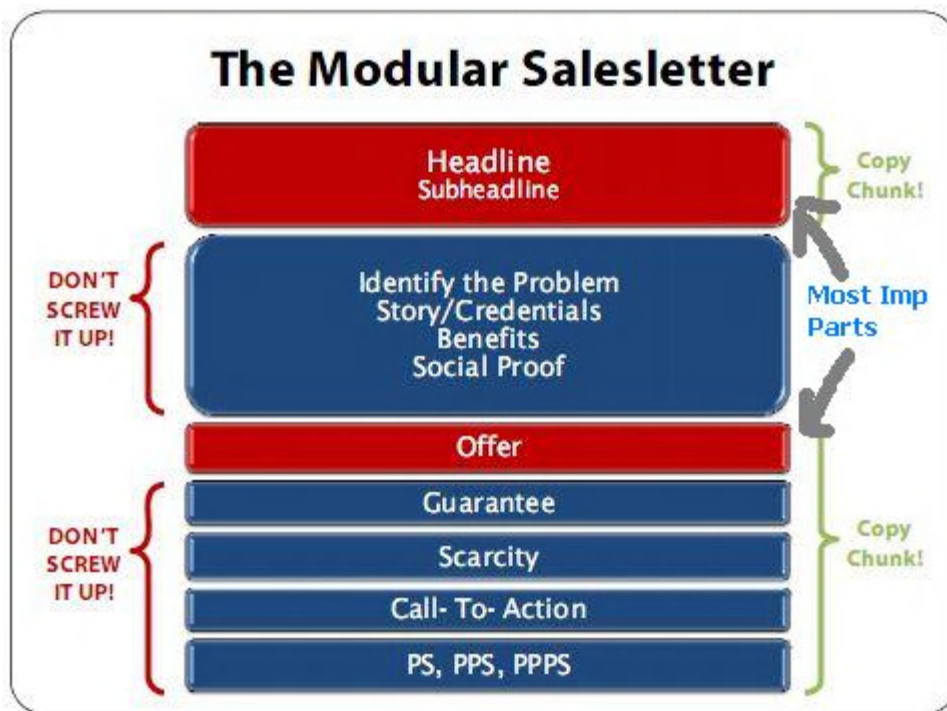


Secrets of Quick-Turn Copywriting

- You don't have to be Gary Halbert
- You MUST outsource (quantity over quality, if you will)
- Work within a proven sequence
 - One of the most important parts. Even if you write a really good copy and it's not in the proper sequence, it probably will not work as well.
- Use templates as much as humanly possible.

The Modular Salesletter



The headline and the Offer are the most important parts of the Salesletter.

The rest of it is just a case of not screwing it up.

Clicktale.com -> Captures videos of your visitors.

What Ryan found from using Clicktale.com is:

- Uses read the headline and if its interesting, they scroll down to the offer.

- Now if that is interesting and the price is okay, they scroll back up to the text. At this point, they're almost sold. What you have to do now is just "not screw it up".
- They're mostly looking for stuff that activates their BS-o-meter. So with SLO sites where you are solving a problem(**a need**), the rest of the page (apart from the headline and the offer) is just a question of not-screwing it up more than anything else.
- They just want to see if the rest of your salespage is congruent with your headline and offer.
- You can see in the image, that most of the parts of the sales letter can be copied/swiped from other resources. All you've got to work on is the body.
- In a trial, a juror makes up their mind in the first 2 two minutes. What they're looking for the rest of the time are things that can make them change their mind. Salesletters are the same way.

1. The Headline

First Priority: Grab Attention

- If you cant grab your prospect's attention you'll lose before you even begin
- The job of grabbing attention falls to the headline.
 - Grabbing attention is not about being super loud or being extra cheeky.
 - If you're doing search network ppc or article marketing, the fact that they clicked through means they're interested. Now you've just got to tell them that you have what they are looking for. So a simple "How to" or "Who else" headline would be perfect. **No need to have extra cheeky headlines with Search and EZA traffic.** Content network, maybe.

Headline Copy Chunks

Ten proven headline templates:

1. "How To _____"
2. "Secrets of _____ Revealed!"
3. WARNING: Don't Even Think of _____ Until You _____.
4. "Who Else Wants To _____" {make it short and concise – not too long}
5. Now You Can Have/Do [desirable outcome or circumstance]
6. "They Laughed When I _____, But When I _____ ... " {Don't complete the story – that causes loss of curiosity.}
7. Give Me [short time period] and I'll Give You [desired outcome] {use this in the beginning of a video salesletter}

8. The Lazy [person in market's] Way to [desired outcome]
9. See How Easily You Can [desirable result]
10. You Don't Have to Be [something challenging] to be [desired result]

Use a sub-head to introduce another big benefit or hint at the offer itself assuming it's especially compelling. If the headline is an outrageous claim then you can use the subhead to validate your headline.

2. The Body

Identify the Problem

- We further gain our prospect's attention by identifying a problem that resonates with them.
- You can try "Are you ... ?" questions. But if you ask them, you need to be sure that your customer answers "Yes" to.
- People want to know that you're talking to them. Think about your customer avatar and talk to it.
- First we identify the pain, then we agitate it. (Create the wound then run salt in it)
- Overcome inertia: Must remind them of their pain over and over again if you want your prospect to move. People are lazy.
- Make them feel the future of their problem. (Have your hair started to fall out yet? What will you do when your kids have to go to college?)
- Want to get the prospect to feel frustration and angst, and ultimately declare, "Yes, that's exactly how I feel ..."
- Best if you can talk in scenarios and **stories** at this point.

"Borrowing" Stories and Credentials

- Re-tell a news story
 - Elvis' probate issues
 - "Woman uses balloon animals to get off welfare"
 - Search Digg/Reddit
 - Search NPR.org
 - Search market-related forums
 - E.g. Beyond AdSense "Mercedes Story"

How To Find \$20 Copywriter

- Don't hire copywriters ... hire article writers
 - Article writers are dirt cheap
 - Have them write on the BENEFITS of your topic and the problems it solves. Find a human-interest success-story and intro off it with it. Then add in the benefits of <x>.

- Rewrite from articles on articles directories or PLR articles.

All you need to do ...

- Extract benefits from the product.
 - Go through the product and write down benefits as they come to you (note the page number/minute in the product)
- Collect Testimonials from the product.

Writing Bullet Points

- Keep them neat and even.
- Bold alternate points. Use the same number of lines for each bullet. Make them about the same length.
- Keep them on topic. All the bullets should focus on a single topic. So, for example, the symptoms and benefits bullets should not both be in the same list of bullet points.
- A normal bullet line width should only be about 80% of the length of normal line. So the point can be 2 lines long, but the div/table containing the bullet points should only be 80% the size of the body.
- Use graphical bullets – checkmarks, stars, light bulbs, etc.
- Bullet points should reaffirm what you said in the paragraphs above it.
- **Remember to focus on actual benefits ... not just features of your products.**
 - NOTE: Features are what your product is or does ... benefits are the positive experiences your customer experiences or receives when they actually use your product.

Types of Bullet Points

- **Qualifying Bullets**
 - Appears at the very start of the letter
 - Calls out to your ideal prospects and tells them the product is them
 - Example: Are you ...
 - Tired of making your boss rich?
 - Frustrated by high gas prices?
 - Embarrassed when you look in the mirror?
 - Make sure your qualifying bullets are relatively general. Because if even one of them doesn't apply to the reader, then he'll leave.
- **Features and Benefits Bullets**
 - Appears just after revealing the product
 - Explain what's actually in the product
 - Should be clear and straightforward
 - **The magic word is "so" ...**
 - "Short and easy to read so you can put it together right now"
 - "Disc brakes so you can stop fast in emergencies"
 - "Fast acting so you can get on with your day"

- [Feature] so [Benefit]
 - Always use so features and benefits bullets.
- **Teaser Bullets**
 - Much more “blind” than Feature and Benefit bullets
 - Don’t give away the milk just tell them how sweet it is:
 - Why ...
 - How ...
 - 5 Biggest mistakes ...
 - A simple way to ...
 - The one kind of ...
- **Recap Bullets**
 - Recaps are the main benefits of the product
 - Comes at the end of the letter just before call to action (buy button)
 - Recap the entire offer in bullets and put it above the buy button -> increase in conversions
 - Example: Remember, Alpo dog food:
 - Is delicious, so your dog will love it
 - Is all beef so it’s healthy and full of protein
 - Is 100% guaranteed to make your dogs coat shiny
 - Only today, it comes with our \$7.95 personalized bowl FREE

Importance of Social Proof

- Social proof comes from two places:
 - Average Joe who uses your product successfully
 - Known experts who endorse your product
- An exciting (yet realistic) case study from an “Average Joe” is a better testimonial than a glowing recommendation from a “guru”.
- You must prove to them that:
 - Your product works, and ...
 - **It will work for them**
 - This is the more difficult part. People might believe you, but they are very skeptical of their own chances of success with it.
 - E.g. Casinos only show posters of unattractive looking people who’ve won moderate amounts as opposed to attractive people who’ve won millions.
 - You want the person to believe it can work for them.

Gathering Testimonials

- Post-sale “feedback” request email
 - Ask for “feedback” not testimonials
 - Provide a for (askdatabase.com)
 - Prompt their answers:
 - “Were you skeptical in the beginning?”
 - “Why did you buy it?” Ans: because of the money back guarantee.
 - “What happened when you used the product?”
 - “Who would you recommend this product to?”
- Post-sale customer follow-up calls (turn interviews into testimonials)
- Give away products in return for feedback

3. The Offer

This is the second most important part of the salesletter after the headline.

Elements of Effective Offers

- Open with a “reason why” you’re making the offer. E.g. “because I want to give back to the community”, “because I’ve been through what you are feeling right now”, etc.
- Vividly show the value of each element of your offer. Use images.
- Reveal the price but show how it pales in comparison to the overall value you are receiving. Don’t overdo it
- Pile on bonuses so the offer becomes truly irresistible.
 - Bonuses doesn’t have to be related, just desirable. In fact, if you throw in an extremely related bonus, they might start to think negatively and think about the other related things that are you may have left out of your product.
- Discuss the payment terms (i.e. split-pay, free-trial, etc.) if applicable
- Make your prospect feel **almost stupid** if they don’t take your offer.

Questions that Need Answers

What are you selling?

The world’s most complete course on how to start a profitable hotdog cart

What is included?

- Three hours of recorded audio with America’s top expert on the hotdog cart business
- Over 60 proven hotdog recipes that keep people coming back
- Complete operations manual with forms and instructions for getting started
- Resources rolodex filled with contacts, wholesale suppliers, equipment dealers, etc

Why is it absolutely essential to the buyer?

It's absolutely everything that you'll ever need to ensure your success in the hotdog cart business including a step-by-step easy to follow instructions for the whole process.

How much does it cost?

The entire kit is just \$97 today plus 1.95 shipping and handling

What must the buyer act today and not wait?

When you order today, you'll get my \$79 "How to build your own hotdog cart plan book" as a free gift.

Why should they believe you?

Your risk here is zero. If hot dog cash fails to make you atleast \$1000 in your first month. Simply return it for a full refund.

4. The Guarantee

- Use risk reversal to seal the deal
- No one wants to be the fool, show them this wont happen under any circumstance
- Offer a 1-year guarantee (because visa/mastercard allow a 1 year chargeback anyway)
- If one guarantee is good, TWO is even better:
 - Shorter term satisfaction guarantee, and ...
 - Longer term conditional guarantee

Sample Guarantee #1

You will start a successful Hot Dog cart business or I'll pay you \$100 in Cash!

Hot Dog Cash is backed by my 103% no-questions, no-quibble, 60-Day money back guarantee.

If for any reason(or no reason), you decide this information isn't right for you, just email us back any time within 60 days, and we'll buy it back from you for \$100 cash. (\$3 more than the retail price) Plus I'll insist you keep all my bonus gifts just for giving Hot Dog Cash a fair evaluation.

That's A FULL YEAR to put us to test, use the information, put it to work and stake your claim to success – all the risk is on us!

Sample Guarantee #2

My Crazy 365 Day I'll Buy it Back Guarantee

I'm never satisfied unless you are more than satisfied. So here's my simple "No Small Print" guarantee. Try Hot Dog Cash today and put it through the ringer. Use every strategy and technique as many times as you'd like for 12 full months.

You be the judge. If this program doesn't deliver everything, I've promised, or if you are unhappy with it for any reason, just return it and I'll immediately buy it back for \$100 cash. (more than your original purchase price)

I have no problem making this iron-clad guarantee because I've personally profited from many of these strategies and techniques so I know they work. Fair enough?

Sample Guarantee #3

You take No Risk – 365 Day Money Back Plus Guarantee

Hot dog cash is guaranteed. Review the material for upto 365 days, a full year. At the end of the course if you don't feel you've already gotten at least 10 times the value of your entire investment, upon request and simply return the course, you will receive a prompt and courteous check for \$100. (\$3 more than you paid in the first place)

What could be more fair than that?

Sample Double Guarantee – Used in the “Your First \$1000” Course

My "Put My Money Where My Mouth Is" Double Guarantee Ensures That YOU Succeed Or You Don't Pay. Here's how it works...

Guarantee #1: 45-Day “Free Look”

You have a full 45 days (more than enough time to go through the entire training) to see if my “First \$1000” program is right for you. If you determine that it isn’t, just let me know and I’ll gladly refund your money. No hassles. No hard feelings. But even if you go beyond the 45-day unconditional guarantee period you're still protected...

Guarantee #2: Put My Money Where My Mouth Is...

This is crucial so pay attention: Go through the training and complete all the Action Steps according to my instruction in the course. If by the end of Action Steps according to my instruction in the course. If by the end of 90 days you haven’t met your goal, let me know and I’ll personally work with you for an additional 90 days. (I’ll not only give you access to my private email address, I’ll also allow you to schedule additional 30-minute calls with me if necessary). If after that time you aren’t where you want to be, let me know and I’ll not only issue you a refund, I’ll also cut you a check for \$500 just for wasting your time. How's that for putting my money where my mouth is?

4. Scarcity

- You must eliminate your prospect’s ability to procrastinate, because they will if left alone.
- Scarcity can be accomplished 3 ways:
 - Limited Quantity
 - Price increase (date or quantity driven)
 - Loss of a valuable bonus
- Don’t fake scarcity ... find a legitimate way to build it into your offer.

Scarcity Copy Chunk: Limited Quantity

Only 500 Copies Will Be Sold at The Early Bird Price.

When I finished this version of [product] I was bound and determined to raise the price to \$297 (It's a ton of work) but so many people have already read about it and have seen the prices I didn't feel right raising the price without warning.

So, I decided to release the first 500 copies for just \$97 to let the people who have already read the site in. As soon as these 500 copies sell this edition will go up to \$297.

Ok you have been warned so no cry baby's if the you procrastinate.

Scarcity Copy Chunk: Time/Quantity Driven Price Increase

The Early Bird Price Expires is 72 Hours

When I finished this version of [product] I was bound and determined to raise the price to \$297 (It's a ton of work) but so many people have already read about it and have seen the prices I didn't feel right raising the price without warning.

So, I decided to release the first 500 copies for just \$97 to let the people who have already read the site in. As soon as these 500 copies sell this edition will go up to \$297 as these 500 copies sell this edition will go up to \$297. Based on sales I am estimating that will happen in about 72 hours.

Ok, you have been warned so no cry baby's if the you procrastinate.

Scarcity Copy Chunk: Quantity Driven Price Increase

Only a 85 62 19 Copies Left at The Early Bird Price

When I finished this version of Hot Dog Cash I was bound and determined to raise the price to \$297 (It's a ton of work) but so many people have already read about it and have seen the prices I didn't feel right raising the price without warning.

So, I decided to release the first 500 copies for just \$97 to let the people who have already read the site in. As soon as these 500 copies sell this edition will go up to \$297.

Ok you have been warned so no cry baby's if the you procrastinate.

Scarcity Copy Chunk: Loss of Bonus Products

Only 100 People Will Get the Early Bird Bonus

When I first created [bonus product name] my original plan was to sell it separately for \$97. But for the first 100 Charter Members you'll receive this valuable addition absolutely free. But don't delay...

I'm literally losing money every day I give away Im literally losing money every day I give away [bonus product name] for free, so if you return to this page tomorrow and find that it's been pulled from the site, don't call or email the office requesting it for free.

You've been warned...

5. Call to Action

Importance of Call to Action

- Don't assume your prospect knows what to do next...you need to tell them!
- **Use orange button with blue "Add to Cart" – this outperforms "Buy now", "Try now", etc**
- Be explicit and succinct in your instructions
- Example: "Click on the "Risk Free Trial" button below to join now to get instant access to Forex Profit Formula™, Forex Profit Alert™ AND the FX Insiders Club™ free for 7 days..."
- Test putting the call-to-action in multiple places in the letter...not just at the bottom.
- Some common places for the call to action include:
 - Beneath testimonials
 - After the bonuses
 - In the P.S.
 - At the top of the letter (be careful with this one...use with impulse offers and offers to your house list only)

Copy Chunks

Here's How To Order... It's Easy!

For Fastest Service: Have your Visa, Master Card, Discover or American Express card handy and click on the secure order link below.

Fill in the online form and submit your order. As soon as your order is processed we'll ship everything out to you. You're going to love [product] . Claim Yours Now!

What to do next ...

To claim your trial copy of [product] right now simply have your credit card ready and click on the orange button below.

You will be taken instantly to our 100% secure online order form. Fill out the short form and in just 2 short minutes your copy of [product] will be on the way. When you receive it, be sure to read the "Read Me First" checklist on top to get the most out of course.

Your free bonuses will also be included in this same package. Click the orange button below to get started now.

Claim your trial copy of [product] right now

Simply have your credit card ready and...

#1 Click on the orange button below to be taken instantly to our 100% secure online order form.

#2 Fill out the short form and in just 2 short minutes you copy of [product] will be on the way.

#3 When you receive it, be sure to read the "Read Me First" checklist on top to get the most out of course.

F.Y.I. Your free bonuses will also be included in this same package.

Click the orange button below to get started now...

Do This Next...

Claim your trial copy of [product] right now by simply having your credit card ready and...

#1 Click on the orange button below to be taken instantly to our 100% secure online order form.

#2 Fill out the short form and in just 2 short minutes you copy of [product] will be on the way.

#3 When you receive it, be sure to read the "Read Me First" checklist on top to get the most out of course.

F.Y.I. Your free bonuses will also be included in this same package.

Click the orange button below to get started now.

Close with this reminder

- Don't stop tugging the emotional strings...
- Remind them of how terrible their current state is and how it doesn't have to be that way.
- Paint a vivid picture of what will happen if they DON'T take action. For example:
 - Struggle day to day to make ends meet
 - Remain overweight and unattractive to the opposite sex
 - Lose the opportunity to receive all your valuable bonuses
 - Keep getting what they've always got
 - Lose yet another day, week, month, or year without seeing things change, etc...
 - My grandma used to say: "If you keep doing the same things everyday, you can't expect to get different results".
- By now your prospect is tired of the emotional roller-coaster and all they want is relief...the kind of relief that only comes from TAKING ACTION!

6. PS, PPS, PPPS

The second/third most-read piece of text on the page.

Purpose of P.S

- Every letter you write should include at least one P.S. (and most will include two or even three)...
- The P.S. is the third most element of most salesletters (behind the headline and first paragraph)...use it wisely!
- Here's how I utilize P.S.s in my letters:
 - Reinforce the guarantee
 - Restate the primary benefits
 - Restate the scarcity component
 - Make at least one additional call-to-action
- **P.S. Litmus Test: If my prospect only read the headline and the P.S., would it give them enough information to make them want to buy?**

PS Format

First PS: Warning if they miss out.

Second PPS: Recap and restate your offer and benefits.

Third PPPS: Building Trust

Sample P.S

P.S. Going at it alone is not the secret to success. I know from personal experience. My wealth took a dramatic turn for the better when I found a mentor who was willing to coach me in my early career. That same opportunity is now open to you. Take my hand right now and I'll lead you (Even drag you if need be) to success in the Hot Dog hand right now and Ill lead you (Even drag you if need be) to success in the Hot Dog Cart business. Why excuse could you possibly have for waiting? Claim your copy of Hot Dog Cash today [CLICK HERE](#)

P.S. If you pass on this opportunity you are sure to regret it. You'll be the only one to blame when you gaze into the mirror every morning knowing that you missed out on your chance at success. Take my hand right now and I'll lead you (Even drag you if need be) to success in the Hot Dog Cart business. Why excuse could you possibly have for waiting? Claim your copy of Hot Dog Cash today [CLICK HERE](#)

P.S. Hey! Don't you dare leave this page empty handed unless your just plain chicken. If you leave now you should never attempt going into business, obvoiusly you don't have the stomach for it, just give up and quit. But if your tired of just getting by, being kicked in the teeth over and over and getting no respect and are really ready to kick some ass...

Take my hand right now and I'll lead you (Even drag you if need be) to success in the Hot Dog Cart business. Why excuse could you possibly have for waiting? Claim your copy of Hot Dog Cash today [CLICK HERE](#)

Sample PPS

P.P.S. Remember Hot Dog Cash is the only complete multi-media course available that explains the real nuts and bolts of the hot dog cart business. It's been used by hundreds of people just like you to start successful businesses. What's more it's 100% guaranteed. So what's holding you back from success? Get Hot Dog Cash today [CLICK HERE](#)

P.P.S. Remember Hot Dog Cash is 100% guaranteed to work for you or I will insist you take your money back. You have everything to gain. The risk is squarely on my back. There's no easier and faster way to learn the hot dog cart business than hot dog cash. So what's holding you back? Claim your copy of Hot Dog Cash today [CLICK HERE](#)

P.P.S. Remember you have nothing to lose. Hot Dog Cash is 100% guaranteed to work for you or I will insist you take your money back. You have everything to gain. The risk is squarely on my back. There's no easier and faster way to learn the hot dog cart business than hot dog cash. So what's holding you back? Claim your copy of Hot Dog Cash today [CLICK HERE](#)

Sample PPPS

P.P.P.S. If you have any questions about Hot Dog Cash, call us toll free in the US from 9:00 AM to 5:00 PM Central Standard Time, Monday through Friday, at: 1-800-555-1212. Outside the US, call: 512-555-1212. Or send us an email.

P.P.P.S. We are a real company. Here is our company information.

Shoestring Publishing, LLC

7273 South MOPAC Expressway

Austin, TX 72739

If you have any questions about Hot Dog Cash, call us toll free in the US from 9:00 AM to 5:00 PM Central Standard Time, Monday through Friday, at: 1-800-555-1212. Outside the US, call: 512-555-1212. Or send us an email.

P.P.P.S. A year from now, you'll be looking back on this as one of the most profitable decisions you've ever made. You will be well on your way to building a successful business and you will finally have a future you can build upon. "Hot Dog Cash" gives you everything you need to create the financial freedom in your life that you have put off. Now it's your time

Final Tips

- Tip #1: Use index cards to create your features and benefits list:
 - Take a set of 3 x 5 cards and write all the features you know about on one side of the cards.
 - Turn the cards over and write a benefit (or benefits) for each feature.
 - Now you have a list that you can use to write your letter!
- Tip #2: Don't over-edit your letter...test it!
- Tip #3: Develop a "swipe file" to help get your creative juices flowing.
- Tip #4: Develop a customer profile sheet by documenting everything
- Tip #5: Don't worry about length. Just make sure your letter contains all 12 steps and that each one is fully explained, and the length becomes a non-issue.
- Write copy as an individual to another individual. (No "Hi Everybody's")

- Use subheadings to separate parts. Subheadings should be able to stand on their own (No “more info...”s)

Maximizing a Winning Offer

- Use ClickTale.com to see what your visitors are doing and where they are stopping are doing and where they are stopping
- Use images effectively
- Test a completely different type of offer

Additional Copywriting Training

AWAI's Accelerated Program for Six-Figure Copywriting

John Carlton's Marketing Rebel Copywriting Course

Secrets of Successful Direct Mail by Richard Benson

Breakthrough Advertising by Eugene Schwartz

Clayton Makepeace's "Total Package" (FREE!)

NOTE: The books and courses above will help you build a solid foundation in print persuasion, but they shouldn't be seen as the "end all, be all." Copywriting is truly one of those skills that you never stop studying.

Half ass is better than no ass at all!