishonest. (If that’s not true in your line of work, perhaps you should consider a new line of work.... Seriously!)
2. Most people are forgetful. They will forget whether you offered them a 6 months guarantee or a 12 month guarantee. Or exactly when they bought it from you. Or even that you offered a guarantee. Understand, it’s not that you are trying to make them forget -they just plain forget!
3. People tend to be lazy and busy. Because people are lazy and busy, most people won’t take the time and effort needed to look for their sales receipt, package up your product, and return it to you.

Understand, too, that just like in my example above, about the home improvement store – most businesses don’t make a big deal out of letting people know their policy on guarantees.

That’s crazy!

Can you imagine the profits places like this home improvement store lose each day ... simply because they fail to announce such a powerful guarantee? Their building should constantly be stuffed with buyers! They shouldn’t be able to close their doors at night!

They could be so busy and so profitable – but, since they don’t really “YELL” their guarantee around to everyone in the valley, they continue with a good, strong, solid business - - but *not half* of what it could be!

Don’t you do that!

Take your guarantee and use it!

Put it on every postcard you send, every letter, ad, flyer, brochure... everywhere! Let people know that they can buy from you with no risk – you’ll be shocked at how much your business increases!

Guarantees also help induce immediate action. You prospects are probably very hesitant to buy (most prospects are these days) and a guarantee can be the little “push” that gets them to buy.

### **Guarantee Strategies That Work**

1. Make your guarantee as strong and as risk-free as you can. Your confidence in your product will result in increased sales, increased royalty, and more repeat business. For example:

“If you don’t get all the benefits I promise and more, simply return the Life-Saving Miracle Health Series Videos and receive every penny back – including shipping. I’ll pay for the return postage as well! The way I figure it is this: if you’re not satisfied, that’s my fault not yours! Why should you have to pay anything for it? You have absolutely *NO RISK WHATSOEVER!* “

2. Make the guarantee period as long as you can. A 10 days guarantee does nothing to increase your response. A guarantee with that short of a period shows how much you believe in your product... not very much!

Even 30 days is questionable ... people just don’t trust a guarantee like that. Besides that, studies have shown that returns usually drop when the guarantee period is lengthened. I recommend at least 90 days – but if you can, go 6 months or more. Example:

“Try ‘Get Fit’ for a full 6 months – if it doesn’t do everything you hoped, simply request a full refund and the \$120 in bonuses are yours to keep... no hassles!”

3. Setup your policy and procedure for “normal returns”; i.e., refund requests for honest, valid reasons. Make your refunds quick, easy, and hassle-free for your customers. If you do that, they’ll remain happy customers and chances are they’ll continue to buy from you in the future. Studies have proven that if an unsatisfied customer is handled in a kind and considerate way, they almost always becomes a loyal, lifetime customer.
4. Try putting your guarantee in the headline! If your guarantee is especially strong compared to other offers in your industry – this will really grab your prospects by the throat. Just make sure you can deliver on your guarantee!
5. Somewhere along the way, after you have made tons of money from your new guarantee – someone will try to rip you off. Bank on it! And don’t worry about it... let them. Your “extra profits” are already in the bank. Just refund their money, or whatever your guarantee is, and delete them from your database. This reminds me of a fun little story I’d like to tell you:

There was once a fellow who bought a video tape from one of my clients’ companies. After about 2 weeks the video was returned along with a note requesting a refund.

However, the video that was returned was a **copy of the original tape!** Apparently this fellow copied the video, and was going to send back the original to get his money back – but instead, he returned his “black-market” copy!

My client couldn’t decide whether to send the costumers money back or not. After talking with me about it – we hit on a really killer idea. My client sent the fellow his money back!

Well, sort of.

What he actually did was, he cut a check to the customer – then he took it over to the copy machine and made a copy of it... and then he sent the copied check back to the customer!

Isn’t that a hoot?!

And guess what happened? The customer “magically” vanished... and never badgered my client again.

### **The Elements of a Money-Making, Risk-Free Guarantee**

- 1) First of all, your guarantee must be risk-free; and it must state that it’s risk-free.

For example:

“You’ll get everything you see listed here, totally risk free! What do I mean by risk-free? Simply this: If our product isn’t everything I said it was and more, simply return it for a complete refund including shipping! No hard feelings, no questions asked.”

- 2) You must let your prospects know that if they request a refund, there will be no hassles, and no questions asked – regardless of the reason they’re returning the product.

For example:

“Try out our system for a full 6 months. If at that time you’re not absolutely certain you can make money with it, simply return it for a complete, no-hassle, no questions-asked refund of your purchase price! We respect your opinion and realize that our quality products are not for everyone.”

- 3) You must state the time period of the guarantee. For example:

“You have up to one full year to put our profit-making system to the test! If you’re not totally pleased with the results, simply call our toll-free number and arrange for UPS to swing by and pick it up. We’ll drop you a check just as soon as we get your package back!”

4) You should tell them the reason why you offer such a powerful guarantee. There are all kinds of reasons for offering such a powerful guarantee:

Tell them: “Why such a powerful, no-risk guarantee? Well, I know this is the first time you’ve ever done business with XYZ company – and I want to make sure it’s a good experience. I know that if you’re totally satisfied, you’ll become what we call “a regular” around here. That’s a win/win situation for both of us: I can stay in business, you can get quality office supplies at dirt cheap prices. When I put it that way, it sort of makes good sense to offer such a strong guarantee, doesn’t it.”

! Or, try this:

“Am I crazy for offering this one-year, no-risk, 100% money-back guarantee?”

Maybe. Maybe not.

The way I look at it is this: if I were in your shoes and looking to do business through the mail with such a high price tag, I’d want to rest assured that if I wasn’t comfortable with the product, I could get my money back – makes sense doesn’t it?”

Or, this is one I’ve used a lot:

“You’ll notice that none of our competition offers such a strong guarantee. I think that tells you a lot about how confident they are with their product and how well it delivers. You get a no-risk guarantee from us for one simple reason: you must be satisfied – or I don’t deserve your business.”

Or, how’ bout this one:

“The way I look at it is this: Why should you have to continue to pay for a newsletter you don’t want to get. If you’re not satisfied, you get your money back.”

Here are some other “risk-reducers” that work well within or in conjunction with your guarantees:

Unconditional money-Back Guarantee

Life-Time Guarantee

No-Risk Trial Offer

No-Hassle Return Policy

Cancel At Any Time

Full-Year Warranty

Send No Money Now!

Money-Back guarantee plus \$10 for giving It a try

Get your money back and keep the bonuses! (A \$125 value!)

Double your money back!

Send no money now, will bill you later!

Pay in 3 easy monthly installments!

Order by credit card to get 30 days FREE

Postdate your check or money order for 40 days from now – I won’t cash it until that date!

Your guarantee should be as liberal and risk-free as you can make it.

**Examples of Different Types of Guarantees**

Here are a few examples of guarantees that are proven effective with skeptical marketplaces. Adapt them to your own usage however you'd like:

- 1) The "Standard Guarantee". This is where you simply offer your customers their money back if they return your product within a given time period.
- 2) The "Pay Only If It Works Guarantee". This is where your customer is able to take your product and put it to the test. If it does all you say it will, the customer is obligated to pay either the outstanding balance, or buy it, depending on how you set it up on the front end.
- 3) The "Better Than Risk-Free, Lifetime Guarantee" has got to be the most powerful guarantee you can use. This is where you not only offer to give them their money back, but you also let them keep all the valuable bonuses that you gave them for making their purchase before a given deadline. Ideally these bonuses cost you very little, but have a very high perceived value. Special reports often fall into this "ideal" category. Obviously, the customer gets to keep the bonuses even if he returns the product. You may want to put it this way:

"These incredible bonuses are worth more than \$85 themselves, so even if you do decide to get your money back, you'll be \$85 ahead just for trying our product!"

Don't pass this technique by as being too much risk for you to take. This type of guarantee can really shoot your response through the roof.

- 4) The "We'll Beat any Of Our Competition's Price By x% Guarantee" is one that you see retailers using all the time. It's usually referred to as a "low-price" guarantee. If you're in a cutthroat market, this may be what you'll want to use. It goes something like this:

"Go ahead and shop around for your next computer. I guarantee that there are no other computers that are better- built, better serviced, with a lower price. But, if per chance you happen on a computer with the same or better quality than ours, and it's price is lower... we'll meet their price by 15 % and pay you \$10 for bringing it to our attention! Even if you've already bought your computer from us and had it for up to 6 months... we'll still honor this guarantee!"

Pretty strong isn't it!? I haven't seen this technique put to work much in the space ad or direct mail industry. It's something worth testing, I'd say – it is a very powerful proposition!

## **Conclusion**

When it comes right down to it, your prospects have two worries on their mind:

- 1) Am I going to get what I think I'm going to get when I place my order – do you deliver on what you say you're going to deliver?
- 2) If I don't get what I want, will you give me my money back with no long waits, with no hassles, immediately?

Remember, today's prospects are more skeptical and jaded than ever. We've all been burnt by unscrupulous politicians, and advertisers (to name a few). It's only natural that people are skeptics these days. Using a guarantee is one of the easiest, but most powerful ways you can boost your credibility.

A well-positioned guarantee shows that not only do you have real confidence in what you're selling, but also that your prospect has no risk in becoming a customer. It seems to take the edge off the buying decision – and as I mentioned earlier, it appeals to the logical side of your prospects buying mind... which is of critical importance.

Start using guarantees in every ad or sales letter you create, and you'll see an immediate increase in your response!

## CHAPTER FIFTEEN

### **The Magic Question Your Prospects Want Answered: “Why Should I Do Business With You Instead of Your Competition?” Finding Your “Unique Competitive Advantage” and Blending It Into All Your Advertising and Marketing To Boost Immediate and Long-Term Response!**

Most advertisers don't have a clue about the advantages of having an UCA. I've even had some who say to me, “You know, I don't get this UCA thing – what's so powerful about it and why should I have one?”

What is an UCA anyway? UCA stands for:

#### **“Unique Competitive Advantage”**

Simply put, your UCA, or “Unique Competitive Advantage” is the feature or benefit that makes your product or service stand out from your competition's.

It's what makes your product a better buy than all of your competitors, of and by itself .. it's the “something different that yourprospects can't get anywhere else... it's only available from you.”

Some people term it as a “USP” (unique selling proposition) – and still yet, some call it a

“SOB” (statement of benefit). Whatever you choose to call it – you need to know what a UCA is, and how it can benefit your advertising in a big way!

Without an UCA, the average Tom, Dick or Harry has no way of knowing why he should choose your product or service over all of the others that are available. And it's your responsibility *as an* advertiser to tell yourpotential customers why your product is more desirable.

If you don't tell them, they'll never know.... it's that simple. Never assume that your prospects know anything -- take the effort needed to tell them!

UCA-based advertising is the most effective, wallet-fattening advertising there is. With very few exceptions, all truly effective advertising is UCA-based advertising.

Let me take you on a short “walk” outside of the direct marketing world for just a minute, and see if I can illustrate more clearly the magic of UCA-based advertising

Television ads offer some of the best possible examples of UCA-based advertising that there is. Because of the brevity of TV commercials, the UCA must come across clearly and succinctly. And thus, in a good television ad, the UCA's are easy to spot. Let's take a look at how it works:

A couple years back, Chrysler Corp. finally started to use the power of an UCA.... Do you remember their TV commercials where Mr. Iacocca stood next to one of his latest models, and boldly stated,

S “You won’t find air bags as standard equipment in those Japanese cars. Only in Chryslers.”

You see, Iacocca is telling us that “safety” is the Unique Competitive Advantage of “today’s Chrysler”, in comparison to Japanese cars.

In other words, unlike those Japanese tin-cans-on-wheels that you keep seeing wrapped around telephone poles all over the highways, Chrysler claims to put your safety first, by building sturdier cars, and including airbags as standard equipment.

And those ads worked wonderfully well! As a matter of fact, versions of those ads are still seen today on television.

In short, when you find out what that “certain something” is that sets your product or service head and shoulders above the rest, then you should use it in your advertising; and it should be a continuing theme throughout all the rest of your advertising and marketing.

How ‘bout those (now older) TV ads for that fast-food place known as Del Taco? The running theme of their ads is this: “Del Taco is not the same place, not the same thing. In other words, their UCA is the wide variety of different food dishes they offer, as opposed to the usually limited menu found at most other burger joints. You don’t have to worry about having to eat the same old thing day after day if you eat at Del Taco.

Arby’s has built a reputation along those same lines. “Different is good” they say.

Again, the point is that **no matter how simple the pitch, UCA-based advertising is absolutely tops for effectiveness...**

Are you starting to catch on to this UCA stuff? It’s really not all that difficult once you get a feel for it. Just remember that:

Your UCA is that one distinct, appealing benefit that sets you apart from every competitor you have.... it’s something special – something that makes you unique. It’s how you position yourself as compares to the competition....

There are different kinds of UCA’s... any one of which may be the one you’ll want to use for your business – or you may want to come-up with your own:

Some companies position themselves as having the best selection or broadest range of options. Their UCA is “having a broad choice.”

Other companies might have a more limited selection, but their UCA is “low price” or “low markup”... and they can get almost phenomenal results by combining a guarantee with their UCA. For example:

Here’s a brief example for you of a company who took their UCA, and positioned themselves as the absolute best and largest in the country after a short while:

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# AD MAGIC

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Remember the haircutting chain, “Supercuts”? A little while back, they were mass marketing their uniqueness with ads that ran like this:

“In this world, there are only two kinds of haircuts – Supercuts, and all the rest. The difference is in our exclusive cutting technique.”

By capitalizing on their UCA, i.e., their exclusive cutting technique, Supercuts has become the single-largest haircutting chain in the entire country, and the model for a great number of others now popping-up everywhere.

OK ... one last example:

Here in my neighborhood, a new home improvement store recently opened. I’m tellin’ you, this store is almost always, day or night, jam-packed with happy customers with happy faces!

What’s their UCA?

Well, they offer fantastic service, but that is not their UCA. They offer an incredible, mindboggling selection... but that is not their UCA. They offer the lowest prices around on most anything for your home... but even that is not their UCA!

Want to hear their UCA?

It is a two-fold, guarantee UCA: Wow!

That’s an incredible UCA! And guess what? ... I don’t go anywhere else to get home improvement products! These guys are great! But, they do have one problem:

“If you can’t find exactly what you’re looking for, we guarantee that we will pay you ten dollars right then and there... on the spot – and then we’ll rush order it in for you if you’d like. PLUS, if you find any of our competitors, regardless of their size, who has a product that’s less expensive than ours, we’ll not only match their price, but we’ll also beat the price by 5 % and we’ll give you ten dollars... right there on the spot”

**They Don’t “Headline” Their Powerful UCA In Any Of Their Advertising** ii Can you believe it!?

I’m blown-away by this!

These people have an incredible “following” after only 3 months in business; their product selection cannot be beat; their prices are fantastic; and to top it all off, they have a no-lose guarantee that you rarely see any retail business actively announcing ... yet with all this going for them ...

They Barely Mention It At The Bottom Of Their Front Page On Their  
10-Page Ad-Stuffer In The Sunday Papers!!!

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It simply amazes me.... think of it, they could probably double or triple their business just by changing the thrust of the advertising from where it is now, to a UCA focus!

That, my friend, is the awesome power of an UCA – and that is why you must have a UCA to build your business on if you are to be successful!

## Formulating Your Own UCA

Coming up with your own UCA can be very simple. What I'm about to share with you, is a really easy method for formulating your UCA – it's a new method that I recently learned from a Jay Abraham Marketing Mastermind Conference.

It is, by far, the simplest way of coming up with your UCA that I've ever come across: Here's what you do:

- 1) Get a couple of sheets of paper.
- 2) On the top of one page, write, "You know how..."
- 3) On the top of the next page write, "Well, what I do is..."

Next,  
you  
simply  
**fill-in**  
the  
blanks.

Let me give you a couple of examples, and then you'll catch on rather quickly. Let's say you're a **Kitchen Remodeler** – here's what your UCA might look like:

**I** "You know how most kitchen remodelers are always behind schedule, leave your house a mess, and charge you 20% more than what their bid was? Well, what I do is guarantee that your kitchen will be finished by a date that you and I agree upon, and I always take the extra time to clean up at the end of each day because I'm sensitive to the fact that, even though your kitchen is being remodeled ... *you're still trying to live there!* And my **price is** always guaranteed to be what my bid was, or else I'll do any work past the bid amount, free of charge!"

Do you see how the questions work to help you get a handle on what's so unique about you?

Let's do a couple more examples here just to make sure you know how to formulate your own UCA:

Let's say you are a **Window Cleaner** --here's what your UCA might end-up as:

"You know how window cleaners are usually very messy, and they look and act like slobs – and half the time they leave streaks on some of the windows? Well, what I do is make sure that not one drop of water gets on your carpets, or I'll pay to have them cleaned ... no questions asked.

I dress in nice, clean, white overalls and I look sharp as a tack. My work is 100% guaranteed so that if you do see a streak, you may get half your money back, or

you can have me come immediately back out to your home and clean it up again – all at no charge.”

t Boy oh boy! Is that powerful or what!? Provided you’re in the market for a window cleaner, who wouldn’t be interested in having a window cleaner like that? That’d be fantastic!  
OK.

“You know how most moving services charge you an up-front fee for reserving their truck, then they charge you a \$35 gas fee, plus a “scratch and dent” premium of \$75 just to make sure you’re covered if they break something – and then they throw your boxes around like bags of garbage just because they think if they get your job over with quicker, they’ll make more money?

Let’s say you are a **Moving Service** – here’s what I think your UCA might look like:

I Well, what I do is this: I make sure the moving crew treats all furniture, boxes, and everything as if it were their own and they were getting paid a kings ransom for moving it. There are also no added fees of any kind. You *pay a fiat* rate of \$125, and that includes everything – and I even buy dinner for your family.”

Wow! Where was that guy when I was moving a few months back!? Are you getting the idea?

This method is so simple, it’s beautiful. It’s power is in it’s simplicity. I’ve had this

UCA/USP thing explained to me time and time again, but nowhere have I found such a simple (yet thorough) way to formulate an UCA so quickly and easily.

Let me do another example – this time we’ll pretend we’re a **Custom Computer Programmer**:

“You know how most computer programmers will charge you an hourly rate of \$75 per hour to create the kind of accounting program you need – and then you’re usually stuck with it whether you like the program or not because they offer no guarantees whatsoever?

Well, what I do is make sure you’re completely satisfied by checking on you with a personal visit on a weekly basis for 6 weeks following the completion of my program. And to make sure you get exactly what you want and need, we go through my exclusive, 10 step questionnaire to make positively sure you and I are headed in the same direction.

PLUS, if your needs change, I come out and will up-date your program for only \$200 anytime within 2 years of initial installation.”

I don’t know about you, but I could feel extremely comfortable doing business with a programmer who has a policy (UCA) like that!

And that is the power of an UCA. A well-formulated UCA will accomplish several things for you:

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1. It will lay out in precise detail what your prospects/customers can expect from your relationship – there are no hidden surprises, and this gives you more credibility!
2. It gives you an overall focus of where the rest of your advertising and marketing should go. Once you have your UCA on paper, all you need to do is take those words and tuck them into every ad you do, where possible!
3. It's highly unlikely that any of your competitors will have anything even remotely like an UCA; and so yours will have an incredible knock-out blow to anyone else who is a competitor. They don't stand a chance, because they can't clearly, and succinctly express the reason why their prospects should do business with them, instead of you! That's a powerful position to be in!

Realize, however, that your UCA can't be formulated in a vacuum. Though they may not have clarified what their UCA is, undoubtedly your competition is positioning themselves in one way or another – maybe out of ignorance.

So, before you settle on your UCA you must first take a close look at how your competition is positioning themselves. Then, you find out what needs are going unfulfilled for your prospects.

For example, in our Moving Service example above, the service positioned themselves as one who treats the customers furniture and other property as their own.

Before you would make that decision, you would need to find out from people who've recently been moved by such a service, if in fact that is a major concern. If it is, you'll want to put it in your

UCA.

What I'm saying is, before you put your UCA "in stone" you should find out what needs aren't being met by your competition, and then offer to meet those needs in your UCA.

The real key to creating a highly successful UCA is to focus on the one little need, or gap that is lacking the very most. (Of course, you'll got to make sure you can keep the promises that you make!)

By finding the one little problem that no one else in your industry is taking care of, and building your UCA around it, you can profit enormously.

How enormously?

Consider Domino's Pizza's UCA:

"Hot Fresh Pizza Delivered to Your Door Step In 30 Minutes or Less"

Domino's Pizza have dominated the pizza home-delivery service for years now. Of course, they have ran in to some litigation problems because they've had a hard time keeping

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their promise without running over people!... but, that's beside the point --just make sure you can keep your promises and there'll be no such problem for you!

## Putting Your UCA Down on Paper

Before you jump in and start throwing your new UCA all over the place, you need to, focus and say it as clearly and crisply as you can, with impact. And, whatever you do,

Do Not Try to Be Cute or Clever! ! t

Doing so will defeat the entire purpose of your UCA: to clearly and crisply state the reason why your prospects should do business with you instead of your competition. Think it through carefully.

Take the time you need to so you can articulate it in one unquestionable, crystal-clear, compelling paragraph or less.

It may take a few tries to get it down clearly... but it's well worth it.

And believe me, if you use the method I outlined above, coming up with your UCA is going to be 10 times easier than it was for me back before I found out about this method! *Use it!*

**What To Do If There's Nothing Unique About My Product, Or How I Do Business?** Well, my first advise to you would be *to get out of what you're selling and find something that is or can be unique!* But, since that's not realistic for everyone out there, I feel obligated to answer this question.

Well, for one thing, you could add something to your current product or service that would make it uniquely desirable. But if that's not practical either, why not try to come-up with your own UCA?

For instance, you can do it just like the folks that make Pace Pecant Sauce did it. To the average American, all Pecante sauces case just about the same. So how can one popular Pecante sauce

differentiate itself from the other brands on the market? Pace has done it by geography!

You see, through testing, Pace discovered that the majority of the competing Pecante sauce manufactures are located in New York City. But Pace makes its Pecante sauce in Texas, where Pecante sauce (allegedly) originated.

So Pace capitalizes on that fact rather brilliantly in their TV ads! In essence, the UCA of Pace Pecante Sauce is this:

“You know how most Pecante sauces are made in New York City, but it originally came from Texas? Well, what we (I) do is this: we are from Texas, where Pecante Sauce originates from. Now you tell me – who's gonna make a better Pecante sauce... a bunch of New York sissies... or some Texas-folk who really know what it takes to make a great Pecante sauce! ???”

Here are two more ways in which you can easily create a UCA (Unique Competitive Advantage) for virtually any product or service, even if it really isn't much different from what your competition has to offer:

1) **Use Cut-Rate Pricing as Your UCA.** That's right... slash your price to the bone if necessary. Make sure that your product or service is absolutely the lowest priced on the market.

And capitalization that fact in all your advertising. This type of UCA makes a great headline: "70% OFF ALL BLUE JEANS, FACTORY DIRECT!"

"Why Are We giving Away These Famous-Name Graphite Fishing Rods For Only \$10 Apiece?"

"Get A Subscription To This Famous, \$177 Per-Year Investment Newsletter For Only \$27!" "My Accountant Said I Was Crazy To Give Away These Brand New Weed-Whackers For Only \$46

Delivered..."

You get the picture, don't you? When it comes right down to it, if you can afford to slash your price dramatically, you've got a ready-made UCA for your product or service that's proven to work!

2) **Right light an Unusual Guarantee as Your UCA.** This is probably the single-easiest way there is to create your own UCA if your product or service doesn't already have something special to capitalization.

Your product or service might be just like anyone else's on the block – but by highlighting a unique, attention-grabbing guarantee, you'll instantly boost the perceived value of your product over that of your competition's!

For instance, one financial publisher I've seen running ads uses the following guarantee for a headline, in order to differentiate his, investment advisory newsletter from the hundreds of others like it being published across the country:

"Read my investment advisory for one full year. If, at the end of one year you're not completely satisfied that it offers the best investment advice money can buy, I'll refund you DOUBLE the subscription price --plus interest-- guaranteed!"

Do you see how incredibly powerful that is? Basically, this fellow's UCA is his guarantee... and there's nothing wrong with that! That is a GREAT UCA!

With a UCA like this, the perception in the mind of the reader of this guarantee would be something to the effect of, "Gee, with a guarantee like this, the guy really must be better than everyone else – no one else offers a guarantee like this!"

You see... the prospect is convinced because the guarantee sets apart this advisory newsletter from all of the others.

## Conclusion

Your UCA will be one of your very most powerful advertising weapons, and it needs to be a part of every ad you create. That being the case, you need to take the time necessary to come-up with your UCA today!

If you have any questions about this subject, I urge you to call me – I understand, because this was one of the topics I struggled to understand the most... (801)255-5548.

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## CHAPTER SIXTEEN

### *Word Magic: Using the Proven Magic- Words that Sell, and How They Should Flow In Your Ads & Letters!*

In this chapter I'm going to share with you some very appealing words that you should employ in your ads and sales letters. You'll learn my favorite phrase to use to pump-out hot ads easily. We'll take a close look at some of the "salt and pepper" phrases you'll want to work into your ads and sales letters. You're also going to learn about the fact that all ads and sales letters are, is salesmanship in print; what that means, and how to use it to your benefit.

#### **Magical Words**

There are all kinds of words that are proven to out-pull others when it comes to writing hot ads. Four of the very best words you can use in your ads are

#### **YOU, YOUR, YOURS, and FREE**

These are strong words because your prospects like to hear you talk about them. This brings us to a big key rule for creating hot ads:

#### **Always Turn "I" Statements Into "You" Statements, Whenever It's Possible.**

Here's an example: The "ME" statement: "I have been writing ads for over 220 years." Now, here's how you'd change that into a "you" statement: "You get the benefit of an ad writer who's been writing for over 20 years!"

Example: The "ME" statement: "I'd like to tell you about some of the benefits you get from doing business with me:"

Now, here's how you'd change that into a "you" statement: "Look at all the benefits you get from doing business with me:"

Once you think you're about done with your ad, one of the best things you can do is go through it and find all these words:

Once you find each word, try your best to turn them into "you" focused statement.

"I"

"Us"

"We"

"Me"

"Our"

"My"

"Ours"

... ..

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“it’s not much, but it puts food on the table” “that’s just the tip of the iceberg”

“it started to snowball into *an* avalanche” “get on the fast-track” “take you under my wing” “cut to the chase”

“sour as a lemon”

“pretty as a picture” “knee-high

to a tad-pole” ...threw him out

“on his car” “faster than a

speeding buliet” “cute as a

bug’s ear” “cute as a button”

“time flies when you’re havin’ fun”

“that rings a bell” “shop’til you

drop” he has the “eyes of a hawk”

“dead broke”

“cut to the bone”

“cut your losses” “paying through the nose” “leave no stone unturned” “don’t sweat it”

“I don’t have a dollar to my name!” “he’s a sitting duck”

“get in gear!”

“once you boil it all down...”

“once the smoke/fog has cleared...” “he/she/they came out smelling like a rose!”

I “flat busted”

“dirt poor”

“not a penny to (his/my) name”

“go for broke”

man “no stone left unturned” “it’ll

make yourhead spin!”

I “I hate to bust your bubble, but...”

“he’s sure in a pickle” “tighter than

the lid on apicke jar?”

always keep my ears open for phrases like these. (Many of these “figures of speech” are officially known as “similes”.)

You’ll hear phrases like these in cafes, in restaurants, at the grocery store, the barber shop, coffee shops... basically anywhere the common goes. And these phrases are hot to use in your ads and sales letters!

Whenever you hear a phrase like this, jot it down. They are priceless... call these phrases the salt and pepper of advertising.

Why?

Well, these phrases add “spice” to your copy. They make your copy sizzle with the down-to-earth, down ‘n dirty, real-life man.... the

simple man.

And if there’s one thing you must learn, it’s to learn how to write ads that communicate to the common man.

I am complimented by clients when they tell me I relate to the common man, and am able to communicate clearly with them. I admit I have a heck-of-a lot more to learn, but I do seem to have a sixth sense when it comes to communicating with the common man.

These are the reasons I feel these phrases work so well ... they communicate in the common man's language ... the phrases he uses every day.

I also believe these phrases develop trust in your prospect. They start to think, "Hey, these folks aren't big stuffed shirts – they're just like me... they understand me and how I think." And thus, they build credibility.

There are books available that are full of these phrases. I personally never have purchased one – I like to stick with the ones that I hear in daily life. Those are the ones that get used. Those are the ones my market is using.

When you look through one of these books you'll see hundreds of phrases like these.... but, I'd say a good 60% of them are phrases that you've never heard.... yet they're used by specific industries, or in different areas of the country.

If you'd like I'm sure you could pick up a version of one of these books at a local chain bookstore like Barnes and Noble, Walden Books, etc.

But, as I said, I like the idea of jotting down the phrases I hear when I'm out and about, or when I'm on the road doing a presentation or a seminar on advertising.

I feel that you'll be able to make better use of the *phrases you hear in your day to day life than the ones you'd pick-up from a book.*

Here are some examples of how you could use these phrases in your ads:

**“Phony as a \$3 bill”:**

“Oh sure, you'll see products that look like ours, that are packaged like ours... but, if they don't carry our official seal, they're rip-offs, and they're as phony as a \$3 bill!”

**“Higher than a kite”**

“Once you try our new herbal formula, your outlook on life will have you flying higher than kite!”

You may **find** it appropriate to use two of these salt and pepper phrases in one sentence. Here's an example using two phrases in one sentence:

**X “Cute as a hug” and “Look like a million dollars”**

X “Let me tell you, these 24 carat gold teddy bear ear rings are cute as a bug, and the glimmer they give off will make you look like a million dollars!”

**I “Soft as a baby's bottom”:**

“The Scott Bodell Skin Care System will rejuvenate your skin, and have it feeling as soft as a baby's bottom in 30 days or less or you get your money back! “

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## I “Serious as a heart-attack”:

“I’m serious as a heart attack when I say this money-making system will make you wealthy in 90 days, or you get your money back!”

These examples should get you going. You can at least see how you might put these salt and pepper phrases to work for you.

I usually will not use more than two of these phrases in an ad or sales letter. If you over- do-it, it’ll lose it’s impact. But, I can’t tell you what a powerful concept using these phrases is. Your copy will be more human, more down-to-earth, more conversational, and because of all this, your ads will pull in more results because of

Salt and Pepper Magic!

Now I want to take a minute to shift gears, and talk about a powerful concept when it comes to making the words you put on paper flow:

### **Salesmanship in Print**

Years and years ago, a relatively unknown copywriter by the name of John E. Kennedy sent a note to A.L. Thomas, the head of the Lord & Thomas advertising agency at the time. The note read:

*“I am in the saloon downstairs. I can tell you what advertising is. I know you don’t know. It will mean much to me to have you know what it is and it will mean much to you, if you wish to know what advertising is, send the word ‘yes’ down by the bellboy. “ Signed – John E. Kennedy*

Well, turns out that the note would’ve ended up in the garbage if it wasn’t for a young, rising copywriter at Lord and Thomas named Lasker. You see, Lasker had been searching for the answer to that question for 7 years. He didn’t know, to his satisfaction, what advertising was.

So, Lasker, starving for the answer, was quick to get Kennedy up to his office. In that historic meeting three words were whispered that changed the face of advertising forever. What were those words?...

### **“Salesmanship In Print”**

That thought was so basic and so effective that no one has ever been able to improve on that idea since then!

Salesmanship in print. Think about that. If advertising is salesmanship in print, then we need to define what salesmanship in print is.

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I'd say it's taking your top sales people and putting their words and sales strategies on paper. Makes sense doesn't it?

If you have no salespeople, I understand... I don't either. So what you need to do is I study sales techniques and strategies. It probably wouldn't even hurt if you took some sales courses, read some sales book, and go to some sales training seminars. Maybe even get a part-time job selling stereos and VCRs. (Two of the most difficult sales to make)

There's one sales trainer that you've absolutely got to get to know; his name is Bill Brooks. Bill's IMPACT TMSelling System is fantastic. I recommend it highly<sup>4</sup> Bill is a great guy with a big heart -

- his techniques have been used in the top corporate boardrooms for the past 17 years. Bill delivers.... I just love the guy!

Other popular sales trainers that I've learned from include: Brian Tracy, Zig Ziglar, and Tommy Hopkins. Check their books out from the library, read them – then if you like them, go out and buy them.

## **Remember To Use A Conversational Tone In Your Ads & Sales Letters. Use Easy-to-Read Language & Write Your Ads the Way You Talk**

If your ads and sales letters should be a “salesperson in print” then this is one of the basic rules you should follow to accomplish that task.

This is a big part of what makes your ads and letters “human.” If you can communicate in a conversational tone on paper, as you do face to face, you'll do well.

All you do is take that conversational tone and mix it with simple sentence construction and short sentences and short paragraphs. Use short, simple words. So simple, in fact, that

### **You Should Write Your Ad So That A Sixth Grader Could Read It Without Stumbling.**

If you have access to a sixth grade child who can read fairly well, they'd be thrilled to earn a couple of bucks and read you your ad out loud. Anywhere they stumble or don't understand your ad or letter, you need to make a note of and either change it, or simplify it.

Otherwise, several word processors (like Word perfect and MS Word) have grammar checkers, and at the end of the check they usually give you a summary that tells you at about what grade level you're writing at.

You need to shoot for right around sixth grade level – eighth grade max.

Now, I can hear many of you lashing out in disagreement with me saying, “My prospects are different -- they are more sophisticated!”

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<sup>4</sup> Bill Brooks phone number is (910) 282-6303. His address is 1903 Ashwood Court, Suite “C”, Greensboro, NC 27455. At the very least, I recommend you get his book: HighImpact Selling. Tell him I sent you!

Maybe they are more sophisticated – but guess what.... they're *still human*. And studies show that writing at the sixth to eighth grade level is the smartest way to go.

But, I don't expect you to take my word for it... so here's what I want you to do if you disagree with me on this point:

Run one ad “your” way, with sophisticated words and grammar on the level you think your prospects talk. Then run a second ad with a more conversational tone at a 6th to 5th grade level. See which ad pulls the best. If your sophisticated conversational tone works, please call me at (801) 255-5548. I'd like to hear your results!

The warmer and more conversational your ads and letters are, the more you'll disarm your prospect's resistance to your “pitch”. Remember, people don't want to be sold anymore - - we've all had more than our share. Making your ads conversational is what salesmanship in print is all about!

Understand, people do want to be shown how your product or service will help them get what they want quicker, easier, and better than your competition.

## The Magic Phrase Prospects & Customers Love to Hear.... “YOU GET”

“You get” is a magic phrase few advertisers use. It's too unsophisticated for advertising agencies, and too straight-forward for “top” copywriters. “You get” is so simple and yet so powerful, you'll find it woven throughout most of my copy ... I love to use it.

Here are some ways to use the magic phrase, “You get...”

When you're stumped, and can't think of anything else to write (which is something that happens even if you have done all your homework) sit down, and write the words “You get:” and start writing what your prospects get from buying what you're selling...

Sound too simple?

Hey, some of the most powerful, money-making copy I've ever written was based on the phrase “you get”. “You get” is a phrase your prospects love to hear.

You see, your prospects want to know what they get from your product or service, and what they get are benefits. And, as you know, you must always **lead with the benefit, and follow with the feature**. “You get” is the perfect phrase that forces you to lead with the benefit and follow with features.

Here's a winning formula for money-making copy:

### **You Get + Benefit = Winning Copy**

This formula is basic to creating successful ads. I use it to fill my ads and sales letters with motivating, compelling copy that makes money for my clients and for me.

If you have any doubts about this “too simple” of a formula, just pick up some of my ads or letters and take a look. You'll see that a good majority of the letters or ads are built on this basic formula.

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# AD MAGIC

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Why does it work so well? Well, the way I figure it, people are interested in getting something for themselves... you know, what's in it for me... "You get" is the perfect phrase to answer the question "what's in it for me?" And that's why I believe it works so well.

Earlier in this chapter I revealed to you some "power-words" to use in your copy. But really it's not the words themselves that make the copy work, it's how you put them together.

"You get" is the simplest way to "gel" your words together for maximum impact.

"You get" is the base formula for powerful copy. You can use other words to substitute for the "Get" part of the combo. Here are some of the other words you can use when writing your own ads:

you earn	you win
you keep	you benefit from
you'll become	you profit from
you have	you use
you'll reach	you obtain
you attain	you make
you secure	you garner
you find	you uncover
you discover	you'll come to know
you achieve	you'll find out

All of these words are "action" verbs.

So, all you do is simply place the word "you" in front of them and you're on the road to writing killer copy and headlines that work...

Don't overlook this, and put it off as being "too simple."

I'm telling you it's true. Look at the copy I write, and you'll see me using this simple strategy over and over again.

## **Here's A Powerful Way To Put The Magic Phrase "You Get" To Use For You:**

People get so darned frustrated about writing; they really make it out to be much more difficult than it is. They get nervous and they get "stuck" and they don't know what to write. As I mentioned, "you get" overcomes this.

Whenever you're stuck and you "can't" figure out what to write, you can always write *over half of your next sentence by using "You get....* and then telling your prospect a benefit that they get. Or

"You learn..." and tell them a big benefit that they learn.

Here are some simple examples:

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! You get 5, step-by-step action plans that'll show you how to make money using your computer starting tomorrow!!!

! You learn what it takes to make big money within 3 days of getting your system!

! You'll discover the inside-secrets to sales success!

! You'll come to know what it means to be a successful, money-making entrepreneur in no time! H

!

! Writing ads and sales letters with the help of "you get" makes it all simple!

**Creating Conversational Ads & Sales Letters That Clearly Communicate** Advertising works, sells, and makes you money when it is easy to understand.

In other words, you make a heck-of-a-lot more money when you write clear copy. Now, this may sound elementary, but you'd be surprised at how many "experienced" advertisers can't communicate (make their ads work) simply because they don't know how to make their ads clear, and readable.

Plainly put, most advertisements don't communicate as effectively as they could. That being the case, here are:

**Tips For Writing Clear & Exciting, Motivating Copy** 1. Your Prospect/Reader Is Top Priority.

When you sit down to write, get a picture of your ideal prospect in your mind. Picture him or her as clearly as you can. You can even get a picture of someone you do know who's like your prospect to inspire you. Then just write your ad to him or her. Think of the prospect.

To make sure your ad is focused on your prospect, sit back and ask yourself:

! Will my prospect understand what I have written, and be motivated by it?

! If I've used industry "jargon", am I positive I know he understands any special terminology I have used? If in doubt, I should leave it out with- out question – or at least define exactly what I mean when I use the jargon.

! Does my copy tell something that's important or new, or useful to my prospect?

! If I were this prospect, would this copy motivate and persuade me to buy this product, or take the action I'm asking them to take?

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One technique to help you write for the reader is to keep it simple. When I say keep it simple, again, what I really mean is write your advertising so that a 6th-grader could read it with ease.

If your word processor doesn't have a grammar-check available, you can get programs that will work with your word processor that will do it for you. One such program is called "Write Right",

and is very effective – well worth the investment if you're going to be writing your own ads. Onward.

### **Read ALL Your Advertising Out-Loud!**

I'm not sure where this idea came from, but I believe it goes way back, and has been shared by dozens of others, but it's a technique everyone ignores. I've said this before and I'll say it again...

### **You Must Read Your Ads and Sales Letters Out-Loud If You Want to Make Sure They're Easy to Understand, Smooth, and Will Keep Your Prospect From Stumbling Over Your Words!**

Reading your copy out-loud will tell you whether your ad is clear, and communicates to your prospects.

By reading your ads out-loud, you'll find all the little snags that need to be fixed. ! You'll find misspelled words.

! You'll find paragraphs that don't make sense.

You'll find page breaks that don't flow,

! Words, phrases, and sentences that don't fit,

Things that are not important, and

You'll also find out if the copy is written at a 6th grade level (especially if you have a 6th grader read it!)

### **Use Short Sentences, Short Words, and Short Paragraphs!** Sound silly?

Well, it's a powerful truth I've proven again and again.

Your ads need to be broken up into short, digestible "bits". Use one word paragraphs like this:

"Yes"

Short ones.

---

No matter what type style or type size you're using, and no matter if you're creating a sales letter or an ad, you should be very leery about having more than 4 lines in any paragraph. It's OK if you have a widow. (A widow is a word on a line all by itself... ad agencies hate widows!)

If you have a paragraph with four lines, and one widow, that is OK and can be effective.... but no more words on that 5th line. Four lines max.... and a widow is optional.

Why?

It simply makes your ad more readable, less intimidating, and easier to digest.... clear! Your prospects don't want to read long, intimidating-looking chunks of text. If your ad or sales letter *looks* tough to read (even if it's not) it will not get read. That's why you'll want no more than 4 lines per paragraph... with maybe one widow. Any more than that *looks* too hard to read.

The idea is to break the text of your ad or sales letter up into easy-to-read pieces.

Long sentences tire and confuse your readers. By the time they get through to the end of a long sentence, they won't even remember what was at the beginning... that's when they drop the whole thing ... and quit reading.

Short sentences are easier to read than long sentences. You need to make sure you write crisp, short, snappy sentences.

Some of the experts say the best average sentence length for business writing is 14 to 16 words. If you use more than 40 words per sentence, your ad becomes unreadable, and intimidating.

Of course, there are exceptions to these rules. Just today I was reading a letter by a masterful ad writer, Bob Serling; and Bob actually had a paragraph that was a whopping 10 lines high!!! Plus, it was all in courier font! !  
!

That's incredible!

But, you must understand that Bob knows his multi-buyer list like the back of his hand – and he's got a track record that probably tells him that he can get *away* with paragraphs like that because *he knows his list will read every word.*

When you're in this situation, you can make "the exception" with confidence. But, probably not until then!

Now, let's take a look at how you can cut sentences down to size, as well as paragraphs:

- I** 1. First, you should take a look at any long sentences and see if you can break them into two or more separate sentences. You can almost always turn a long sentence into two shorter ones.
-

- 2. Next, go through your letter and divide paragraphs into smaller sections. If a paragraph is more than 5 lines, chop it up into at least two paragraphs. This can almost always be done.

Here's another little key for writing short sentences and paragraphs: You should vary the sentence length of your paragraphs. Your copy will be very dull if all your sentences are the same length. To make your writing flow better use different lengths of sentences.

By throwing in an occasional short sentence, or a fragmented sentence, your copy will flow better and communicate more clearly.... it'll be more "human"... more like a conversation!

Practice "boiling" your sentences down into crisp, short sentences.

When you edit your ad, you should look for places where the paragraphs are long or where sentences can be broken in two.

## **Here Are Some Suggestions For Breaking Your Ads Up Into More Readable, less Intimidating Pieces Of Copy:**

- ! If you have a series of copy where one point follows logically from the previous point, or where the sales points are listed in order of importance to your prospect, why not use numbers, and put the information into a list?
- ! Remember to use graphic "emphasizers" such as • bullets, \* asterisks, or --- dashes to set off your copy and pull more attention to it.
- ! Indent a few of your more important paragraphs.

This is an example of an indented paragraph – notice how this paragraph stands-out on the page. That's exactly what you want to do when you have something important to point out.

Use subheads (like the one's in this book). Keep paragraphs short.

Put important copy points in boxes. I will sometimes put the guarantee in a box on the page:

You get a full, one-year money back, no questions asked guarantee. Try our system for up to one full year, and if you're not totally pleased, simply return it for a complete refund!
---

Use **bold**, *italics*, underlining and double underlining to emphasize important benefits that are of interest to your prospects. These emphasis devices should be used sparingly.

**! Use Energetic, Exciting Action Words.** I realize the “professionals” do it differently. They write ads and sales letters as if they were writing a term paper. Here in front of me is a very boring brochure. On the front it says “Spirit & Vision.” OK. Great. “So what!” is my response.... what’s in it for me?

\$ Does “Spirit & Vision” motivate me to open the brochure and want to find out more? No way! Yet I’m sure they thought this “headline” was brilliant. Don’t fall into this image trap! It’s boring... and it will cost you in lost business.

\$ If your copy is boring, your prospect will be bored. And do you think that a bored prospect will become an excited buyer? No way! If your copy is boring, dull and unexciting, your prospect will rightly determine that YOU are boring, dull and unexciting!

\$ Make your copy dance! Make your copy sing! Break up the page with these short paragraphs and highlighting techniques.

\$ Let your prospect know that you are concerned for them, that you are here to solve their problems and to save the day for them! Show your prospect that you’re willing to help in any way you can. This is what works.

This is action oriented copy.

This is copy that moves your prospect to action. The action that solves his problems, and gets you the check!

All of these different tips and tricks will help your copy be clearer, more understandable. **List All Benefits, Prioritize Them, and Present Them**

Like we’ve talked about before ... when you sit down to create *an ad*, you write down your benefits and prioritize them in a logical, persuasive, clear fashion. Prioritize them in order of importance according to your prospects desires.

You can use this same order in your copy. Use either bullets a list of numbers, a list of indented paragraphs, etc.

## **Use Simple Words**

Simple words will always communicate more effectively than big words.

People use big words to impress others ... but big words in your ads or sales letters will just intimidate your prospect. What really happens is that the big words bother your prospects and distract them from what you’re really trying to say.



The sad thing is, advertising agencies are always using fancy words, or “big” words in their ads. I think the reason people keep using big words is because it makes the writer feel important.

Silly?

Ya... but some people just don't have the self image that allows them to not use big words. Let me make something perfectly clear:

**When You're Creating an Ad, You Want Your Prospect To Take Action! You're Not Out To Impress Your Prospect! You're Simply There To Offer a Solution and Motivate Them To Take Action Now!**

You've got to stay away from big, fat, chubby, pompous words and fancy phrases.

What follows is a list of some “big” words, and their simpler equivalents. It's certainly not allinclusive and complete, but it gives you an idea of how you can (and should) turn big words into simpler words.

W

W

W assist ..... Help

automobile ..... Car

W container ..... box, bag, jar, etc.

W continue ..... keep on, keep it going

contribute ..... give to

W database ..... customer list

W do not..... Don't

due to the fact that ..... Since

W eliminate ..... get rid of

W employ ..... Use

facilitate ..... take care of you

W facility ..... at ourbusiness”

W finalize ..... finish-up, bring it all together

garment ..... your clothes

indicate ..... point out

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parameters .....	Guidelines
prioritize .....	get things in order, set priorities
procure .....	Get
perspiration .....	Sweat
purchase .....	Buy
substantiate .....	Prove
select .....	Pick
superior .....	Best
utilize .....	Use
terminate.....	end, finish
visage .....	face

Get the idea?

There are so many “big” words or phrases out there – consider them all a roadblock to the success of your ad or sales letter.

If you’re stuck on a big word, and want to make it shorter, grab a good thesaurus and look it up to see what other words there are that you can use. Usually there will be more than enough good options to choose from.

Once you’re about **finished** creating your ad, make sure you go through it and look for these “big” words and replace them – it will help your results tremendously.

### More Tips For Writing Clear, Conversational Ads

! Indent the first line of your paragraphs. I usually will indent paragraphs in a letter 3 to 5 spaces. In a space ad (depending on how much room I have) I may indent paragraphs only 2 or 3 spaces at most.

! Make your writing sound like a conversation between you and another person (your prospect)-- make it personal and one-on-one with your prospect. This is the kind of writing that gets results. Here’s another way of looking at it:

Write your ad or sales letter just like you’d say it to someone, face to face. This is a major key to writing ads that work. **Write it how you’d say it....** this is a powerful concept. You see, most people don’t write how they talk. For some reason they feel they need to sound more “official” or something on paper. So it’s important that you go through your ad once it’s written and read it out-loud. You’ll soon find-out if you’ve written it like you talk!

! Understand, you cannot over-use the words “you”, “your”, “yours”, and “you get”

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- ! When writing your ad or sales letter, ask this question about every word, every sentence, every paragraph:
  
- x **Is this focused on me, or is it focused on my prospect and what he/she gets from what I'm selling and from doing business with me?**

This is a powerful question – if you really go through your ad or letter and ask this question. It will be *very revealing* if you're honest with yourself. This is a secret that I've used for years to make sure my copy has the focus it should have – you probably won't read about this anywhere else. I've used this strategy successfully for years.

I think the simplicity of the question makes you honestly step-back and consider each little word in the ad. This is what you've got to do to make sure your ads and sales letters have the right focus.

Remember, you must demand accountability from your ads and sales letters.

Asking this pointed question will make sure your ad or letter is accountable before it gets put in the mail or is run in the magazine.

Now let me remind you of a principle we've talked about before:

### **Be Dramatic – Be Passionate!**

Most ad writers worry that they are being too dramatic when they're really not being nearly dramatic enough. Understand, your message is competing with 1500 other messages each day!!! *So don't be subtle – be dramatic... be passionate!!!*

**Adding Passion to Your Advertisements Will Increase Your Response** Here's a proven fact of advertising:

*People Buy Based on Emotion...  
Then They Justify The Purchase With Logic!*

This is a truth that will help you to make the difference in how "hot" your copy is.

And let's fact it, boring copy is boring... it doesn't motivate anyone to take action. In order for your ads to succeed they must be full of passion! Belief! Conviction!

### **PASSION!**

Now, when I say passion I'm not talking about pictures of half-naked men and women drinking beer and kissing each other. That's not what I mean at all. I've never used that kind of garbage in any of the ads or sales letters I've ever created – and I never will.

What I'm talking about when I refer to passion is feeling.... energy, etc.

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Let's take a look at what Webster says "passion" is. This will help us understand more clearly how passion applies to the successfulness of your advertising:

My Webster says: "Great enthusiasm." Then, for synonyms it has listed: **fervor, fire, ardor, and zeal!** Let's check-out what those words mean...

! **Fervor:** Emotional Intensity

Fire: Great Enthusiasm & To Arouse the Emotions of

**Ardor:** Warmth of emotion ! **Zeal:**  
Enthusiastic

WOW! What a bunch of compelling definitions! You see, passion is really the spice that makes your sales letter or ad o~u – and it's really what keeps your readers reading (or listeners/viewers etc..)

There's nothing like passion in an advertisement!

Advertising is no place for boring, cold, technical writing. I've met many a technical writer who thought they could piece together an ad. What a joke! Technical advertisements don't stand a chance against passionate advertisements!

It really doesn't matter what business you're in or who your prospects and customers are, they buy on emotion and then they justify their purchase with logic to their spouse and friends!

Think about it... even if your business is a technical, logical-type of business, the successful sales professionals in your field aren't cold, dry, and boring.

I bet the most successful people in your industry are passionate, enthusiastic, friendly people. They are what you'd call "people-people"... they relate well with others and enjoy being around others.

If you step back and read between the lines in that last paragraph, you'll discover that it makes sense if enthusiastic, passionate, "people-people" are the big successes in selling (and they almost always are) and your advertisements should be as much like these "people- people" as possible!

Your advertisement has a personality - - and it better be an enthusiastic personality that's pumped full of passion or your ad is not going to be as powerful as it could've been!

"Enthusiasm makes the difference!" a great sales trainer has often said. And the same holds true in your advertising.

An ad needs an enthusiastic personality; and since sales letters or space ads are just paper and ink, and not a real-live, talking sales person, it has to "work harder" at being passionate and enthusiastic.

I'm telling you: no matter what kind of business you're in, and no matter what you product or service is that you're selling... you can find something to get excited about! You can

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# AD MAGIC

Brian Keith Voiles

find something that will get the reader excited about owning your product or service and the benefit it offers them!

## **'The Secret I Use To Easily Put Passion Into My Ads**

I don't remember where I got this idea – or how it started... but I do know it works like a charm! Here's what you do:

- q Sit down with yourself and a tape recorder. Then, act like you're selling your product to the one you love, who is about to die from some dreadful disease – and your product or service is their only hope... you know with all your might that your product will save them; but you've got to convince them to use it! Sell them your product as if their very life depended upon it.
- q I'm telling you, this is a very effective technique for putting passion into your ads! If you're not comfortable putting it on tape, then just think it "out-loud" in your mind and type it out as you go along. I prefer to tape it – that's the easy way to do it, and there's not as much of a chance you're going to lose an important thought.

*You Inustputpassion in your ads!!!* Passion and enthusiasm are contagious.

Passion, energy, and enthusiasm are critical to the success of print ads. And now you have a simple way to add passion to your advertisements – I suggest you start using it immediately!

## **Creating the Picture In Your Prospect's Mind**

As I mentioned a minute ago, people buy based on emotional choices, then they justify heir purchases with logic. That's why you must sell to not only their emotions, but to their logic as well.

Some people call this the:

### **"Left Brain, Right Brain Selling Theory"**

I call it "sensible."

It makes sense to sell to both the logical side and the emotional side.

This section "I help you paint a picture in your prospect's mind of the emotional rewards he gets when he buys from you. The basic idea of this is to get your prospects to see themselves already using what you're selling, and enjoying the benefits of doing so. The goal, then, is to help people imagine how what you're selling will enhance their life.

For example, if what you're selling saves homeowners money, help them picture what -else they'll be able to use the extra money for once they have it:

I

"Maybe you should take that dream vacation you've been wanting to take for the past 15 years. The money you'll save using our programs will give you that much

extra money and more!!! Why not go to the crystal white sandy beaches of Hawaii? Or how' bout the shimmering blue waters of the Caribbean?"

Getting the picture? Remember what people want:

- ! They want to be rich,
- ! They want to be beautiful,
- ! They want to be powerful,
- ! They want to be happy,
- ! They want to be admired,
- ! They want to be smart.

Paint a picture of them achieving all of these things with your product or service and your advertising will be successful!

### **Long Copy vs. Short Copy**

If your product or service has a lot of qualities, characteristics, facts, figures and benefits to tell about, write long, interesting copy.

There's a big misconception out there that says people won't read long copy. Well, I've got one thing to say about that: *It's Pure Baloney!!!*

Your ads and sales letters can never be too long, they can only be too boring. Think about how it applies in your life.

If you're interested in fishing, golfing, designer clothes, shoes, make-up, baseball, foot- ball, basketball, sewing, needlepoint, cooking.... whatever; if you're interested in that subject, you probably read almost everything you can get your hands on about it, don't you?

Well, that's exactly the way your prospects are.

Provided your product is "hot", and it offers unique benefits or solves various problems for your prospects, and you've targeted your prospects precisely, they'd read an entire encyclopedia about

your product is you've done your research correctly! Why?

Simply because they're interested in the topic.... your product. Advertising is either boring or it's interesting.

If it's interesting, yourprospects will read page after page after page of your copy. And you should write as much as it takes to make a complete case for what you're selling – whether that takes two

paragraphs or ten pages... do it!

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You should include valuable information in your ads whenever feasible. Include useful advice and make sure you're unselfishly giving to your target prospects.

And remember, write your copy in "human" language – don't make it flowery. Again, use conversational language. Don't use the stuffy business jargon most businesses use.

Use a lot of short words, short sentences, short paragraphs and thoroughly personal copy, no matter how long the copy is, and no matter what you're selling.

Copy should always be written in the everyday language your prospects are used to.

And please don't try to bore people into buying... it just won't work. You've got to be interesting. Keep this key rule in mind:

### **Your Advertising Can Never Be Too Long, It Can Only Be Too Boring!**

Long copy outsells short copy as long as it's interesting and as long as you have a lot of interesting information you need to convey... but the goal isn't to write an essay. You must tell your prospects the advantages of doing business with you.

Why should they do business with you instead of with your competition?

You've got to answer that question, "What's in it for me?" And if it takes you 24 pages to answer that question, more power to you!

Most people will object to long copy saying that "no one reads it."

I know that's not true - - I've written letters with as many as 18 pages that have made money hand over fist... they're very profitable.

The average length of the letters I write is probably 8 to 12 pages. Believe me, my clients don't pay me \$6,200 to write long sales letters if "nobody reads them"!!!

People do read long copy! But, like I've said, it can never be too long, only too boring. So your long copy must be very benefit-packed, prospect-focused, and it must be interesting to your prospects!

Think of it like this: if you were a salesperson selling a product or service, would you stop after the first page of your sales pitch? Of course not!!! Especially not if you had a targeted market who were interested in what you were selling!

You'd keep on going practically until they kicked you out!... you'd go as long as they wanted to hear... as long as they were interested, right?

The same holds true with your ads and sales letters. The general rule is as follows:

- ! a two page sales letter "I out-pull a one pager
  - ! a four page sales letter will out-pull a two pager an eight page letter will out-pull a four pager
-

- ! a twelve page letter will out-pull an eight page letter
  - ! a sixteen page letter will out-pull a twelve pager
- and the numbers keep going up – I know some of the “big-boys” who’ve tested as high as 26 page letters that have out-pulled everything under it! **Leading**

## People to a “Close”

Because print advertising is nothing more than salesmanship in print, it follows that good, sound sales strategies should work in your copy.

It’s true.

But, since there’s no one-on-one interaction in a print ad, you can’t use all the strategies. However, there is one strategy that’s very powerful that can be used in print ...and it’s the’ole: Get ‘Em Nodding Their Head “Yes”!

If you’ve not heard of it, the “Get ‘cm nodding their head yes” technique is a proven tactic for closing more sales. The idea follows along the line that, if you can get your prospect to say “Yes” to some of the littler commitments, you can get them to say “Yes” to the big commitment... the

order.

The idea is to get your prospect reading along, and mentally (or physically) saying “yes” to the ideas, thoughts, and benefits you’re presenting in your ad. All these little “yeses” add up to motivate your prospect to the big YES!

For example, if you’ve just presented one of the powerful benefits that you know your prospects want based on your research, you could follow that statement up with: “Isn’t that a benefit you really want?”

They’ll nod their head “yes” either physically or in their mind’s eye. Well, here are some other yesbuilding phrases you can use to get the same effect:

“Right?”

! “That makes sense doesn’t it?”

“That makes sense to you doesn’t it?”

! “Isn’t that a problem you really want to get rid of?”

! “Based on what I know about your industry, I think you’d agree with me on that point.” “The fact is, you need to solve this problem right *away* – right?”

Getting your prospect agreeing with you and saying “yes” throughout your ad or sales letter will make it easier for them to say the big “yes” when you ask for their money.

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Try it!

## Other Tips, Tricks, & Techniques to Use For Creating More Word Magic

As I've been stressing throughout this book, the foundation of hot ads is research. If you research and study the product or service you're selling in print; as well as the market you're selling it to, you're more than half way home to putting down words that'll work like magic.

Here are some random thoughts and ideas on how you can make your words even more effective. When you're writing a newspaper or magazine ad, it's a good idea to make the first letter of the body copy be what's called a "drop letter."

**T**his drop letter increases readership in a space ad because the reader's eye is drawn down from the headline, and over to the left where the body copy starts. The chances of you getting your prospects to read the first sentence is much better.

When you write copy, make sure your first sentence has power. It must be, so powerful it could be a headline itself. It should also "deliver" on any promise you make in the headlines, or lead them to get the promise. Spend time on that sentence.... it's important.

There are three important reasons for this:

- 1. The sentence helps set the tone of the rest of the ad.
- 2. The headline is reinforced by the first sentence.
- 3. The reader is induced to read the second sentence.

The next paragraph and the rest of the copy builds on the headline and amplifies the headline theme.

A great exercise to do for learning how to put words together on paper that sell, is to find the benefits and features in successful ads, and then write them down.

Another great way to learn how to write words that sell, is to sit down and copy (by hand) a successful ad you know is working. Take ads or sales letters that got you to buy or respond... that ad or letter is proven – after all, it worked on you!

Hand write the whole ad out. Don't type it... write it. There's something magical about handwriting successful ads.

You'll start to get the feel for the sentence construction and flow of hot copy. Long sentences. Short sentences. Bullets. Subheads. You'll actually start thinking the way the original writer of the letter did when it was

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—  
first written.

# AD MAGIC

Brian Keith Voiles

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## Make Sure You Use The Right Font Style

Either serif or sans serif typefaces can be used for the headline. But the body copy of a space advertisement (and some sales letters) should be a Times Roman font... the same style as this book is type-set in. Times Roman is easy to read.

You should never use a sans serif typeface in body copy. Sans serif is like this:

### **Sans Serif.**

This type of font style is harder for the eyes to flow across. It's as if the eyes get "stuck" on each letter because they don't flow together well. That's why the Sans Serif actually works well as a headline... it makes your prospect's eyes "stick" to the headline in a way.

## Layout Tips

In my opinion, the best way to layout an ad for a magazine or a newspaper, [etc. is](#) to try to make it look like an editorial ad in that publication. Try to match the publication's font sizes and styles.

Sure, people know it's *an ad* ... but there's just something about it that lends credibility to your copy. It's not that you're trying to "trick" anyone into thinking your ad is an article placed by the magazine. It's just that for some reason, people give more credibility to your ad when it looks like it's an editorial.

The ad should appear to be an article in the magazines or newspapers in which your ads will run. This kind of ad is called an "advertorial." Five times as many people read editorials than read regular ads. If an advertorial is prepared to look a lot like the publication it's running in, it can do 500% more in sales.

## Sales Letters & Fonts

When it comes to sales letters, I have used two different fonts, depending on the target market. I've tested both, and have had success with both.

The first font, which is my first choice when doing a sales letter, is the courier

Font. As you can see, it looks like a typewriter font. This is my first choice when doing a sales letter.

But, if the letter is getting long, and it's going to end-up being over 1 ounce, I'll often change it back to a Times Roman font.

Like I said, I prefer to use the courier font for letters – but if my letter is long, and I need to keep the mailing under one ounce, I'll go to a Times Roman... that'll usually save me from going over the one ounce mark.

Sometimes though, you can change the size of the courier font and be able to stay under an ounce. I've seen letters with courier type face as low as 10 point. I've never used courier at that size myself, but I've seen it done.

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About the smallest I'll go with courier is a 10.75 or 11 points.

In a sales letter where I use courier for the body copy, I'll often use an...

“Enlarged Times Roman for the Headline ! “

My personal opinion is that times Roman is the best headline font there is for doing large headlines. Though I'll sometimes use a Helvetica, or Arial font... a Sans Serif font.

Also, sometimes I'll just use a...

“Bold Courier for the Headlines.”

I do this especially when I'm mailing personalized letters. The headline will be something like:

“At last, A Proven Way Mike Jones Can Make More Money In His Sleep!”

(I know we're not talking about writing headlines right now – but I just wanted to point out and remind you to use quote marks around your headlines. I find myself doing it here in this text out of habit. This increases the believability and recall-ability by 28%.)

When it comes to putting your words together on paper, don't try to be clever or creative. Remember that the simpler your message is, the better it'll sell. Creativity basically does nothing to sell your product or service.

You'll learn a lot about putting the layout of ads and sales letters together by studying the ads and letters in the Appendix.

## **Conclusion on Word Magic**

Making your words blend together so they read like a smooth, flawless conversation is a great way to get your prospects on your side. They begin to feel that you are real... you understand what they want and need... you have empathy.

Using easy-to-read, conversational ads and sales letters makes your prospect feel like they're sitting across the table from someone who really has a concern for their well-being.

They feel that you're a real human who's concerned, and not just some guy or gal who's out to get into their wallet. That's the power of putting words on paper in the right way.

The tips and techniques revealed in this chapter will help you make your ads and letters get more response, help your prospects get the benefits they want, and help you fill your bank account.

I challenge you to take action on these ideas now.

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**Section Two**

**“Putting What You’ve Learned to Work In  
Space Ads and Sales Letters!”**

## Introduction to Section Two

In this section, I'm going to touch on some specifics related to space ads and sales letters I'm not going into incredible detail here, simply because Chapter 22 "My System Makes It Easy" "I tell you the procedural flow your sales letter and space ad should follow.

What I'm covering in Chapter 17 and 18 are some details specific to space ads and sales letters.

After that, in Chapter 19 you're going to learn the biggest direct mail mistakes to avoid.

I believe that this chapter alone will save you many times more than the cost of this book. It's stuffed full of tested information that will make sure you don't goof-up big-time on your mailings.

Next, I'll give you a great reference to use for all your ad writing in Chapter 20, "The Checklists You Need To Help You Create Ads & Letters That Sell". There are several checklists that I've developed for you to use to make sure all the "right" things are going into your ads and sales letters. I think you'll find them extremely valuable.

In Chapter 21 I'll share with you information I've learned from doing over 400 advertising evaluations and critiques: "Tips, Tricks, & Bits to Make Your Ads & Sales Letters Work Better Than you Ever Thought Possible!"

Now, let's dig-in to Chapter Seventeen!...

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## CHAPTER SEVENTEEN

### **Space Ad Magic: How to Put All You've Learned Up 'til Now Into a Money Making Space Ad of any Size or Type That Pulls In The Response You're After!**

#### **Introduction**

In this chapter we're going to get down to the nitty-gritty of what it takes to piece all that you've learned together to create a winning space ad of any size, shape, or kind. This includes, but is not limited to, using this information to create your:

(Examples of most of these are in the Space Ad Appendix)

When I talk about space advertising, I'm referring to the ads you see in magazines, tabloids, newsletters,

Magazine Ads

Newspaper Ads

Yellow Pages Ads

Small Display Ads Postcards

I Card Deck Cards

Newsletter Ads

newspapers, and other publications which will allow you to advertise. You know -some are full-page ads, others are half... then on down to your smaller 1 " x1" classified display ads.

Also included in the "space ad" category are postcards.

You can use space ads to get leads, get orders by phone, or by mail... no matter what your product or service; if there's a magazine, newspaper, tabloid, newsletter, or anything else that goes to your target market, you can use space ads to make money.

All sizes of space ads can be effective.

My usual process is to test small, and "roll-out" big once you've proven that the medium works with small ad.

One bit of key advice when it comes to creating space ads:

**S You Must Offer An Incredible, Risk-Free Proposition That's So Irresistible To Your Target Market That They Can't Help But Respond!**

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This can be quite a job – but if you’ll follow the steps outlined in this section and the rest of the book, there’s a great chance you’ll come out smelling like a rose with powerful, profit- making ads!

## Creating Your Winninw Space Ad

Now, I’m going to tell you what it takes to make your ad succeed. Some of these tasks... are covered in greater detail in other sections of this course. Feel free to refer to past chapters as needed when creating space ads.

**STEP ONE:** First and most important: you’ve got to **do your research**. Study your product, your prospects, and your competition as we discussed in Chapter 6, “Research Magic”.

### **STEP TWO:** Create a Massive List of Every Benefit & Feature you Can Think of For What You’re Selling

Take the time to write down all the maj or benefits your prospect gets from using your product or service; all from the prospect’s point of view.

Once you’ve got your list, prioritize each item in order of importance to your prospect. Some people like to write these benefit lists on 3x5 cards ... I always just use my computer. (Do whatever you’re comfortable with and whatever seems to “jive” with your creative process.)

A lot of people claim that using the 3x5 cards really enhances the case of putting the ad together -because you can SEE what’s going on in the ad by the layout of the cards. Anyway....

Write down everything you can think of... every little detail, every little benefit. Even if you don’t use this information for a headline, they will inspire you and lead you to your head- line. Besides that, there’s another wonderful benefit of gathering all this information: you’ll need it all when it comes time to create bullets and subheads for your ad.

And, quite often, you will uncover yourbest headline from going through this process.

Make sure you take the time to turn features into benefits – this is important Remember, your prospects don’t buy features, they buy benefits.

### **STEP THREE:** Be Totally Honest.

Maybe this sounds too “goodie-two-shoes” to you – but I can’t stress it enough. If you’re playing the advertising game for the long haul, and trying to build yourself a solid business based on solid relationships (and you should be) then **honesty is the best policy!**

Not only can you get in trouble with the FTC, the Post Office and other authorities, you’re cheating *yourself* in the long run. What goes around comes around.... it’s a universal law. If you’re taking advantage of people, someone will eventually take advantage of you in a **bigger** way. If you’re stealing from someone, someone will eventually steal from you in a bigger way... guaranteed.

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Let me give you a quick example of a “border-line-honest” test mailing I did when first promoting this course.

Now, I’ve read everything from all the “big-hoys” about running a classified to get leads to call a voice mail box, or sending out a postcard, or running a lead generation ad offering a free report to get qualified prospects.

So I did... I mailed out a postcard. And I got a 16% response – people wanting me to send them my free “report”. Not a bad response I thought!

Now, the “big-boys” all said to offer this special free report – but what the free report really was, was a sales letter “disguised” as a free report.

Now, I should’ve gone with what my heart was telling me in the first place: “It’s not right... if you’re offering a free report you need to deliver a free report! Otherwise I should tell them they’d get more information, or sales literature.”

Well, it ends up that I went with what I had learned from the “big-hoys” and I went ahead and sent out my disguised sales letter – the whole deal was a complete flop... not only that, I didn’t have a clear conscious about the whole thing.

So what I did to rectify the situation was, I printed up a real special report and mailed it out along with a letter explaining that the sales letter they got was indeed, a sales letter and not a special report. Well, I still haven’t gotten any sales from it... I can’t help but think maybe I would have gotten some business had I sent out a real special report first.

Your heart, or you “gut-feeling” “I tell you when you’re doing something wrong. When you get that feeling, stop and get away.

## **STEP FOUR: Check Out Where You Can Run Your Ad, What Your Competition Is Doing, and Where They’re Running Their Ads.**

A great place to find out where you should advertise is the Standard Rate and Data Service Directory of Magazines and Newspapers. It’s available in bigger libraries and it’s a goldmine!

Not only does it list every publication in the country, it can be a great idea jogger when you’re trying to come up with a direct marketing product to sell. (Another separate subject!)

If you don’t have access to the SRDS, you might want to write to them at their address: 3002 Glenview Rd., Wilmette, IL 60091, and tell them what you’re interested in... or do like I did and tell them that your local library doesn’t carry it, and have them call the library to get a set!

Another company that has a comprehensive bunch of directories is Gale Research Co., 835 Penobscot Building, Detroit, MI 48226.

By reading and browsing through these directories you’ll find all the publications that you’ll want to find out more about. Write down the magazines you think you’d like to run your ad in, then call them or fax them and request their “Media Kit”.

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The media kit usually includes one or two copies of current issues of the magazines so that you can see what the articles are focusing on, who's advertising in the magazine; if any of your competition are there – and you'll find out a lot more about whether you'll want to advertise in it or not.

The best magazines to run in are those who have plenty of direct-mail or mail-order ads in them. Don't think that just because a publication has no direct-response ads in them that they're going to work for you ... usually they don't have ads in them because they don't work!!! So be careful, and watch out!

If your product is going to be sold to consumers, publications like "The National Enquirer" and "Popular Mechanics" still seem to be good for testing a product or service. I've never used either -but, there are obviously a lot of people who do. You should pick-up a copy of each and browse through the ads, responding to those that appeal to you – it will be a good education for you, as most of the ads are fairly good.

**STEP FIVE: Create Your Offer – Including Your Guarantee** This step is covered in step by step detail in Chapter 8, "Offer Magic".

In a space ad, your offer, guarantee and your headline are critically important. All of the elements work together to make the whole thing work – but response will thin-out if you don't have a powerful offer, a no-risk guarantee, and a strong headline.

**STEP SIX: Grab the Attention of Your Target Prospect In the Super-Head, or In Your Headline... or Both**

Now, you can do this either in your superhead (a small headline above your main headline) or you can do it right in your headline. I will often put this attention-grabber right at the top as a superhead.

Turn back to the space ad section of the Samples Appendix. You'll notice that most of these space ads have what are called "superheads" above the main headline. Superheads are a wonderful way

to call-out to your specific target market. For example, if I were selling a pest control service, this could be my superhead:

*Attention Home Owners With Termites...*

See how that calls-out exactly to the specific target audience I want to attract? Your ad should do the same. I typically will use the same font style for the superhead as the headline; it's usually a 12 to 16 point size, depending on the overall size of the ad. I almost always put my superheads justified left and in *italics*.

**STEP SEVEN: Create Your Headline & Your Opening Sentences**

This step is covered in specific step by step detail in ChapterNine, "Magical Openings".

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**STEP EIGHT: As You Begin to Write Your Body Copy, Remember To Use A Conversational Tone In Your Copy. Use Everyday Language & Write Your Ads As You Talk... and Don't Forget to Use "Word Magic"**

This step is covered in detail in Chapter 16, "Word Magic".

**STEP NINE: Get Out Your "Idea File" and Start Looking For Ads that've Sold to Your Target Market --Ads that Sold You, Ads that You Wish You Could Order From – then Take These Eight Steps to Help You Get Going**

Now, take your list of features and benefits and begin building your case with them. Let your Idea File take the lead if you have to. If this is difficult, you need to follow the instructions in Chapter 3 "Empathy", Chapter 4 "Ad Primer", Chapter 5 "Motivation Magic".

The "Tape Recorder Technique" is a well-known technique that not many advertisers take seriously. It's really a no-lose way to at Leas get an ad started. Let me share it with you again right here:

1. Record all of the conversations you have with prospects and customers. Use a microcassette or regular cassette – it really doesn't matter. Tape these conversations about a dozen times. Anytime you find yourself pitching someone where you've totally forgotten the tape recorder was on, that's the pitch you'll want to use... especially if you closed the deal. Radio Shack has all the wiring you need to record off the phone line. I think it costs around \$ 10.
  2. Have all the recordings transcribed.
  3. Then number each selling point you make in your conversation.
  4. Give each selling point a priority number on a scale from 1 to 10. 10 being the most desired thing you offer your prospects.
  5. Cut out each selling point with a pair of scissors and divide them into three groups. The first group contains the selling points that talk about the **benefits** of what you're selling. The second group contains **interesting facts** about what you're selling. And the third group contains those selling points that don't really say anything worthwhile about what you're selling; or that don't really help to advance your presentation.
  6. Throw the third group away and arrange the other two in prioritized order from 10 on down.
  7. Next, throw out all selling points with a rating of 5 or less
  8. Now, forget that you're writing an ad or sales letter Instead, concentrate on writing a memo... a long memo to a good friend of yours. Don't try to be cute or clever. Concentrate on selling just like you did in your conversations with yourprospects and customers.
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Follow these eight steps and it'll at least help you get going.

By following these steps, I've often been able to create the whole hack-bone of a winning space ad. This system really works. I remember reading about the idea in John Caples book, then in Jay Abraham's stuff, and then in Gary Halbert's newsletter. With "endorsements" like these I suggest you take serious heed and use this technique to your advertising advantage. Paying attention to your offer is also what's really going to help you get a handle on what to write. You see, your copy should *logically lead to your powerful offer*

## **STEP TEN: Sprinkle Your Ad With "Credentialize": Testimonials, Case Studies, Success Stories, Proven Facts, Figures & Anecdotes.**

The basics of this step are covered in detail in Chapter 13, "Prove It Or Lose It!" Right now, I'd like to give you some more insights as to how to make this information work in a space ad.

Usually when I put testimonials in a space ad, I'll italicize them, and then put the name of the person giving the testimonial in regular bold face, justified right. (You'll see this in some of the space ads in the appendix.) In a one-column ad, a testimonial section might look something like this:

*"I was amazed at how much Brian was able to put in a simple 8 page letter Needless to say, this letter has out pulled any other one we have every used! "*

-- Robert Blackman  
Diversified Enterprises  
Norman, OK

Now, here's how that same testimonial looks in an ad that has 3-columns:

*"I was amazed at how much Brian was able to put in a simple 8 page letter Needless to say, this letter has out pulled any other one we have ever used!"*

Robert Blackman  
Diversified Enterprise Norman,  
OK

This is an example of an "in-column" testimonial; this text is here to make the testimonial fit into only one of the columns. This is an example of an "incolumn" testimonial; this text is

here to make the testimonial fit into only one of the columns. This is an example of an "incolumn" testimonial; this text is here to make the testimonial fit into only one of the columns.

This is my own feeling on how you should use testimonials in your space ads. If you're not going to follow the traditional 3-column space ad, here's another way to make a positive impact with your testimonials:

*"One of the things that has given me great confidence in Brian is the fact that he is honest. He always delivers what he promises. And given that we are virtually on opposite coasts, and all of our dealings have been via telephone and mail, trust is a very important aspect of our relationship. Frankly I wish all of my business acquaintances were like the one I have with Brian. "*

-- Eric Nemeyer  
Jenkintown, PA

This is called a “call-out box.” Call-out boxes can work very nicely in ads, catalogs, magalogs, and even in typeset sales letters. Here’s another version of a call-out box:

Basically it’s the same thing, just a different size. It follows the same basic formatting as the others. You know, italicized quote, with bold name, title, and location in regular type.

I don’t use call-out boxes very often. I usually just include the testimonials in the body copy and let it flow along with the message a whole. When you put your testimonials in call-out boxes you’re kind of taking a gamble... betting that yourprospects will read the information in the call-out box.

If you put your testimonials in with the flow of the rest of the copy, they’re pretty hard to miss. However, Bill Myers is quite successful using call-out boxes and graphic elements.

But remember, Bill is selling to a very dedicated “following” of people... his people will readjust about anything he puts out. His list consists mostly of past buyers, and multiple buyers. Bill puts out great information, and his people know that.

One last point concerning testimonials and other credentializers in your ads: I tend to be of the school that people are skeptical. In your ads, you need to overcome this skepticism as soon as possible. To do this, I suggest you put your testimonials, case studies, success stories, and the like right up-front, towards the beginning of your ad. Even put them in the headline.

This is power. And if you can get a testimonial that tells of how your product helped this guy overcome the biggest problem or frustration your prospects have, you’ve really got something strong going... use it!!!

**STEP ELEVEN: Finish Putting Together Your Rough Draft --Walt 2 or 3 Days to Let It All Bubble In Your Sub-Conscious, Then Come Back and Start the Whole Process Over Again Until Finished.**

Yep. That’s right.

I want you to stop the creation process completely, and let things sort of percolate in your mind. This will do you an incredible world of good.

Go out and get yourself a milkshake or another favorite treat. I do this regularly with my clients (that’s why I’ve gained so much weight!!!).

I’ll bust my butt on an ad or sales letter for 3 or 4 days straight, and then I’ll just set it aside completely for 2 or 3 days and then come back to it.

It’s amazing what a fresh view-point you’ll have after doing that. Things’ll pop into your mind that you never even considered before. Once you get all those ideas down, and others that are sure to happen – you need to rest again, put it aside again... and come back to it a few

*“Brian offers the least expensive copywriting services I have yet come across amongst the ‘big-boys’... which is amazing for perhaps the best copy writer on the planet. “*

**-- Jefferson Georg  
West Palm Beach F**

days and work on it some more. Keep going through this process until you're able to finish it up. Now, let's take a closer look at some of the other elements of your space ads. **The Opening of Your Ad**

The first letter of your space ad should be what's called a "drop-cap"... which stands for "dropping the capital letter".

**U**sing a drop-cap (Like the "U" on the left) "I increase the readership of your space ad because it makes your prospect's eye fall down to the left, right where your opening sentence starts after the headlines. Thus, the likelihood of your opening sentence being read is much higher.

Now that you've got your prospect looking at the first sentence, you can bet your bottom dollar that **the sentence had better be a good one.**

As a matter of fact, I believe that first sentence should be the headline you voted to be second best, but didn't use (if it fits the same theme). You know, your "second most powerful headline"...the one you decided not to use.

What you do is take that "discarded" headline, and modify it so that it becomes a powerful opening sentence. That opening sentence is so important, it should be strong enough to be a headline.

Why?

Because if you can get your prospect to read the headlines, then drop over and read the first sentence and hold him there, chances are now very much in your favor that your prospect will keep on reading through'til the end of your ad!

Your first sentence is critical for your ad's success. If it's not right on target, you're going to lose your prospect. That's why I feel you should use a sentence as strong as a headline.

## **The Overall Look of Your Ad**

The most successful space ads are usually those that "match" the editorial look and feel of the magazine. For example, if you were going to run a full-page ad in Entrepreneur magazine, you'd want to get a couple of issues of it, and lay your ad out to look like an editorial story the magazine is doing.

If you were going to run a one-column ad in the Wall Street Journal, you'd want to get some back issues and take a close look at how they lay it out, and try to match it as closely as you can.

The size of the columns in your ads should be approximately the same size as the editorial columns where you run the ad.

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Ted Nicholas has tested having the right side of your paragraphs “justified” or not and found that the results were basically the same either way you choose to do it. It really depends on what the magazine or newspaper you’re running your ad in does. It makes sense that if they justify everything “right”, you probably should, too.

Obviously matching your ad to the same fonts, columns, and layout is a bit harder to do if you’re going to run anything other than what I’ve just mentioned... with a small classified display ad for example, you wouldn’t be able to do anything like that.

Understand, it’s not that you’re trying to deceive people and make them think your ad is actually an article.

It’s just that ads that look like “editorial content” get a much larger percentage of the readership than an ad that looks like an *ad*. *Five times as many people read editorials than read regular “ads*

To put it clearer, you’ll get 500% more response with an editorial ad. That’s a big difference when you consider how much response you usually need to just break even these days. (Jay Abraham, Gary Halbert, and Ted Nicholas all believe in these editorial ads – there must be something good about them! )

My experience is, that the ads don’t always have to match the layout of the publication it’s running in to work well... not that closely anyway. I’ve had people respond to newspaper ads I’ve ran that didn’t match the layout of the rest of the paper that closely who said, “Yes, I’m responding to your article here in the Enterprise, could you tell me more about it?”

However, even though the ad didn’t really match the rest of the content of the newspaper, it still had an editorial look and feel to it.

## **Using Pictures, Illustrations, & Photographs In Space Ads**

Photos often will lift response. Studies show that illustrations don’t illicit the response that pictures and photographs of people, or your product “in action” do.

I don’t like to use computer clip-art for example. I do know that some people like Bill Myers use it with success in almost every ad (and sales letter) they run.

Really, what it boils down to is the fact that you’ve got to test your ad with a photo, and without one.

If your ad is selling a service that you offer, there’s good reason to put a headshot of you in the ad. Usually either to the right of your headline, or in-between and overlapping two columns like this:

Brian Keith Voiles announced his newest publication today called "Advertising Magic: The Complete Guide to Creating Hot Ads & Sales Letters That Work." The reviews have all been wonderful from people around the industry. Ted Nicholas calls Brian "The brightest up and coming copywriting star of the 90's... he shows real talent!" Gary Halbert heralds Brian as

writing "some of the best copy I've ever seen." Robert Allen, world renowned, best-selling author calls. Brian "My Secret advertising weapon." And Stephen R. Covey has found Brian to be "a trill to work with and learn from - I never knew there was so much to understand about advertising. Brian

has helped my business boom over the last 9 months that I've known him" Advertising Magic is just

over 300 pages long, and is jammed with step by step procedures to creating hot ads that work... every tid-bit of information Brian could jam into it is there. Study this guide and you'll soon be writing ads like the pro's! For more information, contact Bill at (xxx) 88

It's important to put a caption underneath pictures that you put in your ad. Next to the headline, that caption will be read more than anything else. if you've got room to put in a great selling caption, I always will do it. are some examples of what I mean by a selling caption:

HEAD-SHOT  
Caption Under Head  
Shot I

ad.  
And  
Here

Picture of Author of new Book, etc.:

"Brian Keith Voiles, author of a new advertising course, offers pure how-to information that'll get you making money with your space ads and sales letters in no time - read on for details!"

Picture of Your Product in-Action Benefiting the User:

"The amazing new Godzilla Knives cut, slice, and dice food with ease. You can get them with a full-lifetime guarantee for only \$32.77! Read on for complete details!"

Your caption is another ad for your ad. As a matter of fact, a lot of people will read your captions before they even read your headline! So you must make sure you never run photo without a caption ... if you do, you are losing a great selling opportunity; and an opportunity to pull your prospect into the rest of the ad.

**Using Graphics In Your Ads**

When I say "graphics", I'm talking about the overall look and feel of your space ad ... not just graphic elements like clip-art, the order form, the border etc. Graphics really goes deeper than that, and they can improve your response if you can get with a great graphics person. Whatever you do, remember this:

**The Best Graphics Person You Can Get Is One Who Understands That Copy Is More Important Than Graphics.**

If you don't believe me on that one, take a close look at one of Jeff Paul's full-page ads in Entrepreneur magazine. This guy has got about 8 points copy (if that) and no graphic elements of any kind! ! !

Your graphics can help “set the mood” for your ad and your offer. But, avoid the big advertising agencies who waste all your money on graphics that don’t do a stitch of selling, let alone support your copy.

My graphics guy lives here in Sandy just a mile or so away. He’s the best I’ve ever found. If you’re interested, call Graham Ambrose at (801)571-9115. (He’s got one of those wonderful British accents that sound like music to your ears.)

## **More Important Things to Consider Regarding Space Ads**

Never run your space ads without taking a really close look at what your competition is doing.... if they’ve got the Advertising Magic course, you’ll especially need to see what their approach is! Once you’ve monitored them closely, then you can determine how you can beat them!

If you’re looking to run an ad in an expensive, nationally published magazine or newspaper, I can almost guarantee you it’ll be best to keep your costs low by using a “two-step” approach.

What’s the “two-step”?

What you do is this: run a small, inexpensive ad designed to get as many leads and inquiries as possible. Then follow-up those leads with a hot sales letter that goes for the close. If it’s a profitable venture after you’ve done all this, then and only then should you consider running a larger ad.

There’s also something magical about those magazines. Most people are scared to run ads in them --they’re afraid of the risk. As well they should be!

But, if you do this two-step approach first, and you find that you’re profitable; you can go ahead and run a larger ad with confidence in the same publication. Now, don’t go overboard and jump-up to a full-page ad overnight. Remember: always test small.

Most people won’t advertise in any of these publications because they’re expensive. Well, let me tell you a little secret:

The Ads in These Magazines are Expensive Because They Work!!! You Should Go Where  
The Smart Money Goes!

If you want to appeal to the trade show market (businesses who exhibit at trade shows) contact the trade publications in the trade show/exhibitor field listed in the SRDS.

Then, write or call those publications and request the last 12 issues. (You’ll have to pay for anything more than a sample copy – this is money well -spent.) Not only can you read the ads that are written for your market and get to know them, you can also go through them and call the people who’ve run ads in these publications (as long as they’re not competitors). Tell them you’re thinking of advertising in the publication, and ask them how their ads did.

It’s cheap insurance to find out how others’ ads have pulled before you lay your money on the line. You’ll usually learn a lot from these advertisers.

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Of course you have to take into account the fact that your ads may pull better now that you're learning how to create ads that work. I'm confident you'll find a bunch of cute, clever, image ads in most any trade publication or industry magazine you look at.... and you probably won't find near as many direct response ads.

## **The Ideal Size of Your Ad**

Next, you must consider the size of your ad. In space advertising, my rule of thumb is this:

**You Want To Pay The Least Amount Of Money  
That Will Get You The Most Impact.**

You should use only as much space as you need to tell your prospects the benefits they get from doing business with you and motivate them to respond to your ad. If you can get by with one-fourth or one-eighth page, great!

Whatever you do.... don't buy more than you need, and don't put it on your credit card when you're testing!!! Going in debt to test is not good advice! Don't do it.

A full-page ad is worth running only when there is enough meaningful copy and graphics to fill the entire page, and only if you have first tested that magazine and made good money with smaller ads.

Remember this key rule: If you only have enough copy for a one-quarter or one-half page ad and you blow it up to a full page, you will be more likely to double the cost of every lead or sale than to double your response.

A full-page ad with no color is expensive in most publications. I don't think you should start there. Again, you should always test small before going with a bigger ad.

Trust me – I've been there... it's prudent to test first, no matter how hot what you're selling is.

Your idea or product may be the hottest thing you've ever seen – but what if the publication you're about to run a full-page ad in has lied to you?

What if they don't really have 500,000+ circulation?... what if they only have 50,000 and there was a typo on their fact sheet? (Hey, it's happened!)

You'll lose a lot less money testing small. Onward.

## **A “Double-Truck” Ad**

A “double-truck” ad means two full-page ads, side by side. Studies have shown they don't usually pull twice as many responses. The only time you should even consider such a

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big ads when you have a lot to say, and when you've got tons of tested copy to put into such an ad.

Though others have probably done it successfully, Jay Abraham is the only one I've ever seen makes this work for a profit. Understand though ... if he loses money on it, he's got the money to lose! Most likely, you or I don't!

Before you jump into any big advertising commitment like this, you'd want to make sure you've got a winner going; that you know your market inside and out; and you're going in with tested copy to a magazine you've tested with smaller ads, and made money hand over fist.

Even then, you're better off running smaller ads (a half page ad, four times instead of one two-page ad).

## Space Ad Buying Tips

Always ask the publication you plan to advertise in if they offer a "stand-by" or remnant" rate. (You can save up to 40% of the cost of your space ad.) If so, you can send your camera-ready ad in advance, with a purchase order to buy space at these reduced rates. The magazine or newspaper won't guarantee placement, but it's a great way to save a lot of money on the cost of your advertising when they have that "leftover" space available.

## Other Tips, Tricks, & Hints Concerning Making Money With Space Ads Newspaper Ads.

Remember, people read the newspaper to get news. If you can present what you're selling in an editorial-looking ad with a headline that has a "newsy" angle, you can capitalize on the state of mind your readers are in. Make your headline sound like news, and yet capture your target prospect. Example:

"New Pasta Machine Makes Serving & Slicing Pasta a Snap Critiques Say"

"Is Your Job Teeter-Tottering? New Book May Save Your Job and Career – Book Review" These headlines not only have news appeal, but they also target your prospect fairly effectively. Regional Zone Editions.

Many of the "big-name" newspapers like USA Today, Wall Street Journal, New York Times, etc are now offering what they call "zone editions" which will not only save you money over running a blanket ad that covers the nation, but will help you target a geographical area. This especially helps if your business is only generated from a certain geographical area.

Basically, the zone editions are regular newspapers with special sections targeted to small geographic areas around the country.

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For instance, let's say the cost for a column inch of advertising space in the Wall Street Journal is \$117.97. To run *an ad* two columns wide and five inches high (ten inches total – not especially large), you'd have to spend \$971.70 to run it. And to make it even worse, most of the people reading your ad would be too far from you to generate any business for you.

But now, with the zone editions, the cost for the same size ad would be around \$150.

And the big benefit would be that almost everyone reading it is now in your geographically proven area of business.

Make sure you always ask if any national newspaper you're thinking of running an ad in has zone editions – it can save you a lot of money and give you a more accurate test.

Position in Your Newspaper Ad -- Where Should It Go In The Paper.

If you can get the front or back page of a section, that will be best. If your ad must go on the inside pages, try to get it placed on the right page, placed above the fold. One way to make sure this happens is to run a one-column ad that is long enough to have its headline above the fold. That way, if it gets placed below the fold, your headline will be above the fold no matter what.

### Magazine Tips.

Magazines can be a powerful space ad medium if the readership is a dedicated readership. What I mean is this: if the subscribers can't wait to get the magazine each month so they can "devour" it when it comes.

This type of hungry subscriber base can be a gold mine for you. Just hope your target market is one of them!

Magazines tend to get read. Why? Simply because the reader is paying good money for it to come each month.

A powerful advantage to you of running your ad in a magazine is credibility. You know, the credibility the readers attach to the magazine is sort of "passed-on" to you in an unconscious sort

of way. People really perceive you as "Boy they're serious about their business.... they must be for real."

That brings up another reason to consider using magazines for your advertising, their powerful **reprint value**. The magical, on-going value of a magazine ad is that you can run a full-page ad and continue to mail the reprints of it for years to come. Now that's getting the most for your money.

Each of your ad reprints should have printed on it, "As seen in Time Magazine" or whatever other magazine your ad was originally run in.

### Reach Your Target Market

Magazines can really help you target your market. More and more magazines are cropping up all the time for different niches. Some niches you'd never think of have monthly, full-color magazines! This same thought applies to newsletters.

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## Bingo Cards

Also, you can increase your ad response quite a bit by running your ads in magazines that offer “bingo cards” at the back. I’m sure you’ve seen them. You know, those cardboard, perforated postcards with a bunch of numbers on them? Prospects fill-out their name and address and circle the number of each advertiser they want to get more information from.

## More Tips

What follows are guidelines that estimate the amount of increase in results you might expect from different size ads. This all comes once you have proven, tested copy with a market ... not before that.

A double-page ad will pull approximately 140% more than a one-page ad

! A full-page ad will pull approximately 140% more than a one-half page ad

A half-page ad will pull approximately 200% more than a quarter-page ad

“Long Copy” vs. “Short Copy” – long copy out-pulls short copy because readership falls off very little once your prospect has read the first 50 words. Get him to read that far, and you’ve got ’em!!!

## **Conclusion on Space Ad Magic**

I’ve given you a lot here to consider. It’s a lot to mold together to use to create a winning space ad. But you can do it.

I did it – and I’m not a real bright guy.

This chapter alone is not your “complete guide” to creating winning space ads. What I do consider an *almost* complete guide to creating space ads is all the chapters in the first section combined. Those chapters are the real “meat” that will teach you to create hot ads that work - - you’ve got to study them again and again with pencil in-hand.

This chapter has given you some insights specific to, and unique to space ads themselves, and it’s given you some step-by-step guidelines for creating them. But really, the entire process of creating a space ad (as well as sales letters), is the entire process this whole book covers.

Pay careful attention to “My System” here in a couple of chapters. This system is the step by step procedure your space ads should follow. It’s a powerful combination.

My system will be the “blending element” which takes everything you’ve learned and put it all into the right order for you. There’s not anything like it.

Good luck – you can do it... it just takes application of these ideas. ***Go ForIt!!!***

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## CHAPTER EIGHTEEN

### **Sales Letter Magic: now to Put All You've Learned Up 'til Now into a Money-Making Sales Letter That Gets Your Prospects to TAKE ACTION**

#### **NOW!!!**

When I talk about a sales letter, what I'm referring to is any communication from one person to another to try and get them to respond in one way or another. Your sales letter may be as short as one page, or as long as twenty-four pages... it really depends on what you're selling, and at what price you're selling it.

Highticket sales tend to need longer sales letters, and even multiple sales letters.

Inexpensive items don't need as much copy, and will require maybe one page to 4 pages.

Your sales letter may have other components that ride along with it, including, but not limited to:

**A Buck Slip** --this is a slip of paper which is 8.5" wide x 3.3" high.

! Buck slips have several uses. They are used to extend a bonus offer not found in a letter -or to remind your prospect of a deadline bonus that is in the letter; they are used to test an appeal that you didn't want to put in your letter; some buck slips are the order form; others are testimonials (I don't like to use a buck-slip as a testimonial sheet... though some mailers do)

**Tickets or Seminar Passes** – some mailers include tickets in their letter mailings to get prospects to come to a seminar... at the seminar you are educated as to what they're selling and what benefits are in it for you, and they try to "close" you there.

**Fake Checks that Look Real** – Some mailers include a check that shows through a window envelope enticing the prospect to open the letter to find out what's going on.

! I've received dozens of these from one mailer over the past 3 years... this tells me that their approach is working, otherwise why would they keep mailing again and again?

! An associate of mine is now mailing 250,000 letters per year, all of which have a check peeking through a window envelop! It's very enticing, and very inviting to open. If he's mailing that many per year, you can rest assured it's making money for him! **Order Cards/Forms** – Most letters include an order form of some sort. It's usually the size of a buck-slip, or is 1/2 of an 8.5"x 11" page, or are a full page. They are usually yellow or white. Black printing is best, with process blue signature. (See Chapter 8 "Offer Magic") for complete details on how to create an order form that works.)

! **A "Grabber" of Some Sort** – "Grabbers" are used to get your attention. We'll talk in detail about them shortly.

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- ! **A Free Report or Gift** – Sometimes mailers will include a free report or gift to make a positive impression with you. The report must have valuable information in it, and be relevant to what you’re selling. The same applies to the gift.
- ! **A Lift Note** – Lift Notes are used to “lift” the response of a mail package. Usually the lift note is authored by someone other than the letter writer. I’ll go over lift notes with you in great detail shortly.
- ! **A Brochure or Flyer** – Though I don’t do this much, many mailers will tuck their standard brochure or flyer in with their package.

My own personal feeling about this is that when you do a mailing, the brochure you put in (if you’re going to put one in) should be specific to that mailing, and not your typical brochure that you’d pass-out in your store, or during a sales call. I prefer them to be specific to your mailing.

You’ll see examples of most of these items in the Sales Letter Appendix in the back of this book. Now, let’s shift gears and go through the steps you need **STEP ONE: Research & Rest**

First, you must do your research. By now you understand how critical this is to the success of any sales letter or ad you create. And once I’ve done my research, I like to “rest and gel”. Sometimes during the rest and gel part, I’ll thumb through my Idea File looking for ideas to use, approaches that might work, etc. (See Chapter 6, “Research Magic”) But usually, I’ll just relax.

## **STEP TWO- Make Your List of Benefits & Features**

Remember, once you’ve created an extensive list of features, they must be turned into benefits, and then prioritized according to your prospect’s interests. The very process of creating this list will help you solidify your research about the product. This is key to your success, especially if you’re a freelance writer like I am.

These benefits will also help you uncover and formulate your headline. As an added benefit, most of these benefits (the good ones at least) will become the backbone of your bullets. And you know me and bullets!... I just love to use bullets in a sales letter!

## **STEP THREE: Determine What The Goal of Your Letter Is, How Much You Have to Invest, Where Might You Get Your Lists**

Maybe this sounds too obvious to you, but based on my experience critiquing other people’s letters, I’d say it’s not too obvious! You’d be shocked at the number of people who’ve taken the time

to create a sales letter, and they really didn’t know what the goal of the letter was, who they were going to mail it to (most people are very unspecific about who they’re sending their letter to this

shows lack of research) and where they’re going to get their list to mail to.

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Sure it sounds foolhardy... but it's true. You have got to be different.

You need to sit down with yourself and determine exactly what the goal of your letter is before you lift a finger to write it. Once that is done, you need to decide how much you are willing to invest in this letter to reach that goal. Then you'll have to uncover what lists will match the criteria of your target prospect the closest.

#### **STEP FOUR: Create Your Offer**

Refer to Chapter 8, "Offer Magic" for more on this. Remember, your offer must be so compelling that your prospect will feel crazy if he doesn't order! Your offer can include what I call "Bonus Overload" where the bonuses your prospects get for taking action before the deadline, are actually valued at more than the product they're buying.

An offer like that is extremely hard for your prospects to turn down IF you've taken the time to determine what bonuses would have enough perceived value to your market, yet cost you very little to produce.

#### **STEP FIVE: Create Your Headline – Try to Integrate Your Unique Competitive Advantage**

Refer to Chapter 9 "Magical Openings" for this. You must get your headline right. And your opening sentence and paragraph must suck your prospects on in. For if you can get them to read the first 50 words, chances are very strong that you've got 'em if you continue to tell them what's in it for them.

Remember, almost any headline can be improved with the words "quickly and easily". Also, consider tacking this phrase (or a version of it) onto the end of your headline: "100% Guaranteed!"

#### **STEP SIX: Create Your No-Risk Guarantee**

Refer to Chapter 14, "Guarantee Magic" for this. It's important that you have a guarantee. I know this sounds fundamental, but I'm surprised at the number of advertisers these days who don't even offer a guarantee.

True, there are some who offer a guarantee and basically don't let their prospects know that they do – but I'm talking about businesses who don't even offer one.

You must be different.

Not only must you offer one, you must offer one that takes the risk completely off the buyer, and puts it onto your shoulders. Now, that's only if you want maximum response from your ads.

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For maximum impact, your guarantee should be at least 90 days. You should never offer a 10 day or 7 day guarantee as that tells your prospects you don't really believe in what you're selling.... and it's actually worse than offering no guarantee – which isn't an option for you!

## **STEP SEVEN: Create Your Bullets**

Refer to Chapter 10, “Bullet Magic” for details on how to create hot bullets that sell. The sales letters I write almost always have dozens and dozens of bullets. Bullets, done correctly, can do a real selling job in your sales letter.

Bullets touch on the various benefits that your product or service delivers to your prospects once they buy – and one prospect will buy for an entirely different reason than another prospect will buy. That's why covering all of the benefits in bullets can be so powerful.

## **STEP EIGHT: Create Your Opening Paragraph**

Again, refer to Chapter 9, “Magical Openings” for details on this. If you can get your prospect's attention with the headline, this will keep them from throwing your letter out. Now, the next trick is to get them to keep reading. That's where your opening paragraph comes in.

It must continue on the idea you presented in the headline, or it must promise a strong benefit for continuing to read the letter.

When you really know your market well, you can often open with a question. This can be tricky though, and I suggest you only do it when you absolutely know your prospects inside out. Let me give you a quick example:

“Dear Dr. Benson,

Wouldn't it be a comforting feeling to know that you can be protected from law suits without expensive malpractice insurance? How much money could you put back into your practice (or back into your pocket) if you didn't have to carry a malpractice insurance policy?

Well, if you'd like to .....“

Do you see how powerful that can be?

It can really draw your prospect on in.

And that's exactly what you've got to do: you must work hard on getting the opening of your letter

“right”, because if you can get your prospect to read the first 50 words, readership doesn't fall-off much after that.

## **STEP NINE: Create Your Close**

Refer to Chapter 8, “Offer Magic” and Chapter 16, “Word Magic” for details on crafting a persuasive close. , Your close has got to be powerful. It's got to remind them that if they remain status quo, they're going to continue to be frustrated with the challenges you are proposing to solve.

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You've really got to make them feel this.... deeply.

Then once you've made them feel it (again), you tell them that the solution to their woes is simple... all they have to do is get your product/service into their hands and they'll have no more worries!

When you read part two of Chapter 23, "My System Makes It Easy", you'll see the kind of power a letter's close can deliver.

## **STEP TEN: Create Your P.S.**

Your P.S. is a powerful selling tool. Studies consistently show that when a person opens a letter, they almost always will flip to the last page to find-out who the letter is from... and while back there, they will read the P. S.... especially if it's an attention grabbing P.S. that says something they're interested in.

My favorite P.S. is a hand-written P.S. printed in process blue (your printer will know what this is).

My P.S.'s are usually a repeat of the offer made in the letter, along with a reminder of the deadline. However, I will often have more than one P.S. When I do, in the first P.S. I'll basically repeat the headline.

Then, in the PPS., I'll remind them of the offer and the deadline.

Sometimes I'll go on to a third P P P S. and remind them of the bonuses they get when they take action before the deadline. It varies from letter to letter. In the "Samples" Appendix you'll see several different types of P.S.'s.

## **STEP ELEVEN: Pull It All Together With Layout Tips & Tricks**

The best way I can teach you how to layout a sales letter, is to have you study the examples in the "Samples" Appendix in the back of the book. If we can't be sitting down together one-on-one, there's no better teacher than this.

In the back you'll see sales letters that look typewritten; you'll see some that are typeset- looking; and you'll even see one or two that are in a two-column format.

When you study these examples, look closely at all of the layout elements, from top to bottom. Ask yourself detailed questions that take thought, digging, and consideration... questions like these:

- ! "How is the super-head done on the letter? Is it justified left, right, or centered? (left) Is it small? (It's usually the same font as the body copy – italicized.) Can it be two lines?" (Yes)
  - ! "What font is the headline done in? Are there other fonts that can be used?" (Yes) "What kind of spacing is there in the body copy?"
  - ! "Are the paragraphs indented on the first line – how much are they indented?"
-

! “How far over are the bullets indented?” I think you get the idea.

Get curious about each letter you look at. Study them hard, as all of the letters in this book have made money. And that’s the best kind of letter to study!

## More On Sales Letters

I love sales letters. They can be so flexible if you work them right. You have so many options with them, you can really find out what makes your market tick.

Sales letters can be totally customized. This really takes extra work, but sometimes this can pay off handsomely. When I say “customized” what I really mean is personalized.

For example, if you were selling a special report on how to do home teaching with your children, your market may only be a couple of thousand prospects. (I have no idea how many there are for home schooling...) With a lower number of prospects like that, I almost always consider doing a personalized mailing.

It might go something like this:

*Are you sick of the public schools system ignoring your child’s special learning needs? Worse yet, is your child being ignored in school because they need extra help or because they’re too advanced for the rest of the class? .... If so, here’s good [news](#):*

## **“Announcing A Complete Home Study Program For Children Of All Ages Through High School!**

You See Karen, All You Do Is Follow The Daily Lesson Plans, and In 4 Hours A Day Your Children Can Learn More Than They Do In Seven Hours At Public School!! PLUS, You Know Exactly What Skill Levels They’re At, and You Get To Spend Great Quality Time With Your 3 Kids Every Day!”

Dear Karen,

- Doesn’t that sound nice? Your 3 kids deserve an empowering education, not just a ““get-through-it” and move on program. -----  
-----

See the power in that headline? It not only has the prospect’s name in it, it also shows the prospect that we know how many kids she has, and that we know she’s interested in home schooling.

Of course, to take full advantage of these types of techniques you have to know that information. But, even if you didn’t know how many kids Karen had, you could still create a powerful headline by putting her name in it.

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You could go a step further and do something like this:

“Announcing A Complete Home Study Program For Children  
Of All Ages Through High School!”

You See Karen, All You Do Is Follow The Lesson Plans, and In 4 Hours A Day  
Your Children Can Learn More Than They Do In Seven Hours From the  
Chicago County School District! ! PLUS, You Know Exactly What Skill Levels  
They’re At, and You Get To Spend Great Quality Time With Your Kids Every  
Day!

Dear Karen,

Doesn’t that sound nice? Your kids deserve an empowering education, not just a “getthrough-it”  
and move on program like they’re getting at the Chicago County School District.

-----  
Boy, that really packs a specific wallop doesn’t it! A customized (personalized) sales letter has got to be my  
favorite way to mail.

It’s so powerful.

Usually, you aren’t able to customize a sales letters so carefully as the example above, unless you can get your  
hands on this kind of information.

Getting this information takes phone calling, interviewing, surveys & questionnaires, and really digging. But  
once you’ve captured that information, there’s nothing more powerful than a personalized sales letter which  
hits every single hot button yourprospect has ever felt! ! !

### **Conclusion to Sales Letter Magic**

You’ll want to really study “My System” here in a couple of chapters. That system is the step by step procedure  
your sales letters should follow. It’s a powerful combination that will win you sales.

Again, I don’t consider this chapter the “end-all” of sales letter know-how. It just offers specific advice for  
sales letters.

**You will learn more about creating winning ads and sales letters by studying Chapter 23, and the first  
section of this book than you will anywhere else.**

The truth is, you can do this ... you can create sales letters that work. Don’t think  
for a minute that you can’t. Understand, I’m barely a high school graduate.

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I went to Brigham Young University on a scholarship for 4 months, dropped out at that point, and have basically been self-employed ever since.

What I'm getting at is this: I haven't studied marketing and advertising in school! Any studying I've done has been totally on my own.

I've had great books, great tapes, and great newsletters teach me how to write hot copy. If I can do it, so can you – don't ever forget that! Now ... do it!

## CHAPTER NINETEEN

### **Mail Magic: The Ten Most Common Direct Mail Advertising Mistakes & How You Can Avoid Them!**

Once you've studied Chapter 18, and then skipped to Chapter 23 (for the second time), you're then ready to study this chapter. It's importance is paramount in your efforts to make your sales letters work.

If you want to make more money in your business using sales letters, then you need to know how to sell your products or services by mail. Unfortunately, most business owners have not learned anything about direct mail marketing.

They jump in head first, throwing away hundreds perhaps thousands of dollars on four color, unspecific brochures, they mail out the brochures to anyone and everyone and just "hope" that things will workout.

It just doesn't work this way!

By now you know that I believe in marketing your product or service on a daily basis. Marketing is a daily activity (except for Sundays!) And one thing's for sure:

#### **One SINGLE Mailing Of Any Size Is NOT Going To Solve All Your Marketing Problems.**

Marketing by mail only works if it is part of an integrated activity of ongoing marketing, and sales efforts. If you are a bit shy about selling in person, then you must learn how to sell by mail.

However, I do recommend that someday you take the time to overcome that timidity, your fear of selling face to face, because there are a lot of occasions where selling ends up (especially if it's a high priced item) face to face.

(Besides – it's a great skill to have!)

As I go out to my mail box daily, I bring in evidence that most businesses and advertisers have no idea what in the world they are doing when it comes to marketing by mail. All kinds of garbage, "junk" mail, and other" stuff 'comes in.

After you read through this chapter, study it, and put the ideas to work, you will be miles ahead of 98% of ANY one who is out there trying to sell anything by mail.

I have seen these ideas work for me. I've seen them work for my clients ... and they. "I work for you too.

You can succeed at selling your product or service by mail

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I've seen all kinds of businesses use direct mail successfully. Restaurants, chiropractors, book sellers, business supply stores, fabric stores, and all types of businesses can benefit from direct mail sales.

You just need to make sure you avoid the 10 worst direct mail marketing mistakes. Here are 10 biggest direct mail mistakes that people often make:

- 1. They don't know exactly who they're selling to,
- 2. They don't make their special offers stand-out and more powerful,
- 3. They don't write a persuasive sales letter that's clearly laid-out and nicely designed,
- 4. They aren't picky about their mailing lists,
- 5. They don't develop their own "in-house" list,
- 6. They don't mail often enough ... basing their mailings on a frequency process,
- 7. They don't make their mailings look first class and personal,
- 8. They don't understand the problems of their prospects,
- 9. They use bulk rate instead of first class,
- 10. They use labels.

We are going to go through each one of these mistakes and see how you can learn to avoid them. Within each of the discussions there will be a lot of little tidbits of information, hints that have worked well for me. Most of the ideas are not original, but work very well.

## **1) They Don't Know Exactly Who They're Selling To**

Does this sound too obvious? It isn't. I get mail every day that has nothing to do with any of my interests, my concerns, my passions, my goals or dreams.

These "marketers" that are trying to sell to me don't know me; they don't know exactly who they're selling to. If they did, then they could save some money by not wasting their efforts on trying to sell to me!

I'll tell you a secret that too few a marketer is interested in hearing.... Successful marketing is targeted marketing. Especially mail marketing.

It's directed to a specific prospect with a specific problem that your service or product can solve. Why then do so many people try to sell to people who aren't their true prospects?

Because, the marketer is so excited about his/her product or service that they think that everyone else should be too. This is a grave mistake and more than one business has lost it's life due to this type of thinking.

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You must know who you are selling too, what their problems are and how you can solve their problems. The surer you are about your market, the people you are trying to reach, the more sure you can be that your mailing will be a success.

Don't send anything out until you can definitely say who you are mailing to and what problem they have that you can solve.

## **2) They Don't Make Their Special Offers Stand-Out**

Writing special offers could be a detailed book in and of itself. But until I get around to writing that book, read and study Chapter 8, "Offer Magic". Here are some tips as well:

People don't always buy your product or service just because it sounds good and it's a good price. People buy offers. If you don't believe me, how many times has your mother, aunt, wife or grandmother let the tantalizing words "ON SALE NOW!" influence their behavior? How many times has it influenced you?

Simply put, an offer is an inducement which works to get your prospect to take action now

It is something which persuades the prospect to justify his decision to buy because of something extra he is getting by acting now. (The something that they get extra often times, in my mailings, has a higher perceived value than the product or service they're buying.)

Free offers are as variant as are imaginations that think them up: 6Discounted  
Price by calling before X date

- 6 Buy one get one FREE
- 6 Free helpful brochure
- 6 Free video cassette
- 6 Free demonstration
- 6 Free Survey
- 6 Free analysis
- 6 Free trial
- 6 Free newsletter

I have used all of these to some degree to sell my products and services to companies.

The mistake that most marketers make is that they don't make the offer stand out. It is often buried deep in the copy, actually hiding. Offers are a compelling reason to buy, therefore they should be placed prominently in the document so as to help motivate your prospect to action! You shouldn't hide the offer.

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Put it towards the beginning – or at the beginning.

In Bold letters screaming out to your prospect: *HEY! HERE'S WHY YOU NEED TO BUY THIS PRODUCT OR SERVICENO WI*

Do your current offers do this? They should, and from now on they will, won't they? They will if you want them to sell.... and you do.... so they will!

### **3) They Don't Write A Persuasive Sales Letter That's Clearly laid-Out and Nicely Designed**

Copy that motivates people, copy that compels people to act is copy that grabs your prospect, draws them in, moves them, makes them desire the benefit your service provides, and then persuades them to act. Good copy will create sales for you.

I have designed direct mail letters that have had powerful copy in them, so powerful that my client closed on 33 out of every 100 pieces that they mailed.

Those are good numbers, and you should listen to what I'm going to tell you about writing copy.

Though I can't teach you how to write a hot sales letter right here, Chapter 18, and Chapter 23 will give you the inside details you need; along with the first section of this book.

Here are some secrets to writing a persuasive sales letter:

#### **\* Pack Your Letter With Prospect-Focused Benefits.**

Remember, people don't buy features; they buy what the feature gives them ... *THE BENEFIT*. So, don't sell the features of your product or service.

Sell the benefits.

To find out what the benefits are of each of your features, first write down all of the features, and for each feature ask the question, "What does my prospect get from this feature?" The answers to these questions are the benefits.

**\* Motivating copy is "snappy", and action-oriented.** Use crisp, sharp, vivid images in your copy.

Combine all the modes of human communication: sight words, sound words, feeling (emotional) words. This will draw in all the different types of people that your prospects are. Use action oriented verbs. Avoid adverbs and adjectives.

#### **\* Persuasive marketing letters speak directly to your prospect.**

Your letter should talk directly to your prospect like a real, positive, enthusiastic friend trying to persuade him to do something in his own best interest.

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Too many marketers write copy that is stuffy, pompous, and has a “we’re too good for you attitude. “ That’s really crazy when you think about it – why would you want to turn someone off like that if you’re really trying to get them to buy from you?

Makes no sense to me!

You should never be this “untouchable professional”. You can’t afford to be if you want to succeed in marketing! You must be very friendly and approachable.... and so must your copy. A personal, approachable friend speaks directly, and so must your copy.

### **\* It states and restates a simple but powerful message**

Your copy should say in essence, “Here’s something you want. Here’s why you want it. Here’s something you can have. Here’s how you can get it. And here’s what you’ll lose if you don’t take action now!”

If your copy breathes this message then you are on your way to marketing your product or service by mail successfully.

### **\* Design your copy layout to please the eye**

If a letter looks easy to read, then people will be more likely to read it. It looks “inviting”.

To do this.... use wider margins in your letter, and use black ink on white or yellow. Make key benefits stand out in bold.

Use sub-headlines that keep the flow of the document going and moving the prospect on to the conclusion that they need to call you NOW !

A simple yet effective test that I do to see if a letter “looks” good and un-threatening is this:

Hold the letter out at arm’s length and look at it. If it looks easy to read – then it probably is. If it looks “threatening” then it probably is.

To get the right effect, you may have to squint a bit.... I do. But maybe that’s because I’m getting old!

### **3) They Aren’t Picky About Their Mailing Lists.**

Re-read number 1. If you don’t know who you are selling to then you won’t know what list to buy, borrow or swap. Never assume that a list is good until you test it.

You must spend as much time selecting your lists as you do selecting what you’re selling and putting your product or service together. Why would you want to do otherwise?

The surer your list is the surer your response will be.

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# AD MAGIC

Brian Keith Voiles

When you are renting a list, keep in mind that you usually get what you pay for. Cheaper is not always better... it is seldom better. But, don't get taken either! Here are some guide-lines. You want to rent lists that:

- x 1. Are recent. You want new names that are no more than six months old.
- x 2. Are full of your prospects. You know this because you've done your homework and found out from your prospects which associations they belong to and how to reach their members.

Finding lists of your prospects may be tough at first. You'll have to do some digging that's for sure. Get to know your librarian well! Here are two sources that are a must to the serious marketer:

- S 1-The Encyclopedia of Associations
- S 2- Standard Rate And Data Service: Direct Mail Lists

The easiest way to find the lists that you need is to develop a good relationship with a quality list broker. A good list broker will hunt down a list for you that as closely as possible will match your prospects description.

I have used, and recommend:

! Karen Anderson (817) 581-3737

Though the lists that these brokers can supply you may be good, there'll be no better list than your very own "house" list:

#### **4) They Don't Develop Their Own "In-house" List**

This is crazy... but more marketers than I care to think of don't keep track of their best prospects:  
Their Current Customers or Clients! How obvious is this?

You must have a filing system that allows you to keep track of people that have bought from you in the past, how much they bought, what type of product it was, their address, name(s), phone, etc. Ultimately, of course, you need to have these names in your computer database.

Your in-house list needs to contain all of the critical elements that you need when it comes to selling something to a customer.

You should regularly go through your list and ask:

- "How else could these customer possibly use my services?" !
- "Can they use the same product over again?"

! “Could they use a different product that is related to their first purchase?”

Answering these questions will help you know what other markets your current clientele may be able to help you jump into.

## 5) They Don't Mail Often Enough

This is terrible mistake, and most marketers fall into this trap. They think this is the lovely scenario that happens:

} They put together 100 flyers, fold them up, address them and stamp them, they drop them in the mail, just knowing that their prospect is standing by the mail box waiting for their mailing to arrive, the prospect gets it, tears into it, reads through it and gets so excited that they run and pick up the phone to call and buy. And thus it is that a business owners life is  
oh, so easy!

Is this funny?

Sure it is ... yet it is all too true. I know... I used to do it myself. I'd think that all of MY prospects actually read their mail! I thought that they really did open it and think, “Hey this sounds neat! We'll give this guy a call ... I'm sure he's the only person on the earth that offers this product or service and I'd better save this!”

Sorry.

That just doesn't happen.

So what you've got to do to solve this problem is this:

### **Mail More Frequently!**

One way to make yourself mail more often is to take every “success story” you get, and turn it into a mailing.

Every time you have a totally satisfied customer, you should mail a letter “showing off” that success to any and all of your prospects that want the same type of benefits.

The rule for effective marketing is to connect with your prospects time and time again until such time that they realize they can't live without your services; or they prove themselves to be totally uninterested and too stupid to get the benefits that you are offering.

Remember, your prospects aren't just sitting at the mailbox everyday waiting for your mail to arrive. No. They are inundated with marketing offers... some books suggest that people are exposed to over 7500 advertising and marketing offers each week.

Do you really think that they are waiting for your offer? Don't be crazy... it'll cost you! Do you really think they'll remember what you sent them? It's doubtful. That's why you must decide and commit to mailing more often.

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You cannot simply put out a single piece and wait for the orders to roll in. Even if you follow the rules in my marketing books for writing copy and making special offers and it goes to the exact right prospect.... you can't expect outstanding results with just one mailing!

Successful marketing and advertising means hitting the right prospect with the right offer at the right time with the right copy – over and over and over again!

If you aren't willing to connect with your prospects over and over again like this, then don't even start, as the pay-offs will be so minimal you can't begin to live on it.

Commit yourself to mailing more often. It'll mean more money in your pocket **6) They Don't Make Their Mailings Look First Class And Personal** Do your mailings look like junk mail?

How do you know if it looks like junk mail? Look in your mailbox! All you have to do is open it up and in your face you'll see some fine examples of junk mail... these are wonderful examples of the type of mailings that you *don't* want to do.

Make every mailing you do look first class and personal. If your mailing *looks* first class, it will be *treated* first class.

If it looks like junk mail it will get treated like junk mail.

It's a proven fact that the post office will often "accidentally" lose bulk rate mail, as much as 25% !!! "Lose" means to throw away! How in the world are your prospects going to buy your services if they don't even get your messages!?

Remember...

If it looks like junk mail, it'll get treated like junk mail. If it looks first class and personal, it'll get treated first class and personal!

You, as a small business owner should always use first class mail.

There are very, very, very few exceptions to this rule – and being small business owners, you and I cannot afford to find out what those exceptions are. The only way to know what those exceptions are for us, is to do costly test aftertest.

## **7) They Don't Understand The Problems Of Their Prospects**

Shame, shame, shame, if you don't know the problems of your prospect!

How can you sell and solve their problems if you don't know what their problems are?

By studying Chapter 6, "Research Magic" you'll learn how to find the inside information you need to know your prospects inside and out. You need to spend this time identifying the problems of each market you are wanting to sell to.

Every market has different needs, and you've got to find out the specifics on this before you can sell effectively. Write effective copy and produce special offers that are going to compel action!

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Identify every problem they have, and then prioritize the problems.

Again, you can find out what their problems are in a couple of different ways: develop a questionnaire to distribute to your customers and prospects, that tells you what their problems are.

Or, you can research your market by getting trade publications and association newsletters, etc., that talk about “the issues” that are happening in your market’s industry. (We’ve talked in detail about this subject in a previous chapter.)

This is when a good research and reference librarian will be able to help you a lot. Make friends with a good librarian and you will have some wonderful, fundamental marketing re- search done for no cost!

The successful marketer targets a group of people, identifies their problems within a precise area of their lives and then searches for the way that your service or product can fill that need. This is the essence of success in marketing.

**8) They Use Bulk Rate Instead Of First Class** Re-read number six!

This point is too important not to repeat! Time and time again I get asked the question of whether or not to mail bulk rate.

No!

Admittedly there are times when it’s cost effective to mail bulk rate ... *BUT*.. let me tell you a quick story about bulk [mail](#):

A fund raising group had put together a wonderful mail order package and tested it with a few thousand names, first class mail. (Which is smart, you should always test and you should always test first class.)The test went well, so they decided to go full out and mail all 100,000,000 pieces. A big mailing campaign!

President of the then Jefferson Institute, Mark Stoddard wondered why the response was terrible compared to that of the test mailing. The answer was crystal clear when he went to Chicago and found

**600,000 Pieces Of His Mail In a Dumpster Behind The Post Office!**

This is a true story folks. And it doesn’t stop here! There have been postal employees convicted of throwing away bulk rate mail, time and time again, booked in the Wall Street Journal! It’s CRAZY to mail bulk rate! My suggestion is *DON’TDOIT!*

**9) They Use Labels**



Labels don't look first class. Labels make a first class piece of mail look like bulk, junk mail.

Very, very seldom do I use mailing labels. The exception is when I am doing a self mailer. But, when I do use a label I stamp the front TWICE with a stamp that reads "FIRST CLASS". I want my prospects to know that even though they are getting an un-personalized mailing, they are important enough to get it first class.

A good alternative to labels is to run the document through your printer positioning a mail merge to print onto the self mailer in the right position for proper mailing.

Another time that I do use labels is when I do a postcard mailing. Postcard mailings can be very effective to use with repeat customers, letting them know that you have a special going on.

Personalized mailings are always your best bet, and labels aren't personal. **10) They Don't Base Their Mailings On The Rule Of Seven.**

I am now going to remind you of one of the most powerful techniques to get your mailings to be more effective.

It is this:

You must never start a marketing campaign (a mailing is a marketing campaign) unless you are willing to finish it by committing yourself to connecting with your prospects in one way or another, at least 7 times within an 18 month period.

This is a marketing basic that you must live by, and remember that if a prospective customer isn't worth spending your time, energy and money on to connect with them 7 times in 18 months before he's "ling to buy, then you may want to re-think your marketing strategy

This is the first thing I consider and ask myself before I decide to approach a market.

"Am I "ling to pay the price of connecting at least 7 times within 18 months to convert my prospect from a looker to a buyer?" If I can answer yes to this question then I know I can succeed.

>From that question you can develop your entire seven step marketing plan, paving the way to show you what activities (mailings, telemarketing, publicity, etc.) will connect you with your market and get you the money that you want, the dreams you desire and the satisfaction that comes from winning the game of marketing.

Now you know the 10 worst direct mail mistakes and what you can do about them. If you live by these rules, I know you'll succeed in your direct mail efforts. Every time you go to do a mailing, read through this again, and make sure you're avoiding the 10 worst direct mail mistakes.

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# AD MAGIC

Brian Keith Voiles

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## CHAPTER TWENTY

### **The Magic Checklists You Need To Help You Create Ads Letters That Sell**

Once you've created your offer, headlines, bullets, subheads, and the other elements of a winning ad or sales letter, you may want to use these check-lists to improve and "test" your copy to make sure it's ready to run. These checklists will help you go over your copy with a fine-tooth comb.

These checklists have mainly come from my experience and studies. Critiquing over 1,000 different ads and sales letters also brought some insight to me about the most common things people leave out when creating their ads. I've found that most people tend to forget a lot of the same elements.

By using these lists every time you create *an ad*, you'll learn over and over again. Before long you'll have these lists internalized subliminally, and they'll begin to effect your writing without you even realizing it! (I love it when that happens!)

You'll see.... it just takes practice, and soon you'll be critiquing ads better than I do!

### **1. Does your ad focus on your prospects' wants and desires? Or does it focus on you, your business or product, your accomplishments, etc?**

Perhaps the most common mistakes I see everyday in my mail is marketers focusing the ad on their company, their product, and in general, the whole ad focuses completely on other things except what is should focus on ... **Your Prospect!** >From the very first word to the very last, your ad must answer the question that's running through your prospect's mind at all times:

#### ***"What's In It For ME?"***

That's all your prospect cares about. And if you answer that question in every phrase you present, you'll capture their interest, and win a new customer!

I've said it a million times before and I'll probably end-up with it on my tombstone... you must focus your ads and sales letters on the benefits yourprospects get from doing business with you!

They don't care how long you've been in business, what your widget is made out of, the process you go through to create your widget, or anything else about you until you have answered and continue to answer the question that's in the forefront of their mind:

#### ***"What's In It For ME?"***

Not only must your ad answer this question, *your entire business should focus on answering the customers question WIIFM!* To help you remember this, here's an acronym you can use to put on your wall:

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## ”WIIFM”

WIIFM of course, stands for What’s In It For Me. It’s the radio station everyone’s tuned into all the time. Everyone’s more concerned about only who? ONLY ME, MYSELF & I!!! Oh sure, people find the most joy in serving each other, but honestly, everyone’s main focus is on themselves. Ask these questions about every sentence in your piece:

! Does this statement focus on me, the seller? If so, is it possible to shift the focus to the prospect’s benefit? (Almost always can be done!)

! Does this sentence persuade the prospect that I have a great benefit for him, or that the prospect is facing a terrible fear or anxiety?

! Does this statement make my prospect feel like I am more interested in him than in me?

If you can honestly answer these questions to every statement you make in your advertising, and if you’ve done your research on the market you’re going after, you will do well with your ad!

### Headline Checklist

After you’ve decided on the headline(s) you’re going to use, ask yourself these questions to make sure you’re on focus:

! What am I trying to communicate to my prospect?

! Am I appealing to my prospect with a powerful benefit or anxiety?

! Am I using a powerful inducement to get them to take action now?

! Is this a headline that provokes motivation? ... the desire to find out more?

! Is my headline acting well as an ad for my ad?

! Am I focusing on myself, my product, my service, or am I talking only about my prospect, what’s in it for her, and what she wants to achieve?

! Am I specifically talking *directly to one prospect*? Or am I talking to “everyone” in general? (i.e. Isn’t this what all of you want? (Bad) Isn’t this what gu want? (Good)

! Is my headline interesting to my prospect, compelling?

Really what you need to make sure of is that you’re focusing on your prospect, either with a benefit focus

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—

or an anxiety focus. And when it comes to headlines, never ever just “come-up” with one because you “have” to... always put the correct thought and time it takes into the job.

Otherwise, there’s a big fat chance it won’t even work!

## Brochure/Proposal/Fact Sheet/Broad Side Checklist

**! Are you telling your prospects exactly what your product will do for them?** List all the ways it can help and then you may list the features... but remember *to focus on benefits first*; because only after the benefits have been presented does your prospect care about the construction of the product, the materials used, the process used, etc.

**Are you telling your prospects exactly what your service will do for them?** Same thing applies as above. They don't care about your education and training, etc. until you have let them know what's in it for them, and what they are gonna get out of the deal! They don't care where you've been ... they only really want to know what you've done for others like them!

**“What specific successes have you had in the past with other folks like me that there's a good chance you can replicate for me?”** Testimonials and case studies go to work here. That's why it's so important to follow the testimonial format revealed earlier in this book. Testimonials built on this type of formula are extremely powerful, much more powerful than the typical testimonial you find in other ads and brochures. The same applies to case studies.

**! Are you telling your prospects what your staff/team/people will do for him?** Tell your prospects who's on your team. Who's gonna help you give your prospect the benefits he's after. If budget allows, include head-shots of each team member with captions giving names and what benefit the prospect can expect to get from this team member. Black and white pictures are fine. (As you know, I'm an advocate of keeping things as in- expensive (but sharp looking) as possible)

If you can answer all these questions with “YES”, then you're well on your way to a brochure that'll have a powerful, motivating effect on your prospects.

Remember all you've learned in this course when you create any marketing document. It doesn't matter what it is, the principles apply just the same. The same rules apply to all of these things:

- I I 1. Flyer
  - m 2. Brochure
  - m
  - m 3. Broad Side
  - m
  - m 4. Letter
  - m
  - m 5. Ad
  - m
  - m 6. Press Release
  - m
  - m 7. Catalog
  - m
  - m 8. Media Kit
-

9. Free Newsletter for you customers  
10. Coupons

11. Proposals

The point is that the principles behind WIIFM, listing benefits first vs. features first, and all the other things you're learning in this course are eternal in nature. These principles will last forever and ever – as long as people do business with someone else to get the benefits they're after!

You must have a "WIIFT" attitude when you think about your prospects.... what's in it for them? Your focus should continually be on your prospects and customers. If you do this, you'll write the hottest ads you can imagine. And those hot ads will be ads that pull in the orders like mad -making you very rich!

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### um-It-Up Box!

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So, to sum up, here's what you do: you need to go through your copy line by line by line and ask yourself this important question:

*"Does this word/phrase/statement answer my prospect's question WIIFM?"*

Whatever elements you find that don't answer the WIIFM question either need to be thrown out or changed.

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2. **Does your headline offer your prospect a BIG benefit simply for reading the ad?**

Remember, your headline is the ad for your ad. You must never run an ad without a headline. Sales letters' headlines are one of the following, or can be a combination of any of the following:

! Opening paragraph or sentence can be your headline.

A large typeset benefit-packed or anxiety-packed, attention grabbing phrase at the top of the letter can be your headline.

A superscript attention/targeting statement above your headline. Example:

***Attention SmallBusiness Owners ...***

This statement targets your audience, and gets their attention. It's usually left justified in a letter or an ad.

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! A subscript is a descriptive/catapult statement below your headline. Example:

*...and the beauty of it is how easy you can do it!!!*

\$ This statement describes something about the offer/product/service. And it offers another benefit which then catapults your prospect into the opening paragraph. (Where, again your prospect will be bombarded with benefits!) It's usually right justified or centered in a letter or an ad.

! A typed phrase (using the same type as in the body of the letter – except maybe it'll be **bold**, *italics*, etc.) at the top of the letter can be your headline.

Teaser copy on the outside of your envelope can be one of your headlines.

### SUM It-Up Box!

### **3. Does your copy deliver on the promise made in the headlines; or does it build on the anxiety presented in the headline?**

It's critical that your body copy answer the promise or the anxiety presented in your headline because, if you don't, your prospects will feel cheated. If your prospects feel cheated – you lose.

I can't tell you how many ads I've started to read that mislead me completely. I feel cheated **BIGTIME** when that happens.... and I'm sure you've experienced the same feeling. Once I see that the headline was

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just  
a  
“fake-  
out” to  
get me  
to stop  
and

So, to sum it up, you should ask and answer these questions:

- Does my headline target my ideal prospect?
- Does my headline promise a BIG benefit which is desirable to my target prospect? OR...
- Does my headline build on an anxiety I know my prospect has that I can solve with my product or service?

If you can answer “YES!” to these questions you're on your way to a successful headline!

read the ad, I stop reading immediately, and mentally mark that company off my “list” forever.

In my opinion, this same thing applies to the use of “sexy” pictures. If your ad has nothing to do with being more sexy or becoming sexy, or anything to do with sex.... there should be no pictures of sexy people in the ad.

It's actually just common sense.

People don't like being deceived or lied to. Essentially, when you "trick" someone into reading your ad, they feel deceived. People don't like to be cheated.

Cheating a prospect before they've even had a chance to get to know the benefits you have to offer just doesn't make a very positive first impression ... and first impressions are everything in advertising. Chances are, they'll never even consider doing business with you.

Like my Mom used to always say, "Honesty's the best policy!"

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### **SUM-It-Up Box!**

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So, to sum it up you should ask yourself these questions:

- Does my body copy deliver on the headline?
- Am I deceiving my prospects into reading my ad with sex, tricks, or other ways?
- Am I being honest in every way?

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4. **Does your copy sound believable, and is it full of "credentializers" to make your prospects feel confident in doing business with you?**

Now, being honest and up-front is important. But being honest, and being perceived that you are honest are two different things. You must not only be honest and believable, you must also come across as honest and believable.

And remember, your prospects are skeptical. Almost everyone has been burned one too many times, and is on the look out for signs of being burnt again. Unless they've done business with you before and had a positive experience with you, prospects are going to be hesitant to part from their money and give it to *au*, a stranger.

You've got to *prove* to your prospects that they can trust you, and believe what you're saying is true. In a nut-shell, here's a checklist of some of the ways for building believability and credentialize your ads and sales letters:

Remember that being honest and appearing to be honest are two different things. You've got to do things to make your ads seem honest and believable, as well as appear to be honest... as well as being totally honest.

- ! Use testimonials early on in your ad or sales letter. You can often use a strong testimonial as your headline!
  - ! Get an endorsement from a "celebrity" who is known well by your target prospect. It may be a popular speaker, consultant, or association president in their industry.
  - ! Offer a powerful, long-term (90 days or more) no-risk money back guarantee.
-

## 5. Is your copy interesting and full of passion? Or is it dull and boring?

No salesman ever got rich by boring his prospect into buying. Enthusiasm sells ... passion sells, dullness doesn't. Keep your copy interesting to your prospects – it may not even be interesting to you. But it's got to be interesting to your prospects!

Be sure and pump passion into your ads. If you're not in love with and excited about what you're selling, find something else to sell!!! And I mean it!

You'll never be a serious success selling something you're not passionate about!

## 6. When you read your ad out-loud, does it flow smoothly, or are there humps and snags throughout it?

As I've said repeatedly throughout this course, you must read your ad copy out-loud in order for it to be successful! There's no other way to know for sure if an ad is easy to read, clear, makes sense, and reads well unless you take the time to read it out loud!

Sure it takes some time to do that – especially if you have an 8 or 16 page letter.... but I'll promise you, the difference between knowing your ad is clear and easy to understand, and mailing it out without that reading is humongous!

When you do find bumps and snags in your copy, step back and figure out exactly what words to use to make it clearer.

Maybe there needs to be a different word.

Maybe you need to chop the sentence into two or three phrases.

! Maybe you just need to change the beginning words of the sentence.

Maybe you just need to add some clarifying words to the sentence to make it clearer.

There are any number of things you can do to make your copy clearer – but the biggest key I can give you to make it work is this:

**Write It How You'd Say It! However You'd Say It To Your Best Friend,  
Say It The Exact Same Way, With The Exact Same Words & Phrasing On  
Paper! (Minus any Cussing or Swearing!)**

This secret is one of the biggest secrets I could share with you in this entire course. Reading your copy out-loud and writing it in a conversational style are the two best, biggest secrets I could ever tell you for creating winning ads. They are two of my secret weapons for writing copy that's hot

and sells.

These two secrets are simple, straight-forward, and unsophisticated.... too simple for top ad writers and for ad agencies... but they've made my clients bundles of money time and time again.

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# AD MAGIC

Brian Keith Voiles

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## CHAPTER TWENTY-ONE

### **Tips, Tricks, & Bits to Make Your Ads & Sales Letters Work Better Than You Ever Thought Possible!**

This chapter is based on the over 400 advertising critiques I have done for clients and for prospects. Out of all the critiques I've done, every person has always walked away tickled pink as to the changes and suggestions I've made to help their copy get more response.

I don't mention any of this to brag – I just want you to know that the advice I give during these consultations is extremely valuable to the person on the other end of the phone. And this chapter is based on the information that I give.

A lot of the advice I give is tiny bits and pieces (once the major “overhaul” is done) and these tiny bits and pieces added-up together make a powerful whole. A whole that motivates, compels, keeps the reader reading, and makes your copy sing!

You'll see these little “bits” in-action in the Samples Appendix. I figured you could basically copy how I laid out the ads and letters; but I thought it would be a better learning experience to teach why all these little bits are important.

So, forgive me if some of this chapter is a bit repetitive of parts of the rest of this course, but, I wanted you to have it all right here in one spot, sort-of like another check-list. The items listed here are some of the most common tips I give to people.

With that aside, here are:

#### **My Bits And Pieces To Remember Every Time You Create An Ad or Sales Letter:**

1. **When using underlining in a sales letter, underline only the words, not any quote marks, punctuation marks, or ellipses** (ellipses are those little dots you see all over my ads and letters, like these: “...”) OR, underline the words and the spaces between them... whichever you prefer.

#### **Example 1:**

“Make sure you take action before midnight January 15 in order to save \$27 on your new manual!”

Do you see how, in example 1, the first two words are underlined separately, and individual from each other? This is how you want to underline when you want to place special emphasis on certain specific words.

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Now take a careful look at the second set of words that are underlined. They are under lined with a continuous, unseparated line. Notice also that the underlining does not go under the exclamation point. That's how you want to do it when you do underlining.

Here's an example of underlining not going under the ellipses: "Don't think twice about it, that will cost you... take action now!"

## **2. Keep paragraphs no more than 4 lines deep, 5 lines at the very most, and only when you absolutely have to!**

Paragraphs that are more than 4 or 5 lines deep on the page are intimidating for your prospects to read. Use my general rule of thumb for keeping the paragraphs 4 lines deep. Use 5 at the very most, and only when you are pressed for space. This applies to space ads and sales letters alike. (Note: when I say "5 lines deep" I mean 5 lines up and down. For example, this paragraph that you're reading is 5 lines deep.)

## **3. Indent paragraphs in your sales letters and space ads to add eye relief for your prospects.** The easier your ad or sales letter looks to read, the more likely they'll keen reading.

### **Example 2:**

,1      Look, if you're serious about making more money with your advertising, you owe it to yourself to take action on this limited-time offer today!

In example two, not only is the left side of the paragraph indented, the right one is as well. You may want to indent just the left at times, and indent both sides another times. This really makes this paragraph stand out on the page... and that's why you save some of your more important points for these indented paragraphs. Anything you want to emphasize to help make it easier for your prospects to take action, consider doing it with an indented paragraph.

## **4. Use dashes like these: – to separate your copy and make it easier to read, and have a more "conversational" feel and flow to it.** It's great to use these, but don't over-use them, and when you use them, use them correctly as shown here.

### **Example 3:**

"Don't put it off – take action today." OR. -

"It may seem impossible --but it's really not, it's something you can do." OR:

"I know this offer may not be for everyone – maybe it's not for you, it is. But with my no-risk, money back guarantee, there's no way you can lose – take action now. All three of these examples show a practical use of "--".

Sometimes, you may want to use a semi-colon (;) instead of %-"... it depends. Usually when I use the semi-colon it's because I've used a lot of "--" s previously. And I use the ";" as a change of pace.

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As far as the formatting goes with the --'s, you need to do them just as they are done in the examples. If I were to speak this formatting out-loud to you, it would go like this:

“Word, space, dash, dash, space, next word.”

## **5. When you're pressed for space when writing a sales letter, and you need to keep it a certain length of pages, decrease the margins to as little as 5”.**

I typically don't like to go any smaller than .5”... but if I've got other elements in a mail piece and we're trying to keep it at 32 cents per letter, I might go down to .33 “ or .24” for the top, bottom, left, and right margins if it'll cut a page off the letter.

Another time you may need to decrease margins is when you've got a letter that ends on an odd page. For example, if it looked like your letter was going to end up a 4-pager, and next thing you know it's a 4 and 1/2 pager; you may want to decrease the outside margins to cut the letter down to 4 pages.

The same goes for the opposite situation.

If you've got a letter that's 2 and 7/8 pages, you may want to increase the margin to turn it into a 4 page letter – it's really a matter of choice, and of circumstances.

On a space ad, it's not unusual to have outside margins at .2” or .25”. Don't be afraid to go that small with space ads. Just make sure you check with the magazine or newspaper to make sure your overall size is correct.

With sales letters, however, a .8” to 1 “ margin is most comfortable on your prospects eyes, but not necessary in every situation.

### **Some Space Saving Techniques**

If you're running tight on space, these are some tips I've learned through experience that'll help to “shrink” your ad or letter down to the size you need it to be:

1. First, try dropping the size of your fonts down 1/2, or a 1/4 point. For example, if your sales letter is written in 12 points type and you're pressed for room, you could bring the point size down to 11 1/2 or 11.75 to see if that saves the space you need. There's not a lot of difference between the two – but it can really add-up when you're pressed for space!
  2. Try decreasing the size of your headline a point or two.
  3. Try decreasing the leading between paragraphs first, and then try decreasing the leading between the lines in your ad or sales letters. (Note: the “leading” is the space between the lines or the paragraphs. “Leading” is the term professional desk-top publishers use... and copywriters like me!)
  4. Again, don't forget to try decreasing the margins – sometimes this will work magic!
  5. Try decreasing the size of your sub-heads throughout your ad or sales letter if they are larger than your regular paragraph type.
-

6. Try combining shorter paragraphs with other shorter paragraphs. Though I don't like to do this, and it's one of the "last resorts", it can give you the space you need. Just make sure the combined paragraphs don't go over 4 lines... 5 max!

7. If you have any pictures or illustrations in your letter or ad, try decreasing their size just a hair or two.

8. If you're trying to squeeze a line so that it fits onto the same page or the same line, instead of splitting it onto another page or the next line, it may work to *decrease the space between the characters in the sentence, or in the paragraph*. Make sure you don't squish the letters together too much – this'll defeat the whole purpose... it'll make your sentence too difficult to read.

You'll find these tips very handy when you run into this challenge. It can be very frustrating trying to get everything to "fit together?" like you want it to.

Now, I want to give you some **tips for putting those page number on the page...**

1. How you do your page number is a personal choice. I decided to do it like the majority of the "master" copywriters have done over the years ... like this: – *Page 1* -

It's centered at the top of the page, it's italicized, with two dashes on either side of the "Page 1", and there's a space after the first set of dashes, and a space before the second set of dashes.

You'll want to watch-out and make sure your page number is not accidentally indented on one page, and true-centered on the others. The indent will make your "centered" page number shift over to the right a bit farther than the other page numbers.

At the bottom of each page of a multi-page sales letter, more often than not, you'll find this on my letters:

*(go to page 2)*

It's justified right, italicized, all lowercase letters. This is how 99% of my letters are numbered. You want to encourage your prospects to turn over the page and keep reading.

About the only time I do anything different is when I create a 2-page letter, I'll use a different phrase at the bottom like this:

*(please turn over to continue)*

Other than those two, I really don't ever use anything else. **6. Indent your paragraphs for easier reading.**

Most of the paragraphs in this book are indented 3 points. 5 points would be the maximum you'd want to use in a sales letter. And probably 3 points would be the most you'd want in a space ad.

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When I'm doing a sales letter in a courier font like this (which is more often than not) I'll indent the paragraphs 5 points. When I'm doing a letter in a Times Roman font like this, the indent is usually a 3 points indent.

By indenting your paragraphs, your letter or ad becomes more appealing to your prospect's eyes. This is sometimes oral to the success of your ad or sales letter.

(By the way, the indent is how far over to the right your first line of each paragraph goes over)

## **7. Make sure your punctuation marks are right up against the last letter of the last word in your sentence.**

I know, I know!... some of you are now giggling at my advice. But I can't tell you how many advertising critiques I've done where the individual wasn't comfortable putting an exclamation point like this!, right at the end of the sentence... they felt like they had to move it over a couple of spaces like this

The same with question marks... they'd do them like this?, instead of like this?.

I know it's sounds funny – but I guess some of us just didn't pay as much attention during grammar as we should've ... including me!

## **Conclusion to Bits & Pieces**

These bits, tips, and pieces are very valuable to you. Once you're finishing-up an ad or sales letter, you'll want to turn to this section to check it against all the tips revealed. Understand, all of these little things add-up to be very important to the overall impact your ad or letter will have. Believe me, you'll want everything working for you that you possibly can have once your letter is mailed, or your ad is run!

## CHAPTER TWENTY-TWO

### **Self-Motivation Magic: “Motivating Yourself to Creating Successful Ads & Sales Letters!” (Almost Magic Methods For Sitting Down & Getting Started – The Toughest Part!)**

For most people the hardest part of writing an advertisement is getting started. I’ve been through it a lot myself and have learned some tricks for gettin’ goin’! I guess it’s tough for people because when you first sit down to write an ad you’re brain hasn’t kicked into over- drive just yet... it may not even be idling!

So, what you’ve got to do is kick it into gear, and get things rolling. This section is de- voted to helping you get started writing.

Whenever you sit down and your brain hasn’t gotten in gear yet, turn to this section and grab hold of some slick ideas that’ll kick your brain into overdrive!

1. **Start by listing all the features and benefits.** In my experience, what needs to happen is this: you’ve just gotta get going. Once you get going, the ideas will come. So the easiest thing to do (the no-brainer thing to do) is sit down and start listing all the features and benefits of the product or service you’re writing an ad for.

It’s simple to do – and takes very little effort.

2. **Whatever you do... don’t sit around waiting for a bolt of inspiration to bit you up-side the head!**

A lot of people have this preconceived idea that writing ads is a “creative” thing – that you’ve got to come up with something original to create an ad.

That’s just not true.

I bet half of the winning ads out there today are versions of ads that others have run successfully, then someone else put it in their Idea File, and now they’re using the basic idea for their own business.

That’s the smart thing to do.

Jay Abraham advocates doing just that. He looks for winning ideas in one industry, then sees how it can be applied in a totally unrelated second industry. You need to do the same with your ads.

Why reinvent the wheel if it’s already been invented? You should take winning ads, adapt them to your product or service, then run with them. It just makes sense.

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Obviously, I'm not talking about plagiarism - - I'm just talking about using someone else's proven idea to get you going.

**3. Record Yourself Selling Your Product to Someone Else... Even if that Someone is Imaginary!** A lot of people can talk about a product all day long, but are unable to put anything down on paper. David Ogilvy said: "In writing *an ad* for an automobile, I imagine that I'm sitting beside my wife at a dinner get-together. Then, I simply start writing down what I'd say about the auto..."

I agree... except I suggest you make it a step easier by grabbing your tape recorder and **recording the "conversation"**, instead of writing it down. When you do this, you've got to get excited!

You need to get all worked up about the product or idea! Be enthusiastic and passionate with your words ... and let it flow!!!

And if you're already in the swing of selling your products over the phone or in person it'll be a cinch to record those sales meetings. Next all you need to do is play the tape back and transcribe it as it goes.

This process should, at the yy least, get you started!

**4. Just Sit Down and Describe Your Product or Service, as if Describing it to a Friend.** This is along the same lines as #3, except all you're doing is describing the product. Talk about what it does for people,

how it works,

the research that went into it,

what's different/better about the product,

the size, shape, color, etc.

If your product is small, a packaged product or a technical or mechanical gadget, put it on your desk and make a list of its qualities such as size, shape, color, etc. Then try to figure out a key word or phrase that "fits" your product.

Let's say the word is "small". Write down the word small, and then write down all the advantages that the word "small" suggests. You know... things like: portable, convenient, compact, light, handy, easy to carry, put it in your pocket, fits in your purse or wallet, etc.

These things will get you started... other ideas will pop into your mind as you're writing or talking. Before you know it you'll have so much down on paper it'll shock you - and you'll be well on your way to creating your ad.

**6. Make a List of the Major Benefits Your Prospects Get From Using Your Product or Service.**

I talk about this in a different section --but, to get you started writing is the goal here, so listing all the benefits is a great way to get your fingers tapping on that keyboard; or to get that pen moving across the paper! It's easy! Just ask yourself this key question:

“What are all the things my prospect gets from using my product or service?” This question will spring many different things into your mind. Now remember:

**No Editing\***

**Your Goal At This Point Is Simply To Get Started! So Just Write, Write, Write And Write, Some More!**

Write down a list of benefits that the product or service will give your customer. I suggest you include the positives and the negatives.

The positives are the advantages the customer will get by using the product. The negatives are the disadvantages your customer will continue to suffer if he chooses not to buy the product. These “negatives” will come in very handy – as you’ve learned in this book.

**7. Try Writing About What You’re Most Interested In.**

What you do here, is begin by writing about the one special feature your product or service has that you’re particularly proud of, or interested in. You’ll find it easy to talk about, and thus, the words will flow freely from your brain.

Chances are, too, that you will write with enthusiasm because you’re excited about that particular feature. If you keep on going, your enthusiasm is likely to stay with you when you describe other features and benefits of the product. And I’ll tell you a little secret:

If you want your prospects to be enthusiastic and excited about your product, you better make damn sure you are enthusiastic and excited **FIRST!!!**

Remember... “people are silently begging to be lead.” Lead the way, and your prospects will follow you!

**8. Get Ideas and Inspiration from Others... Tap Into Your Idea File.**

This is one of my favorite ways to get “in the mood” to write hot ads.

I love to get out my Idea Files, thumb through them reading hot ad after hot ad! It’s great!

While I’m looking through this mega-deep pile of “junk mail” and advertisements, I’m thinking about the ad I’m preparing to write. If I see an order form I think might work I’ll pull it out. If I see an offer idea, I’ll throw that on my desk. If I see some neat headline ideas, I’ll pull those out too.

Your Idea File is for, well... ideas! So use it! One of my favorite places to look for inspiration and ideas is in an awesome book by Dennison Hatch called:

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”Million Dollar Mailing\$”

Oh man... I love this book! It’s a collection of proven, winning, BIG money-making sales letters used by the “big boys”... you know, mailers

- ! Boardroom Reports
- ! Wall Street Journal
- ! Business Week
- ! Barron’s
- ! Fortune Magazine
- ! Nightingale Conant
- ! Newsweek
- ! Fortune Book Club
- ! Bottom Line/Personal
- ! Success Magazine !
- ! Time Life Books
- ! BMG Music Club

The list goes on and on. Anyway, the real kicker is that every ad that’s in this book has been proven to make money for at least 18 months straight!... BIG MONEY! Not just profit- able... no, no, no! We’re talkin’ hundreds and thousands of dollars per mailing.

Anyway, this book is awesome, and, like I said, it’s one of my very favorite to go through when I’m getting ready to start pumpin’ out some hot ads. Get it!

O.K. Let’s say you’re in the retail business... you can guide your mind into the retail style of advertising by reading the retail ads in your daily newspaper. If you need to crank out a classified ad, you should read classified ads and basically soak yourself in their style.

If you want to write a hard-sell mail-order ad, make use of what’s been repeated again and again. These are letters that have a proven track record of sales success. Read them and use their tested methods when you write your own ad.

## **9. Take Winning Ads, Put Them In Front Of You On Your Desk, And Copy it By Hand ... That’ll Get Your Mind Warmed Up Fast!**

Every once in a while I love to get out some of my most favorite ads and sit down and write them out by hand. I can’t describe it – but there’s almost something magical that happens when you do this. And the more you do it, the more magical it seems to be.

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<sup>5</sup>Last I checked “Million Dollar Mailing\$” was \$89 (well worth every penny). Call (800) 229-6700. Tell them sent you. (I receive no remuneration of any kind for this endorsement!)

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It's almost as if you're absorbing the mind-set of the person who wrote the ad in the first place ... you seem to get into that mind-set of an ad writer. And before you know it, you're working on your own ad without much effort.

It's wonderful !

Yes ... you will get there!

But, it won't happen if you don't actually take the time to sit down and do it! I recommend you choose ads that have made you take action. After all, if it made you buy, it must work!

Put that winning ad on the desk in front of you and start copying it in your own handwriting, word for word, sentence by sentence. For some reason this will limber up them'ole writing muscles and it'll unclench your stuffed-up brain. After you have been copying for a while, you can put the ad aside and start writing your own copy.

Trust me. This works.

## **10. Start by Writing Headlines For Your Product or Service. This is one of my favorites.**

I go into great, great depth on headlines in Chapter 9, "Magical Openings". Let me just say that:

### **There's No Possible Way You Could Spend Too Much Time Writing Headlines For Your Ad!**

Time spent creating and crafting headlines is time well spent.

I'll spend 65 to 80% of my time trying to come up with a winning headline for an ad. Once you've made your benefit list, it's the first thing to do.

Your headline is so vital to your ad's success, you must spend time writing at least 100 headlines per ad. So, the way I figure it, if you need help getting started, you might as well get your brain warmed up and kickin' with headlines!

Here are some ideas to try with headlines – mainly to get you started writing:

- ! See if you can take each benefit from your benefit list and turn each one into a headline
- ! State your product's most unique benefit/feature in a headline... your UCA!
- ! Try to create a 4 word, 7 word, 9 word, or 17 word headline... just to get you going.
- ! Write down every headline that comes to mind.... no editing. Later on, you'll be able to pick and choose... for now, we're just trying to get the writing process going.

## **11. Turn Off Your Phone, ignore Any Potential Interruptions, and Whatever Threatens to Keep You From Doing What Must Be Done!**



If you are to ever really make the money you deserve from your enterprise, you must learn how to create advertising that works. This is a fact.

That being the case, there's nothing else more important to your enterprise than getting those ads created. That's why I advise you to turn off your phone, and let the answering machine get it; stay away from radio, tv, and any other interruptions that you're bound to hump into.

You owe it to yourself to follow these suggestions.

## **12. Rave a Designated Place & Time Where You Go to Write Each Day.**

If you're going to succeed in your efforts to create winning ads and sales letters, you need to find a place where you're comfortable, where you can write.

You also need to have a set time that you go to this place to create winning ads and sales letters. This will help you get going.

### **Summary**

The objective of this chapter is to give you ideas to get you started actually writing. I've given you a lot of proven ways to do it. And I've done this because people are always telling me that when they sit down to write an ad they don't know how to get going... they just flat- out don't know how to get started.

These ideas will help you.

But, there's one thing that all this boils down to; and that's YOU! You are the one who's in charge of yourself and your life. You're the one who's got to take action on these ideas. These ideas will just sit here in this book until you decide to put them to use – and that's the only way these ideas are going to help you.

You must be dedicated to do what it takes to create your winning ad or sales letter. No one's going to stand over you and whip you, making you sit down and write. No one else is going to carefully make sure that you do your "quota" each day. No one will set your dead- lines for you. And no one else is ever going to be as concerned about your success as you are.

That is why you must motivate yourself to take the action you need, to create the winning ads and sales letters you deserve.

Do it!

### **One last note.**

The key to making these ideas work is this:

**Don't Edit Anithinig While You're Writing!!!**  
**Get All Of it And As Much Of It Down As You Can While You're Brain Is Kicked Into Gear... Don't Worry About**

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## **Editing At This Stage Of The Game... Just Keep On Writing. There's Always Time For Editing!**

The fact is, the more you write, the easier it will become. If I were you, I'd try to write everyday, five days a week. This will help you develop your skills as an ad writer.

Make sure you take it easy on yourself. Don't get down about your abilities – that'll really hold you back. Understand that writing hot ads that work is a skill; and it's a skill you can learn. And just like riding a bicycle or anything else you've ever learned, it's not going to happen overnight -but it will happen!

Don't give up, and stick with it.

Get your hands on books like mine... study them, and read them. (See "Resources" section in the back part of this book for other books on advertising and marketing that I recommend you read.)

The truth is, you can learn to write ads every bit as good as the top ad writers in the world. And really, if you think about it, you've got it a bit easier – you just need to learn to write ads and sales letters for what you're selling only! You don't have to write for 12 different clients at once.

You can do it.

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## Section Four

“A Proven and Tested System For Creating  
Winning Ads & Sales Letters – The Step By  
Step Formula That You Must Apply to  
Every Ad or Sales Letter You Create....  
Pieces of the Motivation Puzzle are Now in  
Place!”

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## **CHAPTER TWENTY-THREE** **My System Makes it Simple!**

Too many people make the process of creating *an ad* or sales letter a struggle. They think you have to be creative, come-up with clever ideas, brainstorm brand-new, never-before thought of ideas.

Nothing could be further from the truth.

Creating direct response ads and sales letters is nothing more than taking what has worked in the past, and putting it to use for you.

! Creating direct response ads and sales letters is nothing more than the art of research, to find out what motivates your market – knowing what makes them tick, and how to get them ticking.

Creating direct response ads and sales letters is nothing more than a little research, getting to know your target prospect – then combining that knowledge with a little common sense.

Take those three facts and combine them with these basic ingredients, and you'll find my "system" for creating ads:

- 1) Using proven methods from the past to your advantage,
- 2) Research – finding out what really makes your prospects "tick", and
- 3) Getting to know your target prospect intimately – caring about them enough to do what you can to motivate them to take action.

I promised to share with you my exact system for writing hot ads and sales letters.... and this section is dedicated to teach you exactly that. Introducing...

### **"Brian's Process For Creating Hot Ads and Letters That Work. A no-Brainer Step By Step, Proven System That Works."**

I say it's a "no-brainer" way to do it – but it's only a no-brainer if you, study and understand the rest of this book.

The steps in my system are simple, but they do require knowledge of the methods, strategies, and techniques revealed in the rest of this book.

What you're really getting with my ad/letter writing system, is a proven procedure... a way to put the sequence of an ad or sales letter together that makes it so it has the biggest possible impact on your prospect.

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Now, as I go through this procedure, I'll refer you to other chapters of this course to get filled-in on all the little details of "how-to". But, the important step by step process is revealed right here. I'll throw in some additional thoughts as we go along.

This is the procedure I follow in my day to day life of creating winning ads and- sales letters for my \$6,200+ clients.

My writing system/process is very straight-forward and simple. Because it's so simple, I've had some serious reservations about revealing it to anyone.

Why?

Mainly because it is so simple to follow, a 6th grader could do it. I mean it.

As you'll soon see, the process I follow is really a block-buster (yet easy) way to come-up with hot ads and letters.

**I** Before I dive into it, I want to let you know I don't take credit for coming up with the concepts revealed in my process. People much more brilliant than I have spent millions of dollars and gone through a lot of hard-knocks to learn what works and what doesn't. The only credit I take is for putting the elements to use in the way, and in the order I've put them.

**I** All of the ideas in this book have grown out of the ideas of those who have gone before. And if you really stopped to think about it, that's true with every- thing in life... everything.

Most of the ideas are old and proven ... tried and true. Some of them are more recent discoveries made by me and/or other marketers.

What I want you to know is that the ideas are solid principles upon which you can build a powerful advertising campaign – or create a single ad... whatever your goals may be.

My system is easy, and it works well. It's made my clients and I a lot of money over the past few years.

And I want you to understand that my system is still developing. I'm constantly learning new ways to make the writing process more in-tune with the target market and to get more results. And, I'm not sure how, but I would like to disseminate my new breakthroughs to you in some way. Maybe a newsletter?

Let me know what you think – if there's enough demand for it, I'll certainly do whatever it takes to answer your specific questions and reveal new breakthroughs in my process; I could also share with you the tracking and response rates of current clients and how their test mailings and ads are doing. And share all you need to know to learn how to more effectively create hot ads and sales letters. It'd basically be an on-going version of this course.

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I'd teach you other valuable details.... stuff on mailings, layout, marketing, etc. Newsletter? Special reports? I don't know --you tell me! As I've mentioned throughout this course, contact me freely at (801) 255-5548.

If you're interested in hearing more from me, let me know. But I won't know if you don't take a minute to tell me.

Onward with my process... **Part One**

**The guts of my process is what I call my “Copywriting Power Questionnaire”. This questionnaire is, in fact, very powerful. It reveals almost everything I need to know from a client to crease hot ads or letters that sell.**

I say “almost” because each project I undertake has its own little quirks and things that need to be focused on. Thus, my questionnaire is somewhat “customized” for each project I under- take. (This “unpredictable” factor also keeps things challenging and interesting!)

My questionnaire is a guideline. A guideline for getting the information from my client to be able to:

- 1. Get to know their product or service, inside and out.
- 2. Get to know what they've tried in the past (so we don't waste our time trying it again).
- 3. Get to know their customers as well as I possibly can.
- 4. Get to know their target rp aspects as well as I possibly can.
- 5. Find out my clients' “hidden agenda” of goals and desires for growth and dreams.

These five questions are ones you absolutely must ask yourself Think deeply about the answers to these questions.

Believe it or not, all of this information enables me to get inside my clients head, his prospect's head, and find out great detail about the product I'm selling.

I'm telling you ...

**If It Weren't For My Questionnaire, I Would Not Be Even Close To Where I Am Today!**

If you plan on becoming a professional ad writer like me, this questionnaire will be one of your very most valuable tools.

If you plan on writing your own ads or sales letters to sell your product or service, this questionnaire will also be one of your most valuable tools!

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# AD MAGIC

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The questionnaire is the basis, the foundation upon which I build my research. That's what it should be to you. I don't believe it's a magic pill for writing hot ads... but it is a solid step in the process. So ... without further ado.... here it is:

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## Brian Keith & Company Copywriting Questionnaire

Please return this completed questionnaire today along with ALL the items requested within it below TODAY to:

Brian K. Voiles  
Brian Keith & Company  
8869 South 60 East  
Sandy, UT 84070

Most people find it much easier to answer these questions into a cassette – it's much easier to TALK than to write for most people. You may use either a micro-cassette or regular cassette (I prefer a regular cassette). I highly recommend that you complete the questionnaire in this way -- rather than writing out your answers. People get more relaxed and open-up more when they talk.

If you have any questions while completing the questionnaire, please call me at (801) 255- 5548.

Name \_\_\_\_\_ Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

1. What is the goal of your copy?
2. What is your overall goal you're trying to achieve? Look to the future six months from now. If this project could accomplish just one critical task, what would that be?
3. What other goals would you like to achieve with this project?

4. Is there anything about your product or company that will lend credibility to your sales pitch? This could include awards you've won, how long you've been in business, how many locations you have, etc.

5. What product or service will you be selling?

6. What are all the features of your product? Don't leave anything out --put everything down.

7. What relevant facts and figures have been gathered about your product? Have any studies been made that provide facts and figures that will substantiate your claims? Is there an industry trade counsel that can give you meaningful facts, graphs, charts, and statistics about your product? How does it compare to your competitors products?

8. What are the major benefits your customer gets from your product? The difference between a fact/feature and a benefit is this: a fact/feature is something the product does, while a benefit is something it does for your customer.

9. What major benefits do your customers get from doing business with you rather than doing business with your competition? Or from your product rather than your competition's products -develop your ESA? \* What makes doing business with you "unique"? \* Why should a prospect

favor you with theirbusiness instead of your competition?

10. What is your customer's main concern?

11. Create a short, accurate profile of the type of customer you'd most like to attract. 12. What type of guarantee do you offer?

13. What level of service and support do you offer?

14. Please send me copies of any of the marketing pieces and items listed below:

Sales Letters

Newspaper and Magazine Ads Radio and  
Television Spots

Brochures

Catalogs

Card Deck Cards

Press kits and News Releases

Telemarketing Scripts

Sales training materials

Back issues of promotional newsletters Classified ads

Marketing plans

Market research

Product Sample(s)

Feature articles by you or about you/your company Testimonial letters from satisfied customers Complaint  
letters from dissatisfied customers

15. Finally, I want you to “sell” me your product as if I were sitting across the table from you.

There you have it!

That’s the “magic” questionnaire that’s served me so well.

I usually will fax this over to my client the day before I interview them if they’re available. If they’re too busy, then they can just complete the questionnaire on their own.

But, I’ve found it much better for me to interview them and ask the questions. These questions usually lead to other valuable questions. (The questionnaire, though, is the “meat” of the interview.)

This questionnaire brings out most of the major elements needed to create a winning ad.

However, there is another BIG step in my process which “takes the cake” when it comes to delivering the sales copy needed to succeed, and that last question (number 15) is a big, big key to the success of my copywriting career.

As we talked about earlier, the more research you do, the better your ad will be. In fact, your ad or sales letter will practically write itself if you’ve done your homework.

We also talked about the fact that all print ads and sales letters are, is “Salesmanship In Print”

That being the case, let me now reveal to you probably the most powerful secret of how I am able to put together such hot, cash-generating copy almost every time I sit down to write:

### **Part Two – The Interview Process**

Since ad writing is basically salesmanship in print, I always figured “why not get in touch with the top sales people in my client’s organization; than, interview he/she/them thoroughly, and then (now here’s the kicker) **have them sell me the product or service, right then and there over the phone, with my tape recorder going!**”

Many times I’ll go ahead and individually interview the top 3 or 4 sales pros in the organization. This confirms many of the sales points and benefits of the others, and also reveals other things one or the other didn’t think of before.

Let me tell you something.... some of the very hottest copy you’ll ever write will come right out of the mouth of your top sales people. And if the sales person is you, let me tell you what to:

**Tape Record Yourself Selling To 3 Or 4 Customers. Take All The Tapes Where  
You Actually “Closed” The Sale, Have Them Transcribed,  
and That Will Be The Basis For Your Copy!**

Now, understand.... your job’s not finished by a long shot. BUT... a good portion of your copy might be taken directly from those sales interviews.

Sure, you’ll have to add a headline, testimonials, the close, and other things like that – things that work well in-person but don’t translate clearly onto paper. But, a good chunk of your copy is written! (All the other elements will be a cinch once you’ve studied this course.)

Isn’t that exciting!

Look, you may think this is too simple. You may even think I’m stretchin’ it here.... but you’ve gotta understand:

**I’ve Used This System on Over 100 Clients to Write Their Money  
Making Ads... 90% Of the Time, the Transcription of the Sales-**

person's Interview Hits Directly "Spot-On" to the Desires of the Target Market I'm Writing To.

Even if nothing else comes from doing this, it at least gives you *a great start* on your ad. Please don't overlook this as just some "gimmick" that doesn't really work.

This "interview the top salesperson" step has been (and still is) "the beef" of my copy-writing system for years. I believe the original idea of recording the top salesman came from Claude Hopkins. I don't know – but whoever thought of it was a genius.

## Part Three-- My Formula.... How it All Flows Together!... a "Magic" Procedure

If you've studied advertising at all, chances you've come across the ever-popular procedure for writing ads: the AIDA procedure. Each letter in the procedure stands for a key letter:

A= Attention. Get your prospect's Attention in the ad

I= Interest. Arouse your prospect's Interest

D= Desire. Intensify your prospect's Desire for the product  
A= Action. Get your prospect to take Action

**B= Benefits.**  
**S=Scarcity.**

In general, this formula is useful and good. It's been used for several decades successfully to varying degrees. Anything that's lasted that long must work well.

But, like I've mentioned before, today's buyers (whether business or consumer), are more sophisticated, more suspicious, more skeptical, and basically just plain not as anxious to buy from just anyone, anymore. We've all been "taken" one too many times.

That being the case, we've got to let go of the old formulas for creating ads, and come up with new, powerful, proven formulas for advertising success. So... for the first time ever in print, let me

introduce to you...

Brian Keith Voiles' Success Procedure for Advertising That Works, **The AICPBSAWN Formula!!!**

(Admittedly... it doesn't have much of a ring to it – but who cares? ... the only ring you should be worried about is the ring of your cash register taking orders!!!)

The AICPBSA" Formula is more of a procedure – I guess I call it a formula because when you combine all of the existing elements, they become something greater than they are independent of each other.

Anyway, here are the different elements of the procedure – in order of how they'd appear in your ad or sales letter:

**A= Attention.** Say something that gets your prospects attention; what's the biggest benefit he gets from doing business with you, or what's the biggest problem or

frustration you can solve for him – and what's unique about doing business with you over any of your competition? (Headline, picture with caption, opening paragraph, opening statement, UCA, etc)

**I= Interest.** Tell them the **reason** why they should be interested in what you have to say. (Your offer, answer to WIIFM, most powerful benefit, a benefit they can't get anywhere else, your UCA, etc.)

**C= Credibility.** Tell them the reason why they should believe what you're saying is true. (Success Stories, case studies, testimonials from people who are like your prospects; and testimonials that focus on benefits – endorsements from "celebrities" of your target market, and other

credibility builders, etc. )

**P= Prove.** Prove what you're claiming is true through the use of more testimonials, facts, figures, etc. (This can be tricky!)

List all the benefits they get for doing business with you. All of the benefits should be framed to show your prospect what's in it for them. Remember the difference between a benefit and a feature! (This section of your ad will usually be bullets... loads and loads of bullets, sub-heads, etc.)

Tell your prospect that what your selling:

is available only for a limited time;

is available at a discounted price for a limited time;

is available with all these free bonuses for a limited time; was produced in small quantity;

there are only 15 seats available at the workshop;

there were only 150 copies printed, and if they want one they'd better act now, etc.

By creating scarcity, your prospect begins to think, "Gee, I'd better buy this before it's too late!" Which is exactly what you want them to think. One important thing though to remember when using the scarcity tactic: the scarcity must be real, and it must be perceived as real. In other words, be honest.

Scarcity only works if you're using it honestly. Whatever approach you take to positioning your offer with scarcity, make sure the scarcity is actual, factual, and real. I talk in detail about using scarcity in just a few minutes.

**A= Action.** Tell them precisely what actions they have to take (buy what you're selling) to get the benefits they want to enjoy from your product or service. Assume nothing! Don't assume that your prospects are smart enough to

know to pick up the phone, fill out the order form, fax the order form, etc... you've got to **tell them exactly what to do** to order.

### **W=Warn.**

Warn them what will happen to them if they choose not to take action. Tell them very clearly, and in no uncertain terms what benefits they'll be missing-out on if they choose not to take action.

Make them really feel the pain of remaining in the situation they're in if they choose not to buy.... I call this "Status quo syndrome. "If your product or service really delivers a solution to your prospect's challenges, frustrations and anxieties (and it should) it's your duty to do everything you can to get them to order – so you can benefit their life and solve their problem(s). Right? Right! So remind them of the status quo of not taking action.

### **N=NOW!**

Make sure you have a powerful offer that motivates them to take action now Don't let them put it off. If you do, chances are very strong they won't order from you (at least not from this ad/ mailing/contact).

These are the elements of my ad writing formula. These elements work great when combined in just the right "doses." Blending them together gives you the right combination to van over more prospects than you ever thought you could.

Now don't get me wrong... I'm not saying you can plug into this formula and create winning ads every time you sit down to write. (I wish! If I could do that, I sure wouldn't have bothered to write this book!!! I'd already be a billionaire!)

It's not guaranteed to make you money every time you run an ad. Obviously you've got to do your research, and you've got to have the talent to create each part of the procedure... that's where the entire first two sections of this book come into play.

But this formula has definitely created dozens of winning ads for me and my clients, and it still is! (Many of these ads and letters you'll find in the Resource Section).

We're not talking theory here folks – I use this everyday to create winning ads. You'll love it! Now ... let's take a closer look at each of the elements of this formula.

### **Attention**

Essentially, you need to do what's revealed in Chapter 9, "Magical Openings". There's nothing like a powerful, targeted headline to get your prospect's attention.

Say something that gets your prospect's undivided attention; what's the biggest benefit he gets from doing business with you, or what's the prospect's most pressing problem or frustration you can solve for him – and what's unique about doing business with you over any of your competition? (Headline, graphic, opening paragraph, opening statement, UCA, etc).

Let me just repeat here, it's critically important that you grab your prospect's complete and undivided attention. You see, in this society of instant gratification, and innovative products and services, we are all bombarded by advertising messages to such an incredible extent, that rather than listen to them all – we now just tune them out.

Some studies suggest that we are subjected to as many as 2500 messages weekly. That's a lot of information to consider. Everything from your newspaper, TV, radio, magazines, to newsletters that you subscribe to... you'll find advertising messages everywhere you look.

So, the first thing you've got to do is capture your prospect's attention. And there's no possible way you can do this if you haven't done your research. You must know your prospect inside out, and you must have walked at least a "mile in his moccasins" to understand.

### **Interest & Offer**

Once you've got their attention, you must keep it by increasing their interest in what you're proposing...

Keeping their interest throughout the entire ad or sales letter is critical. I think the important thing for you to remember is this:

### **Your Ad Can Never Be Too Long, Only Too Boring.**

There is no set length, or ideal length for a sales letter or an ad – make it as long as you need to present the case that you're presenting – and make it no longer.

I think a great way to keep your prospect's interest is to tell them the **reasons** why they should be interested in what you have to say. (Your offer, answer to "FM, most powerful benefit, a benefit they can't get anywhere else, your UCA, etc.)

Building your case, by telling the reasons why what you're selling is what your prospect needs to solve their frustrations, is one of the most powerful, yet convincing ways to keep your prospect's interest.

Also, you need to make sure you lead with the benefit, and follow with the feature as we discussed in Chapter 7, "Benefit Magic". Benefits are always more important to your prospects than the features. Remember, they want to know "WHFM"... What's in it for me?

To keep their interest, your copy will tell them precisely what's in it for them continually. Benefits will keep your prospect's interest.... features won't.

Lastly, I think it goes without saying that the "Interest" part of this procedure flows throughout the entire ad or sales letter. You must continually frame your sentences and paragraphs to answer the WIIFM question.... this will keep their interest all the way through to the end of the ad or sales letter.

### **Your Offer**

I put the offer as part of "Interest" because if you don't have a powerful, compelling offer, you won't get your prospect's interest in any way, shape, or form. We talked about offers in great detail back in Chapter 8, "Offer Magic".

You must understand how critical it is to present a no-risk, high-impact offer to your prospects. A good offer will outsell poor copy any day of the week. Your offer will, quite often, make or break the profitability of your ad or sales letter.

### **Credibility**

Your prospect is constantly asking "So what?" while reading your ad. Whether it's conscious or unconscious, it's for real... and it's something you must deal with.

That's why you must tell them why they should believe what you're saying is true. You must present "evidence" in a convincing way that will win them over. You can do this with

Success Stories,

Case Studies,

Testimonials From People Who Are Like Your Prospects,

Testimonials That Focus On Benefits,

Endorsements From "Celebrities" Of Your Target Market,

And Other Credibility Boosters, And Believability Builders. We talked about this in depth in Chapter 11, "Prove It Or Lose It!"

I think one of the powerful differences between my system and the AIDA formula, or others like its, is the fact that I encourage you to put the credibility-boosters near the very front of your ad or sales letter.

Why?

Simply because (as we've talked about before) we are all tired of being scammed... "taken"... "ripped-off". It's happened one too many times for each of us, and we're all on our guard to make sure it doesn't happen again. Putting your testimonials, celebrity testimonials, case studies, or any of the other credibility boosters near the front will help your prospects overcome their fear.

You can even put powerful testimonials right in your headline... and I suggest you do.

## **Prove**

Proving what you're claiming is true has a lot to do with credibility, but it's more along the lines of presenting your offer and your claims in a believable way. Understand, people won't "buy" your claims unless you back them up with "proof" that's presented to them in a believable way.

Being honest is important – but what's even more important as far as generating sales goes, is that *you must be perceived as being honest*.

You see, I've taught you how to create powerful, compelling offers in this book – and yet, powerful, compelling offers can be their own booby-trap.

Let me explain: when you present your prospects with an irresistible offer, one that sounds "too good to be true" even if it's totally "legit", it makes them wonder if it is true. Therefore, a powerful offer that sounds fantastic can sometimes be it's own worst enemy.

That's why, immediately following the offer we pump our prospects with "C"redibility boosters and then give them "P"roof that what we're saying is true, and that the offer is for real.

You can prove what you're claiming is true through the use of facts, quotes, and anecdotes that communicate a desired benefit or outcome (Case Studies).

Understand though, you can "prove" your claims all day long, and not make a dime. Allow me a tangential moment here: The fact is, you must test, and test, and test. Those are the first three rules for advertising success:

- 1) Test
- 2) Test
- 3) Test Again.

It's sound advice to do so. Testing is the backbone of successful ads and sales letters. You see, you can do thorough research, research some more, and go on to create dozens of ads and sales letters hoping they'll work. But there's only one way to know for sure whether or not they'll make the money you want... and that is to run the ad or mail the letter.

In other words... TEST! (Now, back from my "test" tangent...)

Some of the most powerful "proof" you can give your prospects is through telling them the honest reasons why you're making such a powerful offer. This is very important to do, especially if your offer is "overly" powerful.

Telling the reasons why is an age-old, proven way to let people "in" on the thinking behind your offer. (*We talked about "Reason Why Magic" in detail in Chapter 12.*) Let me give you an example:

"Why am I offering you such an irresistible, no-risk offer?... am I crazy?"

Number

But what I am, is this: I'm interested in your success – for if you succeed using my widget, you'll be back for more. And if you come back for more – I've created for me, a life-time income.

If you look at it that way, my no-risk offer makes sense doesn't it? That's the reason why I'm making you such a powerful, risk-free offer.

Besides that, I need some new testimonials to use in my advertising – and I know you’ll make more money with my widget in your hand... more than you’d ever make using one from our competition.”

Do you see the logic there?

Really, it’s usually just a matter of telling your prospects the honest-to-goodness reason why. Of course, using the reason why won’t work if you’re not honest, or if what you’re selling is a “scam”.

## **Benefits**

Next in your ad or sales letter, you’ll want to list all the benefits your prospect will get for doing business with you in priority order. All of the benefits should be framed to show your prospect what’s in it for them. Remember the difference between a benefit and a feature! This section of your ad will usually be bullets... loads and loads of bullets. Or it may be a numbered list of what they get. I usually will pile on the benefits at this point in the ad.

## **Scarcity**

This is where you “take away” your prospects chance to get your product or service. You may have heard of the “Take-away close” which is used in selling. It’s very effective.

What happens is, you present your case, and the prospect begins to slobber so bad, because he’s got to have what you’re selling. Then, you let them know, that there’s really not that many left – or; they’ll have to wait 6 weeks to get it unless they order today, or any number of other techniques for “taking *away*” the benefits that he so badly desires.

What you do in your ad or letter, is tell your prospect that what you’re selling:

is available only for a limited time;

is available at a discount price for a limited time;

is available with all these free bonuses for a limited time;

was produced in small quantity... “We’ll be out of em by the end of this week.”;

there are only 15 seats available at the workshop;

there were only 150 copies printed, and if they want one they’d better act now, etc.

By creating scarcity, your prospect begins to think, “Gee, I’d better buy this before it’s too late!”, which is exactly what you want them to think.

Here’s an important thing, though, to remember when using the scarcity tactic: the scarcity *must be real*, and it must be perceived as real. In other words, be honest, and appear to be honest. Scarcity only works if you’re using it honestly. So whatever approach you take to positioning your offer with scarcity, make sure the scarcity is actual, factual, and real.

Come to think of it, if your “scarcity tactic” is fabricated, and not honest, your prospects will perceive this, and the whole tactic will turn against you. It’s kind of like using testimonials with only the initials of the person you’re quoting... it becomes very unbelievable.

The scarcity tactic is an incredible motivator when used correctly. It’ll push your prospect over that last “bump” and get them to take the action you’re after now.

Think about it... if you don’t get your prospect to take action right now while he’s got your ad or sales letter in his hands, do you really think you’ll get him to buy “later”?

Look, the fact is, that the majority of prospects that you reach will put off their buying decision. They want to

think it over... talk it over with their spouse, boss, a good friend, or whomever

Some prospects feel like they want to take some extra time to “think about this whole deal”; and then, planning to come back to it later, will forget the whole thing... and you’ve lost the sale.

Think about yourself. How many times have you done the exact same thing?

You read a letter that makes you want to buy, but the writer didn’t include some powerful reason to get you to act now ... they didn’t include any scarcity tactic. So, you set the whole thing aside -and after a while it gets buried on your desk on in your “pile of stuff to get to”. (Don’t feel bad, we all have this pile!).

Then, you basically forget all about it.

When you dig through your pile and discover the whole thing again, you pass it off as not really being for you, and in the “round file” (garbage) it goes.

Have you ever done anything like the above scenario suggests? I know I have... countless times! Why didn’t I order?

Simply because there wasn’t a powerful, compelling reason to gently push me to make my buying decision right now. That’s all it boils down to.

Scarcity will give your prospects the gentle push they need to take action now.

As we’ve discussed twice in this book before... you need to tell your prospects that what you’re ling:

is available only for a limited time;

is available at- a discounted price for a limited time;

is available with all these free bonuses for a limited time;

was produced in small quantity... “We’ll be out of ‘em by the end of this week.”;

there are only 15 seats available at the workshop;

there were only 150 copies printed, and if they want one they’d better act now, etc.

tell them that “this is your last chance to get our widgets at this lower than low cost before the prices go up another 23%.... act now!”

or any combination of the above.

When you offer a limited time for your prospects to get their bonuses, the product, or whatever else – your ordering time limit should ideally be 7 to 10 days. I like 7 days better myself.

But be careful.

When you’re printing time limits in your mailing piece, you must allow for adequate printing time, mailing & delivery time, as well as company mailbox time. Don’t shoot yourself in the foot by printing a deadline on the letter that’s going to arrive in the prospect’s hands one day before the deadline... or worse, after the deadline.

This will absolutely KILL your response.

There are two ways to make sure this doesn’t happen:

1. Make sure you get printed and mailed at least two weeks (but not more than 3) before your printed deadline. (This depends on if your mailing goes out of country.)
2. Instead of printing an actual date, just tell your prospect they must order within 7 days of receiving your letter.

I personally don’t like the second option near as much as the first – but sometimes you’ve just got to do it that way. It still works incredibly well. The mail system is so quirky these days. I hear about legal action being

taken against post office employees constantly... putting 3 tons of what they considered to be “junk” mail in their garage so they could take it to the recycling center and get paid for it instead of delivering it... and it makes me so mad!

The scarcity tactic can indeed, be very powerful. It can mean the difference between a winning ad or sales letter, or a losing one.

Brainstorm your scarcity tactics, and put them to use – they’re all a part of my system for winning ads and sales letters... use it!!!

## Action

When you’re telling your prospects what to do to order your product or service, you must be specific... you must take them by the hand, and lead them down the path.

You must tell them **precisely** what actions they have to take to buy what you’re selling. Remind them that taking this action will get them the benefits they want to enjoy from your product or service. You can’t afford to assume that your prospects know that they need to pick-up the phone, dial the numbers, and have their credit card handy. You must tell them!!!

We discussed order forms and the ordering process in detail in Chapter 8, “Offer Magic”.

Tell your prospects what to do. People are silently begging for you to lead them – so do it! People love it when they are being told what to do – why? Because they don’t have to think! And during this “closing” process, you want to make the whole process as “think-less” as possible.

Here are some tips that will make your prospect’s job of ordering easier:

Don’t just tell them to order – tell them “In order for you to start getting this benefit, and this benefit, and this benefit, pick up the phone and dial these 11 numbers: 1 801-2555548.” In other words, as you’re telling them to order, remind them of the benefits they get from ordering ... tell them WHFM!

Tell them to “Simply complete the enclosed “Trial Certificate” to begin your 90 day evaluation of our product.”

If possible, it’s usually best to make it as easy to order as possible by having the prospect’s name and shipping address already printed on the order form. If you must use labels on the order form, do so. But it’s best to have their name directly printed onto it. Many mailing houses can do this with ease, as long as you have your list on computer disk.

When it comes to phone orders, I’ve found this verbiage to work well: “All you have to do is pick up your phone, and push these 11 digits to start getting the benefits you’re after: 1800-123-4567”

This may sound obvious, but if you’re going to include an order form in your mailing, make sure it goes in the mailing! Sound silly? Hey, I’ve received dozens of mailings that told me to complete the enclosed order form and there was no enclosed order form! Be careful!

## Warn

Warn them what will happen to them if they choose not to take action. Tell them very clearly, and in no uncertain terms what benefits they’ll be missing-out on if they choose not to take action.

This tactic is an incredibly emotional tactic if used correct. This will really get your prospect to “feel” the pain of remaining in “status quo.”.... and that’s exactly what it’s supposed to do. Let me give you a couple of examples here (other than the ones in the back of the book) to show you how powerful this can be in motivating your prospect to take action now.

Let’s say you’re looking at ordering this course... Advertising Magic. And you’re acutely aware of the fact that you’ve either got to hire someone to write your ads, or you’ve got to learn to do it yourself.

Well, you called around and learned that for some really <sup>good</sup> writing, you're going to have to pay \$5,000 or more. Being the frugal person you are, you throw that idea out the window, and decide to check into Advertising Magic. Here's how my close would be in the letter to get you to buy the course:

“Look, you know you need to learn how to quickly and easily pump-out winning ads and sales letters. Without this skill it's costing your business thousands.

And heck, if you were to hire someone to write your ads and letters for you, it's still going to cost you \$5,000 bucks or more to get the kind of direct marketing ads that you need.

Yet for a measly \$327 you could learn how to quickly and easily create money-making ads

and sales letters for your business – 100% guaranteed, *PLUS* you get the *direct input of one of the nation's very top ad writers on 3 of your ad writing projects ... FREE!!!*

Don't you think you owe it to yourself to get off the dime – shift gears and move on past where you've been idling for what seems like forever!?! Think about that ... aren't you sick of the status quo? Don't you want to move on and build your business, increase what you put in your pocket, and start living some of those dreams you've put-off forever!?

Take action now. Order Advertising Magic and start raking in the money you-deserve with advertising that works; simply pick-up the phone and dial these 11 simple digits: 1-801-255548. Have your Visa, MasterCard or Amex handy... that way you'll get your course rushed out to you today!”

Do you see the emotion that's packed in that?

It could be made even more powerful once I got to know my target prospect even better! You must make your prospect feel the pain of remaining in the situation they're in if they choose not to buy.

If your product or service really delivers a solution to your prospect's challenges, frustrations and anxieties (and it should) you must do everything you can to get them to order. You must make a powerful impact at this point in your ad or letter... otherwise you're going to lose them.

Imagine the power of this tactic combined with the scarcity tactic ... man oh man – we're cooking now!!!

**NOW!**

Okay, first you must make sure you have an incredibly powerful, no-risk offer that motivates your prospect to take action. Then you add-in some scarcity.... the scarcity will hope- fully motivate them to act now. But if not, don't him-haw around about it ... you've got to flat-out tell them:

**“Don't put it off!!”**

Don't beat around the bush with this either. You've got to come right out and tell them to take action now. Tell them to:

“Look, get off the dime, and take the action right now that's going to allow you to live the life you've only dreamed of up 'til now!!! This is your chance to learn how to blah blah blah – and by learning how to do it, you're going to get this benefit and this, and this and this!!! But, guess what? You won't get any of it unless you take action right this minute! “

Do you see *the power* in that? Do you see *the passion* in it? The fact is, you must compel your prospect to take action now. And you must tell them in no uncertain terms that if they don't act now, their chance may be gone forever to get the benefits you're offering them.

Couple this tactic with scarcity, and the warning... and now you've practically got them smackin' themselves up-side the head, and kickin' themselves if they don't order!

Now let me shift gears and pose this thought.... are we manipulating people by using these tactics?

Well, I honestly think it depends on what you're selling. If you're really delivering the benefits that your target market is after, then I think you're motivating them for good. If you're selling a shoddy product or a "scam" idea that'll never really work; then yes, I'd say you're manipulating because you're lying to them.

Motivation and manipulation are closely related. My personal opinion is that if you're offering something for the benefit, and the good of your prospects, and you're using strong, passionate copy and the tactics I've outlined above, you're motivating them to take action.

Manipulation is for "evil gain" in my view.

I hope you'll never use my system and these tactics for evil gain.

### **Conclusion to My System**

This system is something you can plug into and use whether creating a sales letter or a **space** ad. I urge you to do so.

I have learned each of the tactics in "my" system from those who've gone before. People who are much more brilliant at copywriting, marketing, and human persuasion than I could ever hope to be.

Advertising and marketing geniuses who've shared, and shared, and shared. They've been very kind to all of us who are anxious to learn how to create winning ads.

My contribution to it all is how the tactics have been put together. This combination of elements really packs a whallop.

A powerful, no-risk offer combined with a no-risk guarantee, coupled with the scarcity tactic, and the warning or "status quo" tactic would bring any rightly researched prospect to knees and begging you to send him your product or service.

These tactics combined create an incredibly motivating force.

Now it's in your hands to use. And as I mentioned, I pray that you'll only use these concepts for good. Use them only for good. Don't take advantage of anyone.

I think the effectiveness of these tactics and their procedure is obvious. It is effective, yet so incredibly simple to put into use.

Your job will be to study the rest of the book so you'll know how to create each element of the system. This is something you can easily do; you simply need to do it.

When you think of the potential payoffs, you'd be crazy not to – so take action now, get off the dime, and use my system to create the lifestyle you deserve it! Good luck!

## **Conclusion to Advertising Magic, But Not Our Relationship**

I congratulate you for sticking with me 'till the end of this book. You have now learned all you need to know to create winning space ads and sales letters that work. Now comes the wisdom of experience by placing your ads, and mailing your sales letters you'll really come to learn what it means to enjoy advertising magic.

You've learned how to research your target prospect, finding out all you need to know to push their hot buttons in a way to get them to take action now.

You've learned how to create winning headlines that practically grab your prospect by the throat, and makes them read your ad.

You've learned about the difference between a feature and a benefit, and why it's important to understand the distinction.

You've learned how to create bullets, the body copy, the offers, the guarantees, the testimonials, and many other valuable tips, tricks, and ideas for making your advertising efforts a huge success.

I challenge you to master this information. I also invite you to stay in touch with me. Drop me a good old fashioned letter to: 8869 South 60 East, Sandy, Utah 84070.

Understand, by studying this book, we've become friends, partners, associates. And I don't want that relationship to stop. That's why it's critical that you get in touch with me so I can keep you abreast of any new breakthroughs I may uncover concerning advertising and marketing.

Write me and let me know what you've found to be a particular value to you. As you begin to implement these ideas, I also encourage you to let me know of your successes. It's always rewarding to know that a reader, or an associate has taken an idea or a suggestion and turned it into a success.

I have no doubt that you will take my advice and improve on it. When you do, please call and tell me what you've done.

I am here for you.

Now the ball is in *your* court.

You must contact me or I may never know that you've ever even read this book. Our journey together doesn't need to end here.

Put these concepts to work for you starting immediately. They can change your life.

Warmly Yours For Advertising Success,

Brian Keith Voiles

## Appendix One

# Resources to Further Help You Succeed With Your Advertising

## RESOURCES

Here are several books and programs that you should study if you'd like more information on how to succeed with your advertising:

First of all, I'd like for you to consider me!

I have a full-day seminar called "Advertising Magic" during which you'll bust a gut laughing from my comedy and magic by-play; and more importantly, this light atmosphere will help you to learn more completely the things we'll be discussing. Call for pricing details. (801) 255-5548.

Products I Recommend: Please tell them I sent you. I don't get a nickel, but I like my network to know I'm thinking of them!

**Bob Serling** – Call Bob and get information on his Marketing Master Course... it's incredibly valuable. I think it's priced around \$260. Very well worth it. Also, ask him about his newsletter... you'll be glad you did. (SI 8) 761-2952.

**Ted Nicholas' Newsletter** – \$177 per year. Get all back issues, and subscribe for up-coming issues. Call Dick at (800) 730-0777. Ted's newsletter is really wonderful... it's all based on Ted's own experience. He's been where you and I want to go. Get in touch with him.

**Antin Marketing Newsletter** – \$100 per year. Get all hack issues, and subscribe for upcoming issues. Brad and Alan Antin really deliver. These two guys are fantastic!

**Guerrilla Marketing Newsletter and Books** – \$49 newsletter, books range from \$8 to \$15. These books are really excellent for small businesses who want to learn how to market and advertise. Call them for their catalog – any of their books are great. (800) 748-6444.

**Gary Halbert's Newsletter** – \$197 per year – The Gary Halbert Letter. Get the 1986 through 1991 issues; they are the best ones for learning how to write ads and letters, along with some hot marketing ideas. Any issues after that aren't as good. Although there are two or three *a year* that are good... the majority are lacking. Call (800) 327-0028.

**Dr. Jeffrey Lant** – Get his books: "Cash Copy" and "Money-Making Marketing". If you're selling information products (or wanting to sell them) you'll want to get his other book "How To Make A Whole Lot More Than \$ 1,000,000 Writing, Commissioning, Publishing And Selling How-To Information". In my opinion, it is by far the *very best book on the subject*. His books are available from me at (801) 255-5548.

**Appendix Two**  
**Sample Successful Ads & Sales Letters You to Study & Learn From**