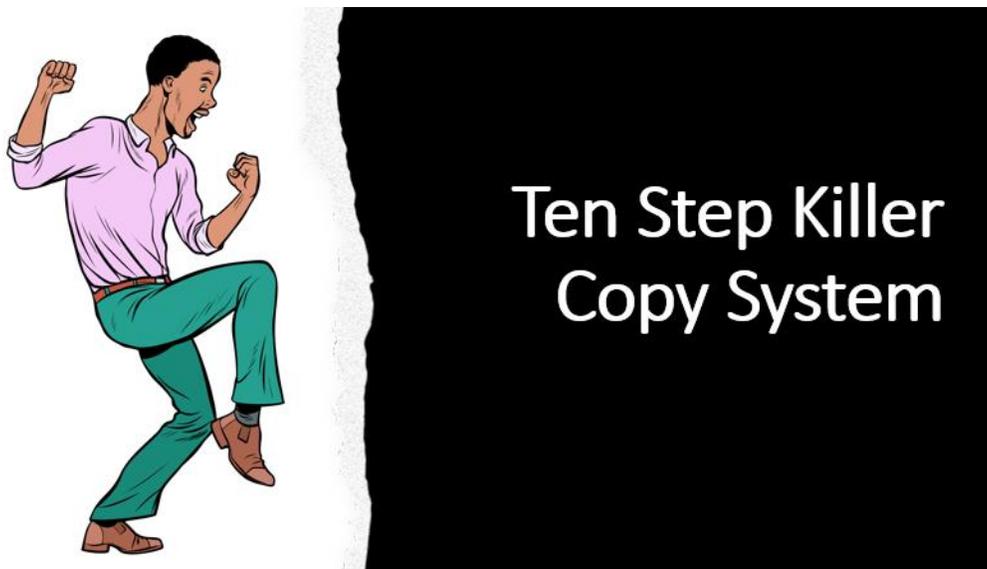


# WKCF BONUS TRAINING - System

Today's bonus training is having a SYSTEM and I thought about changing it to SYSTEMS, because I don't know which is really the right label for this.

I'm a big fan of having more than one system for copywriting. There's lots of systems, because what we do involves having systems for writing, for managing the project, for managing yourself.

What I'm going to go through is a legit system for copywriting primarily, and I call it a 10 Step Killer Copy System.



I wanted to give you something today that isn't just theory. I tried to think through how I actually approach copy. I mean really literally approach writing projects, and the whole writing process. I wanted to give you something that represents stuff I use all the time. This is the process I always go through, all the time – whether it's my own copy (and I've got some examples from stuff I've done for myself) or whether it's a copy I do for clients.

This is essentially the process I use and I'm going to go through that today and we'll just see how long it goes. I think you'll find that it's pretty useful and it'll give you some ideas that maybe you haven't thought of before.



Since we're right in the middle of the World Series, I like the baseball metaphor there, because it's key to great pitching as well as business – you have to choose your outcome.

Back at Microsoft when I was managing projects for Microsoft Games Studios, we always did a post mortems of projects. And one of my assignments was to spend a couple weeks going through several years of project post mortems. My boss was interested in the results and asked me to do an analysis of all these projects.

In case you didn't know, there's a lot of games that get started, but get cut off at the knees before getting made. That's a very common thing, particularly when you're talking about the budgets required to produce a game in the computer industry these days. We're talking millions and millions of dollars. These are big budget enterprises.

And the common theme for all the projects that never really got off the ground, the projects didn't get cut off at the knees during the Vice President's review, was a **lack of a common vision**. They didn't have a clear notion of what they wanted to produce. They didn't have a clear outcome in mind.

And this mistake was repeated over and over and over again. You'd read these post-mortems and see that the team members simply did not agree as to what they were trying to accomplish. They all had different ideas.

It was just an exercise in failure. It just happened all the time.

But it's not limited to games. Or software. Or construction. Or anything else. It's common to ALL projects, including marketing and copywriting.

This is so important - you want to know exactly what you want your marketing project to accomplish, what you want your marketing piece to accomplish, you have to choose the outcome.

And it's kind of boils that are several different ways of looking at it. I'm going to cover a couple of them.



One of the most critical decisions you'll make is whether you want a marketing piece to generate leads or whether you want to make a sale.

Now you can take the position that generating a lead IS making a sale, because you are making the sale of getting them to opt in to get the free bonuses. Get the free lead magnet, whatever. So you do have to make a sale of "click this button and enter your information."

But it does boil down to deciding whether you're trying to generate leads or you're trying to make sales. I think that's really important to nail down at the very beginning, as it adjusts your whole mindset for whether you have success at the end of the project.

Dan Kennedy's refrain, over and over again, is that a marketing piece should only try to do one thing. Each step should only try to do one thing. Period. Get them to enter their name and address. Get them to click a button. Get them to sign up for a \$9 a month, \$10 a month, \$99 a month membership. Whatever. Just make sure you know the ONE THING you want them to do.

I love this quote from the movie, "The Untouchables"...

***"What are you prepared to do?"***

Kevin Costner and Sean Connery were starring in it. Costner was Eliot Ness and I'm not sure who Connery was, somebody in the team. But Connery asked Eliot Ness, "what are you prepared to do to get Capone? What are you prepared to do?"

It's such a great question. I love how he goes deep into this. If he brings a knife, will you bring a gun? Etc, Etc. And it has to do with how diligent Are you going to be in trying to accomplish the outcome.

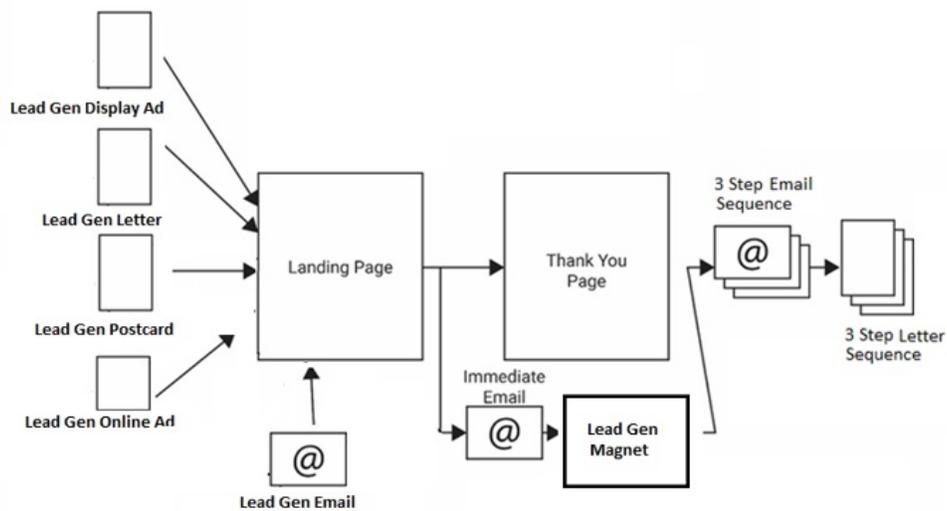
Are you going to do like one letter and think you're going to accomplish the outcome?

Send one email and think you're going to accomplish the outcome?

Are you prepared to go all the way to accomplish your outcome?

And I think you really need to consider just how ALL-IN you are on this marketing piece, on this marketing campaign, that you really will do what it takes to make it happen.

For example, this is a relatively simple funnel, which is for a lead magnet and then a 3-step campaign afterwards to make a sale.



There's multiple steps in this relatively simple funnel, ads and letters and postcards. It's got a landing page and a Thank You page.

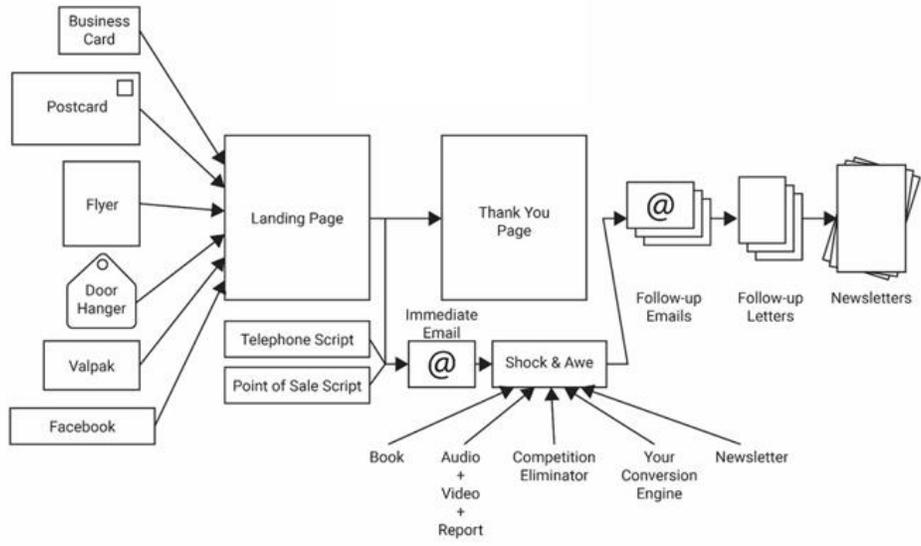
And each one of these is a project.

Each one of these is a marketing piece you want to accomplish.

Thinking about the marketing campaign in this context is critical because you shouldn't ever think of marketing as a one-off kind of affair.

But are you prepared to do this?

Are you prepared to go even further?



Are you prepared to go all out with a shock and awe box, with extensive follow up emails, with follow up letters, with having a newsletter campaign afterwards to non buyers, etc.

How in depth are you planning on getting?

What are you prepared to do?

When designing your outcome, make sure to think through ALL the steps of the project you're going to take. Really nail all this stuff down about the project you're getting ready to undertake.



Step #2 is to nail down your market and what they want.

I'm not going to go into a ton of detail about identifying your perfect client and the avatar and all those questions you ask... getting into their heads and getting their hearts... and sitting across the table from them and understanding them...

Because that's covered in other trainings and other parts of this course.

I AM going to cover a few things though, that I think are important and interesting.



It's really critical when you nail down your market that you consider whether there's enough of them to make it worth your while.

A lot of people go into markets without really looking at it and considering whether it's even viable.

I'm a big fan of "Market First, Product Second" - in fact, it's really interesting and relevant because they just announced with Facebook's Meta AR virtual reality program, which I believe they spent billions on to build and market – they just announced that according to data, there's only 53 people on this thing daily.

53

After spending billions.

53.

I saw that and I really couldn't believe it. I mean, I believe it. but I couldn't believe it.

It's insane. And it's a perfect illustration of why you need to live by "Market First, Product Second." They threw stuff on the back of the truck and then tried to schlep it to a bunch of people. But there's really not a lot of people who want it. So "is there even a market?" is really a critical question.

Next, do they have money to spend on it? Do they have the money to invest in it?

Steve Martin used to say that he was going to start selling tickets to his shows for a million dollars each. When they said, "that's crazy" his answer was "I only need to sell one."

Yep. And it makes perfect sense.

But you don't want to go after a market where there's no money, just like you don't want to go after a market where there's nobody. So, make sure they have money to invest.

Finally, are they easy to reach? Can you find them? Can you do selects with a mailing list to drill down and get your message to them?

Obviously this is so important with direct mail, but it's also important online as well. Are there magazines specifically for them? Do they have online forums? Are there Facebook groups? LinkedIn groups?

Are they easy to reach? That's critical.

And when you're thinking through your your customer and your audience, you want to I love this analogy. I got this from Jeff Walker and I think it's so valuable and so cool.



You want to take them from Pain Island to Pleasure Island.

Right now, they're living on Pain Island. You want to figure out what's going on there on Pain Island. What's life like there? What troubles are they having? What situations are they facing that you can help solve?

That's really a critical bit of analysis in knowing your market and knowing your customer.

Let's go back to Facebook and Meta - they clearly didn't think about what's happening on Pain Island that Meta was supposed to fix. I don't know that there was a huge Pain Island problem set that needed fixing. Right now, I can go outside and interact with all the humans I want. So I don't need to go to a fake online world to interact with humans.

The other thing is Pleasure Island. How amazing is the transformation you can provide? How devastatingly different is it?

And again, maybe I've got to harp on Meta and they obviously have been rethinking how they can change their approach in pushing these things. They're doing ads for business now, since there's nobody online that are consumers, so they're pushing it for business. I think the ads are kind of dumb because they see people playing golf and all kinds of goofy things. I don't see any reason why I would need to have that toolkit for a business meeting either. I don't think the transformation is big enough.

But think through Pain Island to Treasure Island. This is an important thing.



**Write "Amazing Grace"  
letter from your  
avatar.**

I love this. I got this idea from Dave Dee and I coined a different term for it.

You want to write what I want to call an "Amazing Grace Letter" from your avatar to you. So it's a letter from your avatar, and you want to write it as if it came from them to you.

I think the notion of “Amazing Grace” is good, because the line from the song “Amazing Grace” goes like this:

“I once was lost,  
But now am found,  
Was blind,  
But now I see.”

So you want to write out your customer’s Pain Island to Pleasure Island experience. It’s like a testimonial essentially, but you want to imagine and detail what is life was really like for them on Pain Island. I’m lost. I’m blind, I’m suffering. I don’t know how to fix things. And then I met you. And then I met your product. And then I met your service. And now, after you found me, I see how good life can be. I see how good my business can be. I see how good my health can be. My mental health, my emotional state, all these things, my marriage, whatever it is my finances. I was lost and now am found.

So. write an Amazing Grace Letter from your prospects. It’ll be really valuable. And it’s a neat way of framing it so you understand them by writing in their voice.



Step #3 is to create a Fact Sheet.

I absolutely do this whenever I write sales letters and create marketing campaigns. I want to think through all the facts about the offer, about the product, about the service, that I’m getting ready to promote. I just write down everything I can think of – I want to make sure it’s as long as it needs to be.

It’s detailed, it’s complete, it has everything. It is a laundry list of stuff.

By the way, it does not have to be well written. Don’t worry about grammar. Don’t worry about spelling, it’s a bullet list, just a bunch of stuff, so jam it all out. Get it all down on paper so you have this in front of you. It’s really handy.

I did this when I was doing a ton of birthday party magic shows. For example, here's some of the features of my show.



It was a 60-minute show. I had a bunch of magic tricks that I named, some of which I thought people would at least relate to. One specifically was the sponge ball stuff. I would cut the birthday kid in half (I would do that with ribbons, I didn't really cut the cut in half, there was nothing damaging there).

I also did a flying carpet ride, which is a really heavy illusion that I had to carry around, and it was a pain... and I'll admit I'd rather not have done that, but it made for a pretty cool photo op.

I also did juggling and puppets. I had music. I had lots of audience participation. I was pretty funny (I think I'm pretty funny for kids).

And I made sure that the birthday child was the star of the show. This is a really critical item for mom, that their child would be the star of the show.

I also had goodie bags I produced goodie bags to include so you didn't have to deal with that.

I made balloon animals and I offered a free magic set to the birthday kid.

These are all features of my show that I put in into this long laundry list of stuff for my copy BEFORE writing any copy.

Something else though, it's not just my show. It's me.

## Example: Birthday Party Magic Show



SHOW	PERFORMER
<ul style="list-style-type: none"> <li>• 60-minute show</li> <li>• Magic tricks               <ul style="list-style-type: none"> <li>• Sponge Balls</li> <li>• "Cut in Half"</li> <li>• "Flying Carpet" Ride</li> </ul> </li> <li>• Juggling</li> <li>• Puppets</li> <li>• Music</li> <li>• Audience participation</li> <li>• Comedy</li> <li>• Birthday child is the star</li> <li>• Goodie bags</li> <li>• Balloon Animals</li> <li>• Magic set</li> </ul>	<ul style="list-style-type: none"> <li>• Decades of experience</li> <li>• Indoors / Outdoors</li> <li>• Thousands of Shows</li> <li>• IBM Member</li> <li>• "Order of Merlin"</li> <li>• Professional, not Part-Timer</li> <li>• Father / Family Man</li> <li>• Kid Show Specialist</li> <li>• Tons of Testimonials</li> <li>• Ex-Microsoft</li> </ul>

So now I talked about me, the performer...

This is basically my street cred. Why? Because I have do have authority as a "Magician," so you can know that I'm definitely legit. I literally do have decades of experience as a magician. I've been doing it since I was five years old.

I can do shows indoors or outdoors – really didn't matter that much to me. I could care less.

I have literally done 1000s of shows.

I'm a member of the International Brotherhood of Magicians and I've actually achieved "Order of Merlin" status. Now, to be totally honest, that just means I paid the membership dues for 25 years. Once you pay the dues 25 years you get ordained as "Order of Merlin," but I am indeed "Order of Merlin" and I even have a plaque that says that.

When I was doing this full time, I listed that I was a professional and NOT a part time performer. I wasn't somebody who just did this on weekends alone.

And then I also added the fact that I was a father and a family man. And I thought this was important, because if you're inviting some stranger into your home, I think you, as a mom or a dad, have a reasonable level of caution about inviting somebody into your home to interact with your child and your children and your friends' children. So, I want to make it clear that I was respectable and I understood that hesitancy and that emotion. Because I'm a dad too.

I mentioned that I was a kid show specialist. I'm not a magician for all ages. I'm not like a theatre performer with an illusion act that goes around the country. I focus specifically on children and in entertaining children. I know how to entertain children. I had tons of testimonials from happy moms and happy dads about how good a show I did for their families.

I also mentioned here in the Seattle area that I was ex-Microsoft. And I thought that was useful because it made the point that I'm one of them, because a lot of my customers were Microsoft or high tech and I knew what their lives were like. I could understand their job pressures and being a parent trying to juggle the work-life-balance thing. And I was technical and I understood all that stuff, that's why I built my own website, all that stuff.

All these things were elements that I wanted to work into the copy. It was all ammunition for the copy, this entire laundry list of features.



Step #4 is take those take those features and list the benefits.

You've got the long, detailed, complete list of features... now you want include their associated benefits.

AND... that's essentially where you simply add in "which means to you."

I'll give Dave Dee the credit for this phrase, which is every time you mentioned a feature, you just tack on "which means to you \_\_\_\_."

Here are some examples of why the features actually meant something to my prospective customer.



## Benefits: Birthday Party Magic Show

**60-MINUTE SHOW**

**WHICH MEANS TO YOU**

- You can plan your 2-hour party around a set time block, where you don't have to do anything except sit back and enjoy the show!

For the 60-minute show, the “which means to you” was that you can plan your party around a set time block., where you don't have to do anything except sit back and enjoy the show.

I framed it in a way that mattered to the customer, the birthday kid's mom. Because the fact that I have a 60-minute show actually means nothing. But I put it in a way that shows how using up that time block makes your life easy and removes stress.



## Benefits: Birthday Party Magic Show

**SPONGE BALLS**

**WHICH MEANS TO YOU**

- Watch balls appear and disappear, right in your child's hand! The look on their face will be PRICELESS!

I did the sponge balls trick. Okay, what does that mean to you?

Well, what it meant to them was you'd be able to watch balls appear and disappear right in your child's hand. The look on their face will be priceless.

So notice what I'm doing here – I'm painting a picture in their mind that has emotion. I was planting the image in their head of what kind of fun they'd be able to experience, I was literally moving forward in time to that moment after they hired me. They'd see this happen. They'd see their child laughing and smiling and being surprised when magic was happening in their hand.

I was taking them from Pain Island to Pleasure Island, just with that little phrase.

## Benefits: Birthday Party Magic Show



**"FLYING CARPET" RIDE**

**WHICH MEANS TO YOU**

- Imagine the look on your child's face when she finds herself actually floating in mid-air! It's the PERFECT Kodak moment - one you'll cherish and treasure for years to come.

Here's that Flying Carpet Ride trick again – and honestly, it's not that great a trick, which I honestly acknowledged during the call.

“But imagine the look on your child's face when she finds herself actually floating in midair. It's the perfect Kodak moment – one you'll cherish and treasure for years to come.”

Again, I'm future pacing, which is a powerful sales technique. The child's face is going to be happy because they're going to be floating in midair. And it IS a great Kodak moment, and I push that point because that's what you want as a parent. You want lots of pictures that you could look back on and really enjoy over the years. If you're a parent, you've got lots of pictures of your kids that make you happy as time goes on.

## Benefits: Birthday Party Magic Show



**FULL TIME PRO & KID SHOW SPECIALIST**

**WHICH MEANS TO YOU**

- You're not getting someone who does this only occasionally on weekends - I've invested years of effort and thousands of dollars into perfecting a kid show act guaranteed to rock the walls of your home with laughter.

Full Time Pro and Kid Show Specialist - so now I'm talking about my qualifications, what makes me special, and why these matter to you. Because you're not getting someone who does this only occasionally or on weekends. You're getting somebody who's invested years of effort and 1000s of dollars into perfecting a kid show act guaranteed the rock the walls of your home with laughter.

And that was essentially my USP, which was “I guarantee the walls of your home will rock with laughter.”

And so you want the benefits to be emotional. You want them to be vivid. You want them to be connecting to what matters to your audience. Remember, you want to do this with all the features.

Again, I'm giving you elements that you'd assemble later on. You don't have to put this into any framework yet.



Step #5 is creating your killer offer. We're almost halfway there.

You want your offer to be a slam dunk on multiple levels.

I think your offer should be easy to grasp in a single statement. It should be immediately obvious what it is. And it should be a slam dunk... like I guaranteed with my magic shows that the walls of your home will rock with laughter. That's essentially the guts of my offer. It's a single statement or USP that encapsulates your offer.

Again, it has to be a slam dunk of value to the customer, so much so that they'd be stupid not to invest.

I think it needs to be realistic in that you can define it, you can market it, you can sell it, and you can be deliver it using available resources. You're not promising more than you can do.

It also needs to provide real transformation – taking them from Pain Island to Pleasure Island, curing a significant pain and so much so that the idea of a refund seems ridiculous.

And I think if to be a slam dunk offer, it's gotta be so good it hurts. You should really believe you are giving away the farm and it's impossible to resist.



So you want to identify all the various details of your offer. These are the pieces of your offer and we've talked about some of the stuff already.

Last time we talked about how to come up with a killer offer name and I gave you some notes on how to do that. You want to have a great name for your offer.

I think it's powerful to also have packages or multiple levels available. You see this right now with SAAS (software as a service) offers, where it's done over and over again. They'll have different levels, for example the webinar packages they'll have one perfect for the sole entrepreneur with only maybe 10 to 50 people, another that's perfect for the small business, which is looking for 100 to 500 people. Here's another one perfect for someone who's doing large seminars, large virtual training events. So you'll want to have different packages available and start thinking about what kind of packages you can create.

I think you need to have a guarantee with a great name. At least with my own stuff, I just don't want to deal with refunds - if they want a refund, I'll give them a refund. I just feel that way. I tend to think there's only two ways of looking at it, either you never give a refund or you just always give a refund. Because who needs the hassle?

You want to think through your pricing. And I love giving the best deal you can.

It's always good to have payment options. If you can do financing and make create some kind of payment plan, those tend to do well.

What are the core elements of your offer? What are the different the different features and again, you've got the features listed already. We talked about that.

What are the bonuses? What's the reason to buy now? Do you have scarcity, deadlines, discounts, etc.

Start thinking all this stuff through.

### **A Complete Package of Training and Resources Focused on Writing FAST**

- Focused, Effective, and FUN video training
- Easy, easy templates make writing a snap.
- Unleash the powerful copywriter already inside your head.
- A simple system that gets copy DONE and out the door where it can start making you money.
- Never fear staring at a blank page ever again.

**VALUE = \$997**

Here's a quick look at what I did with the WKCF toolkit. It's talks about video training. It talks about templates. It doesn't have a complete listing of all the different modules and stuff that should be in there too. I kind of tossed this in today. But you also want to have this and I put this in primarily to show you the idea of stacking the value.

You want to start thinking about identifying the value of each of the things you're presenting in your offer, that way you can start stacking the value of the different elements of your offer.

### **Fast Action Bonuses**

- Killer Copy Cookbook (Value \$497)
- Killer Copy Swipe File (Value \$197)
- Step-by-Step Killer Copy Checklist (Value \$49)
- "How To Get Maximum Value From a Freelance Writer" (Value \$29)
- 77 Easy Hacks to Ramp Up Your Writing (Value \$49)
- 10 Ways to Create Urgency in Your Copy (Value \$29)
- 21+ Types of Offers to Use In Your Copy (Value \$29)
- Killer Campaign Review & Call w/Jack Turk (Value \$1997)
- PRINTED Full-Color Manual, nearly 300 Pages (Free shipping within USA)

**BONUSES VALUE = \$3873**

With the bonuses, I did this again, here's all the different features that I have inside the bonuses and I put in different value elements for each one.

The pricing here is \$497 or a 3-pay option of \$197 each.

Then I included the guarantee.

This is sort of the type of thing you want to do to nail down your offer.

One of best ideas I've heard, and I've done this a lot, is that one of the first things you should do is write out your order form. If you're doing an info product, especially, it's so valuable. Or maybe you're doing a seminar that you're selling, whatever, the order form is really one of the most critical pieces of copy you can have and doing that first is great because it helps clarify your thinking on what the offer is.

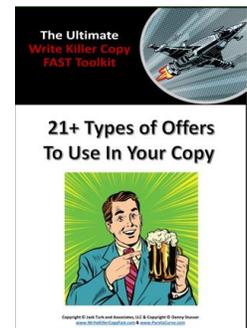
Because you have to put it down into a clear, tight framework, where everything's listed extremely clearly and concisely. So doing the order form first to encapsulate your offer is a great approach.

I just want to refer back to the bonus I have in the toolkit, which is

### “The 21+ Types of Offers to Use in Your Copy.”

It's a really useful little piece to give you some ideas on different types of offers.

I have Free Offers, Bonus Offers, Discount Offers, along with different ways to approach creating your offer. Jus mix and match these things to really come up with an offer that's unique to you and provides something that really stands out.



Just keep piling on more good stuff.



Step #6 – Create Lots of Headlines.



Here is where you start creating lots of headlines and I absolutely do this in my process.

Creating lots of headlines is one of the first things I work on when I actually start writing. I try to come up with tons and tons of headlines.

And here's where there's sort of an overlap in the writing process - I was trying to figure out what comes first, the chicken or the egg?



Do you have the big idea for your offer, for your product, for your service - do you have the hook for your sales copy... and then you come up with the headlines? Or... do you come up with the headlines first?

And I think it goes back and forth.

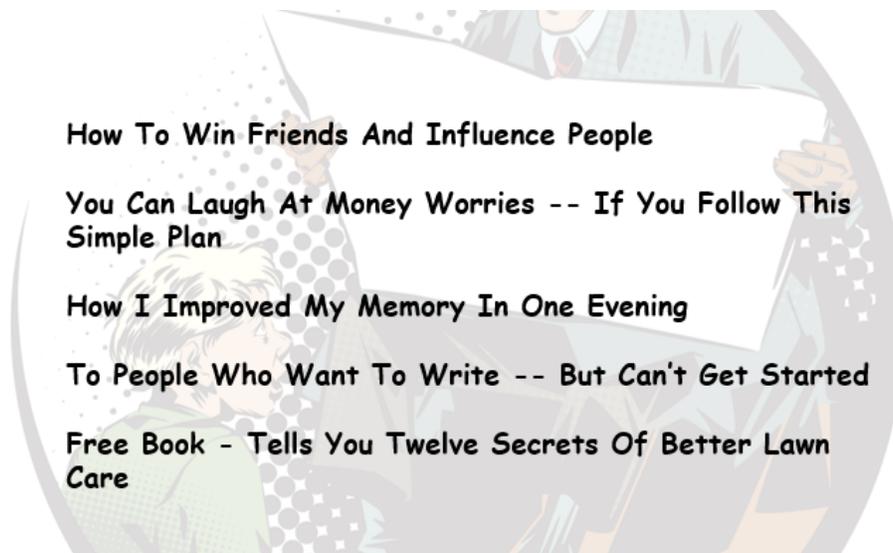
I think the process of going through the headlines can often give you the hook.

When you're going through your swipe files and everything else, and just dreaming about, pondering, pontificating about your offer in the headlines, you go back and forth and sometimes you'll come up with a headline that just nails the hook for you.

But you always might think there's got to be one central idea to build from first.

This happens to me all the time when I'm doing emails. I will come up with a subject line that's the big idea. And I'll start writing the email and in the process of writing that email, something else will come up and I'll go "Aha! THAT is really the big idea." Then I'll change the subject line.

So it's kind of a process of discovery in doing this, but you want to have it and that's why I put it here in this section. It's a step that you want to take, you want to have that hook, you want to have that big idea, that central idea for the piece, for the campaign, for the offer.



Here are some additional headlines from my swipe files that I think are all great headlines. They tend to be big ideas, big hooks, like "How to Win Friends and Influence People."

It's a classic book title, sold zillions of copies, still sells millions of copies, and has such a clear benefit-driven hook. Who doesn't want to win friends and influence people?

"You Can Laugh At Money Worries -- If You Follow This Simple Plan" – Who's worried about money? Here's a simple plan to fix it. Very specific headline.

"How I Improved My Memory In One Evening" - that's practically Pain Island to Pleasure Island right away.

“To People Who Want To Write -- But Can't Get Started” - that's very similar to the promise I make in my toolkit, that you're stuck writing slowly and you want to get faster. I love that headline.

“Free Book - Tells You Twelve Secrets Of Better Lawn Care” - very specific, great offer right in the headline. One of the rules Dan talks about is can you just sell it as a classified ad with just a headline and a phone number. That's something to think about. That's a pretty high standard. But you darn near can do so with “Free Book - Tells You Twelve Secrets Of Better Lawn Care.” Toss in a URL and you'll probably go there if you care about your lawn.



“Where The Money Is, And How To Get It” - straightforward.

“The Amazing Facelift In A Jar Used By Hollywood Stars Who Don't Want Plastic Surgery” - very benefit driven.

“How To Wipe 10 Years Off Your Face In 60 Seconds Or Less” - very similar.

“Take Any Three Of These Kitchen Appliances - For Only \$8.95 (Values Up To \$15.45)” - this is a very specific, benefit-driven offer. The offer and the headline are very clear.

“Today... Add \$10,000 To Your Estate -- For The Price Of A New Hat” - these are all great.

Some more...



**Doctors Prove Two Out Of Three Women Can Have More Beautiful Skin In 14 Days**

**Finally, the First Practical, Step-By-Step, Roadmap for Internet Success No Matter What Product or Service You Sell...100% Guaranteed!**

**73 tips and techniques to hire the perfect wedding photographer**

**The Secret of Perfect Putting**

**60 books bound in leather -- shipped FREE for inspection only \$1**

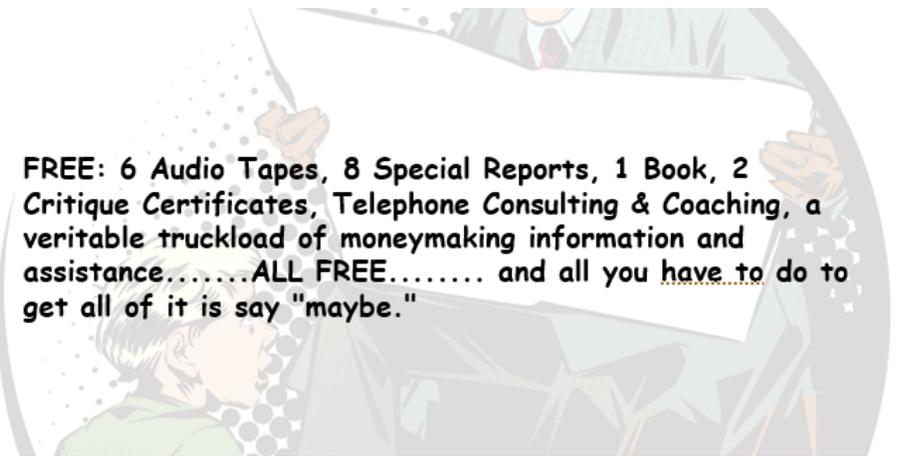
These are all great headlines for you to use and play with and model because again, you could take off any one of these.

“Find the first practical step by step roadmap for dating success no matter what what you look like ... 100% Guaranteed”

“73 tips and techniques to hire the perfect magician for your birthday party.”

These are great templates.

And this is a famous one by Dan Kennedy.



**FREE: 6 Audio Tapes, 8 Special Reports, 1 Book, 2 Critique Certificates, Telephone Consulting & Coaching, a veritable truckload of moneymaking information and assistance.....ALL FREE..... and all you have to do to get all of it is say "maybe."**

That is a killer offer in just a headline. This is Dan Kennedy's MIFGE offer or what they call the most incredible free gift ever, which Russell Brunson is still using and in fact, Russell Brunson said at Funnel Hacking live that the MIFGE is a core component of every business they have today.



## Step #7 – Pick a Formula and WRITE.

So now, at this point, you have got lots of different pieces of copy sitting around. You've got all the features, you've got the benefits, the what's in it for me.

You've got a letter from your customer letting you know why this matters to them.

You've got headlines that you can change and use for subheads and bullet points. That's one of the great values of writing a ton of headlines. It'll likely take you a while to find the headline you want and then to nail down the pre head, the sub head, and the main headline.

But now you've got all kinds of sub heads and bullet points you can use in your copy, all based on that whole set of headlines.

So now you've basically got a toolkit to build your letter from - now what you want to do is find a framework to plug it into.

And I'm not going to go into all the different frameworks I've provided. I've provided a bunch of them. What I'm going to mention today is that I've included three more templates that I'm offering to you for your toolkit. I'm going to give you complete templates or long form sales letters, and you can certainly use any one of them.

### Killer Sales Letter Template #1

This letter is great for niches where people have tried to master something but they keep failing or otherwise not seeing the success they had hoped for.

Examples include products to help people start a business or lose weight.

**"[Large Number] of [Certain Types of People/Niche Members] Will [Try to Get Some Benefit]. Very Few Succeed.**

**Will You Be One of the Lucky Ones?"**

**Everyone Who's Ever [Gotten a Specific Benefit] Know These [Type of] Secrets. And Now You Can Discover Them Too...**

Dear [Niche Member/Friend],

It's depressing, isn't it?

Even though [large number] of [types of people] will start [trying to get a benefit] this year, very few will succeed.

Some people will [describe how some will get a little success]. A few others will enjoy [describe another success]. But nearly everyone else will [describe how this group will fail].

Maybe it's even happened to you already. You start to [try to get a specific benefit], but you end up [getting undesirable result] instead. Or perhaps you [try to obtain another benefit or result], but [describe how this turns out poorly too].

It's frustrating. It's humiliating. It's exhausting. And sometimes it feels like no matter [how much time you spend/how many times you try/what you do], you're just never going to [get a specific benefit].

### Killer Sales Letter Template #2

This is a good template if you have a product that's designed to prevent something bad from happening or otherwise protect someone.

Examples include weight loss (if you're main angle is to prevent health problems like diabetes and heart attacks), self-defense products, products about avoiding theft, products about avoiding catastrophic events and similar products.

Attention [Niche Members]:

**"Every Year [Number or Percentage] of [Type of People] [Get Some Horrible Result (like a heart attack)] – Could You Be Next?"**

**If you're [list qualifications of prospects, like "a male over 40"], then you simply can't ignore this [problem] any more. The good news is that you can protect yourself. Read on to find out how...**

Dear [Niche Member / Friend],

[Niche topic]. No one wants to think about it, but it truly is the elephant in the room. And that elephant is only going to get bigger and harder to ignore as [some specific thing happens to the prospect].

Right now the statistics are startling. Every year, [insert statistic about how often some bad thing happens, like how many people have heart attacks, how many people get mugged, how many house fires, etc.]. In [specific area, if applicable] alone, over [number, percentage or other stat] of [type of person] will suffer [some bad thing]. And that doesn't even count the people who [don't do some specific thing, like "report it"].

If you [have some specific qualification], then you've probably thought about this before. You probably realize that you're a statistic waiting to happen. You've probably realized what a nightmare it would be if [you got some horrible outcome], and it probably scares you out of your mind.

If so, you're NOT alone.

And you're not overreacting. This is a very real and very serious problem, especially for [type of people who're likely to be reading this sales letter].

### Killer Sales Letter Template #3

This template can be used across a wide variety of niches. However, in order to use this template, you must have your own story about how you overcame the same problem that your prospects are facing.

Telling your story will help build rapport, tap into these emotional buttons and build your credibility as someone who's conquered the same problem as your prospects.

**"Here's What's Standing Between You and [Getting a Big Benefit]..."**

**If you want to [get a specific result], then you need to read every word of this exciting letter, because it could change your life...**

Dear [Niche Member / Friend],

There comes a time in every [type of person's] life when he has to stand up and say, "enough is enough." And that's the day when you decide to change your life for the better by [committing to getting some specific outcome, like "losing weight"].

I know what it's like. Before I [got a specific benefit], I spent a lot of time just thinking about it. I purchased a lot of books on the topic, I even [note some other thing you did to show that you were interested in the topic].

Problem was, I really wasn't serious about [starting some specific venture]. Oh sure, all the [niche topic] manuals and guides stacking up on my bookshelf and hard drive made it look like I was serious. All the charges on my Visa bill made me look pretty serious. But I never took any serious action.

I dabbled. I did things like [mention some of the ways you started to take action]. And I even [list another way you took a smaller action]. Yet I never got serious enough about it to [take some big step, some big action].

But then something happened that rocked me to my very core. And maybe you can relate to this.

The first one's good for niches where people have tried to master something but they keep failing.

The next one's for when you have a preventive sort of thing – for weight loss or health problems or self defense, etc., etc.

And the third one could be for a lot of niches, I think info products, certainly all kinds of stuff like that.

These are just the front pages of each one of these templates that I'm giving you and the thing about these is you don't have to follow them 100%, they are a starting point. They give you a starting point. They give you a framework and a sequence and a formula for persuasion. And you can delete basically everything you want in them except for the formula - just plug things in and then rewrite.

If you like an element that's in one letter and one template to put in someplace else, plug it in. You're totally free to do that.

The key thing is to build the argument, and these provide you with a way to do just that.



## Step #8 – Set It Aside.

I don't have a lot to say about this one. But you have to have some space after you to do the first draft.

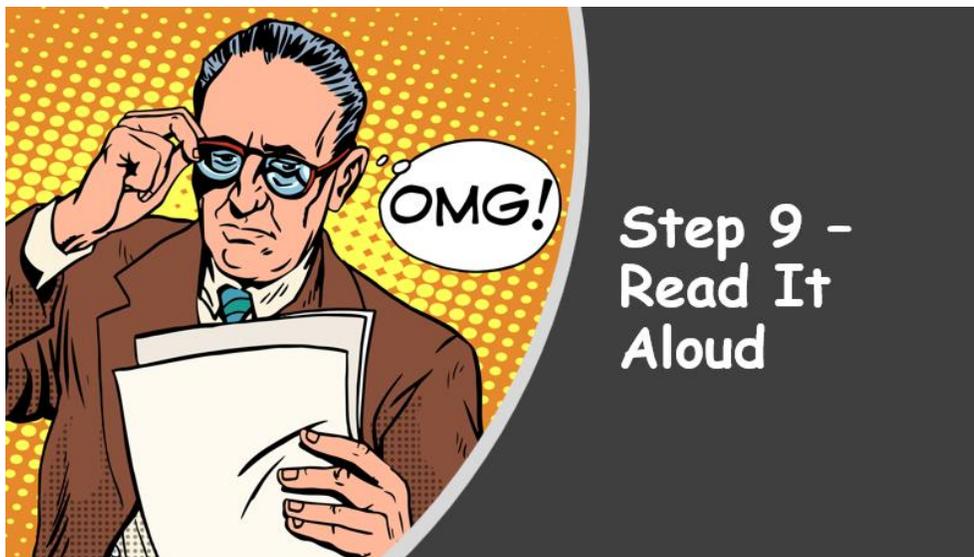
Step #7 is you take the template and you write it. You get it done. You give yourself a deadline. You get it done. Then, once you get it done, you have to just let it chill.

I don't always give everything a lot of time. With most of my projects, whether I'm working on my own stuff or I'm working for clients, I like to do overnight. I like to let it chill overnight. Because I think that gives me some needed space.

Then, the next morning, I can go back and look at it with fresh eyes.

Now, if you're in a tight time crunch, just get up and walk away. Do something. Going for a walk is great. I tend to play guitar. Sometimes I'll just juggle a bit. Do something. Just move away from the space, move away from the desk, but give yourself some space.

Let it rest and let your subconscious work on it.



## Step #9 – Read It Aloud.

Now, I don't always do this. I'll be upfront. I don't. But I like doing this. It's a really good idea, especially for shorter things like emails and blog posts. For longer form sales letters, it's still very valuable, especially if you're not inherently a great editor.

I guess the reason I don't do it always is I AM a pretty good editor. I've been editing for decades, and so I can read and edit pretty well. If you don't have that skillset yet, this is a great way of editing because by reading it aloud it forces you to identify where stumbling blocks in the copy are.

You will find misspelled words, you'll find words that are repeated, like "the the"... and you will find phrases that don't really make sense. You'll find you'll just stumble over the rhythm of the sentence, because it just won't feel right. If it sounds convoluted, it probably is convoluted.

So that's really the value of this. I think if you already have great editing skills, then you might be able to pass this by. But if you don't feel like you're a great editor, then this is an incredibly useful tool for helping you edit. It practically makes it makes you a good editor just by reading it aloud.



Step #10 – Final Edit.

And then you get into what I call the final edit, which is where the reading aloud will help you. When you're reading aloud you'll circle things you don't like or think needs a rewrite. You'll see some bullet point you don't like so you'll circle it. You're spotting things when doing that pass, but you're not making the changes.

Step #10 is where you actually get down and dirty and make the changes that need to be made.

You will edit line by line, word for word, paragraph by paragraph.

And I that is a whole long topic on how to become a great editor. Today I'm going to give you a couple of things that I think are important.

First go through the headlines, subheads, and bullet points. Those are the first things you should look at when you're editing a piece. Look at the headlines, subheads, and bullets and check for typos, misspellings, missing words etc. This is where you'll always have the typos - so many times I'll find typos and misspellings and missing words and so on in the headlines and subheads. So go through them carefully.

Next, especially with subheads, you want clarity and brevity. They have to make sense and they need to get right to the point. If you can tighten them, tighten them. You want to make sure they always say something meaningful, they're not just there because you want something to break up long lines of text, or long paragraphs of text. You want your subheads to either introduce a key point, ask an important question, or reinforce something that you said in the previous paragraph.

They have to be there for a reason and they must say something meaningful.

You're doing this to optimize that double readership path. If you've done a really great job with the headlines, subheads, and bullets, you'll be providing another way for someone to skim the copy and still get the point. Because many times, that's all people are going to read.

So, ask yourself, is it possible to just read those and get the point of the pitch? Do they convey the pitch that you want to make? Do they do they make the sale just with those only?

I like checking formatting. I think this is a really important besides all the editing of the copy and stuff. I like to do the formatting - I'll admit, I'm kind of persnickety about this. I do think you want consistency between your first level headings, your second level headings, and your third level headings. You want them to be consistent throughout the letter. I you're using the headings and sub heads as a roadmap for the reader through the piece, so I like to make sure they're all getting used properly.

I love using quotes around the main headline. This is more like a tip, but I really think it makes sense to put the main headline in quotes. It just gives it more authority, like somebody else said it, and not you.

I like using color for both print letters and online. I like dark red for headlines and subheads, I think it helps stand out. I like using yellow highlighting here and there. Copydoodles are also a nice enhancer for copy.

I like editing also for overall appearance and this is where maybe I differ from Dan Kennedy. I believe he comes from point of view that the copy should be so compelling and interesting that you want the massive engagement. So even if it's kind of hard to read, or just looks hard to read, he doesn't mind so long as they still read it anyway. And if you can pull that off you're getting a leg up on the whole sales process.

And I can see that point of view. I just don't know. I don't have data. He's certainly one of the best of the best.

Having said that though, I tend to think you want to have a copy that looks approachable, especially in emails, especially if you're reading them on your phone. Gosh, if you've got huge blocks of text, it just makes it unapproachable. It's scary.

So when I do that final edit, I try to set up the paragraphs so that the overall look is much more welcoming.

I think huge blocks of text, as on the left, look intimidating.

**25. WHO IS THEIR ENEMY?**

When you can, you always want to sell against an enemy and make your prospects mad! This is extremely powerful - it boils down to really knowing your prospect and who / what they consider to be one of the forces arrayed against them. So...

**Who is Your Perfect Client's ENEMY?**

You may notice this used in an especially painful manner during any political season. Negative Political Ads are a great example of this tactic... and they can be oh-so effective. Product / service companies often sell against their competition - either naming them directly or in other cases slyly referring them to "bargain brands" or "cheap knockoffs." You don't HAVE to make your competitors the enemy - in fact, it's probably a mistake for many service businesses. There's plenty of business out there for all of us - and you simply can't do EVERY job, there is a limit to how much you can do at once. The enemies you can sell against are options other than your service - for instance, if you're a CPA doing taxes you could sell against online tax tools, big name faceless corporations, or the pain of doing it yourself.

Whatever your market, there are options that you can clearly position yourself against as a clear and much preferable alternative. Finally, don't miss out on the enemies of "hassle," "expense," and simply "doing nothing... which provides nothing." Sell against them hard in your materials as well. Critical question to ask - can they afford to buy what you have to offer? Hugely important. Dan Kennedy tells the tale of a carpet cleaner who was going crazy over the fact his sales letters failed time and again to produce results. Dan was curious as the copy seemed solid, so they took a drive out to the neighborhoods where the letters were going.

They drove by house after house with cars up on blocks, litter everywhere, and guys on ramshackle porches drinking beer in torn t-shirts. Kennedy noted, "So, do these guys look like having a clean carpet is a priority?" Not quite. The list of these homes wasn't anything close to a reasonable match for the program being offered. Make sure your target prospect has the ability to step up to your offer. When choosing a market for your products and services, you need to ask this question before writing a single word: Can they be reached in sufficient numbers? |

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Dan Kennedy tells the tale of a carpet cleaner who was going crazy over the fact his sales letters failed time and again to produce results.

But rewritten like on the right, this to me doesn't look nearly as intimidating. It seems far more approachable.

And I don't worry about things like single sentence paragraphs, single word paragraphs, I don't have a problem with that at all. I think the whole point with paragraphing is that you convey a complete thought and you introduce the next point, which shows up in the next paragraph.

You're trying to create that slippery slope. So the purpose of each sentence is to get them to read the next sentence. The purpose of each paragraph has to get them read the next paragraph.

So go through the copy and reformat and edit in way so it looks approachable.

And this is my final point...



## Can It Pass The Sniff Test?

(aka MVP)

The term “sniff test” I believe goes back to believe it's computer technology and hardware. Those old boxes had tubes and transistors and etc. The sniff test was after plugging everything in, did it smell funny? Did it smell like it was burning? If so, it's probably broken and something's wrong with it.

So the sniff test with copy with his final edit would be to me just a last minute gut check as to whether it holds together as a piece and seems viable... basically, good enough to go.

There's a term out of software development, I think it comes from what's called agile project management theory, that you want to get to a minimum viable product as quickly as possible.

And as a matter of fact, I did that with this presentation. I got it to a minimum viable set of PowerPoint slides as quickly as I could, and I've been adding to it over the last couple of days. But the point was, I wanted to get something that I thought I could run with for this training.

And I decided that I can run with this. Now, of course I can make it better, and if I do it again and have the time, I will make it better. But I wanted to get something I could run with as quickly as possible.

That's why they call it the minimal viable product. That's an important concept. Not only in copy, but if you're doing info products. Is this good enough? Does it pass the sniff test? Do I think this is good enough? Because I think that good enough is good enough.

And that's what you've got to ask yourself, is it good enough to send out the door? If so, do it.

QUESTION: You know how there's so many people who don't know how to use bold versus highlighted versus capitalized words. Do you have any guidance on?

JACK: I think I would use bold or highlighted or capitalized wherever I wanted to say something with force. That's where I would use some sort of formatting. Like if I wanted to stress it, it's really important, I would make that bold. I might make that capitals. I'm not religious about it.

I do think there's an art to it too. You've got to be judicious. You don't want to be Gong Gong Gong in people's faces all the time. So you don't want to overdo it, like with tons of exclamation points. I use far fewer exclamation points than I used to. I don't use that many exclamation points anymore. But I do use bold and color and underline and stuff.

A point on underlining that you've got to be aware of is that if you're doing online, you don't want anything underlined to be mistaken for a link. So I'd be a little cautious with that. But that's how I would approach it.