

# WKCF BONUS TRAINING - Tools

This is the bonus training on tools, but I kind of took a different approach on this than what you might have expected because I think of tools kind of broadly. And I want to talk about what a concept that I've got from Gary Halbert, it's very famous called "clicks on a dial" and I like thinking of tools as clicks on a dial.

There are different things you get different resources, different ideas, different strategies, different notions that you can pull together when putting together a campaign.

David, I know is going to recognize some of these things in his awesome direct mail course. So a few of those probably are going to be very obvious to David when he sees them. He's going to resonate with them, I'm sure, because a lot of this is direct mail, but not totally.



"Clicks on a Dial" is a reference to a great batch of ideas from the copy legend Gary Halbert. And if you want to get a copy of it, just Google Gary Halbert "clicks on a dial" and you'll find I believe, a number of references.

BTW I don't know and I don't know and forgive me, Gary or his estate or his son Bond, I don't know if this is subverting a license agreement or whatever, but it's out there on the internet everywhere.

If you mentioned clicks on the dial, you'll find there are about 26 of them and a lot are very in depth. I'm only going to go through a couple of them. You'll see what the format is and then I'll also go into some examples of how I leveraged them, and how you might want to leverage them.

I'll go through the first one, which is the dollar bill letter.

And the dollar bill letter, as explained by Gary, is a first class dollar bill letter, it has a live stamp. There's no ID on the corner except for a return address. When writing out the outgoing address, I actually like handwriting, the outgoing address, I think, as much as you can actually like her handwriting the entire envelope, if you can do that. And I'm sure David would affirm that.

The Dollar Bill Letter is for direct sales or high ticket items for lead generation. Obviously, there's a cost because you're actually fixing \$1 bill to the letter. Now I have used this for my own products. I actually used this for a political campaign for a guy I was helping run for Congress. And it actually paid off very well for the guy.

And it's just such an it's such a different, powerful approach when you actually send people money. It has such a amazing effect on them. And of course, you have to know your numbers. You have to know what your clients worth, etc.

But it's such a neat idea and I think it's very important to include as one more idea, one more click in your toolkit to consider.

This is why I'm doing it this way for this this segment, by the way, because I want to make sure we think of ourselves not just as copywriters, but as marketers, and really expanding our self image of what we provide to our customers and clients. We're marketers and the more we know about marketing campaigns, building campaigns, and having all these different clicks available to use, the more valuable you are.

So the dollar bill letter is one that is absolutely necessary to have. And there's different things you can do to this.

As 2019 Winds Down and 2020 Approaches, a Question For You...



**Isn't Saving the USA Worth at least \$1 Dollar?  
In Fact, I'll Even GIVE You That Dollar To Help Prove  
How Much You Care About the Future of Our Nation.**

Here's Your Chance To Help Save America From Disaster  
and Put Congress Back On the Right Track Again

Dear

As you can see, I've attached a legal tender \$1 Dollar Bill to the top of this letter.



I mean I actually took a dollar bill jpeg image and kind of funkyed it up a little bit and put glasses on it. And then you have a headline, like...

## **“The Future's So Bright for Copywriters Like You and Me, That I Have to Wear Shades”**

So the reader has to ask, “What is this bright future?” So I thought that was kind a fun little headline for it, and it kind of changed it a little bit. So you can play with that.

If you don't want to send \$1 Bill, you can actually use a fake million dollar bill, those are out there, widely available.



That's still it's still better than nothing. I mean, obviously, you know, sending real money is best of all, but you know, this is kind of an effective thing and this is you can get these from various places.

Another one you can find is just, you know, you can download this, which is like an open face, dollar bill like facsimile that you can put somebody else's image inside on the cover.



I could put myself there, for example.



There's so many different things you can do with this. You don't want to limit yourself to just the idea of the dollar bill, but there's different options for it.

**1b. Celebrity letter. Uses photo of celebrity for attention.**

**Example of headline used with photo: "ERNEST BORGNINE REVEALS 16 AMAZING "SECRET" DIET TIPS USED BY HOLLYWOOD STARS TO LOSE WEIGHT FAST!"**

**The Celebrity Letter** is another one that that Gary came up with and this is excellent, using a photo of a celebrity for attention. And he had the great, very powerful headline, Ernest Borgnine Reveals 16 Amazing "Secret" Diet Tips Used by Hollywood Stars to Lose Weight Fast!

Fantastic headline worked great. The notion of leveraging celebrity in your marketing is so powerful and he talks about all the time. You can find all kinds of ways to leverage celebrity in your marketing. It's just so effective, especially when they're top of mind in the news and different types of things.

The thing that's also important regarding celebrity, it's that it's not just in your own mind. It's celebrity in the mind of your list. And that's a really key point I think, because you want to make sure this is somebody your list resonates with.

You don't have to leverage the biggest name on the planet. You can actually go much more niche and this is something I did I'm going to show as an example.

## Why Are All These Magicians Smiling?



Because Joel Bauer just revealed how he made **MILLIONS of Dollars** doing Trade Shows.

Interested?

**www.7FigureInfo.com**  
**877-803-3503**

This is an ad I published this in Genie magazine. Genie magazine is a magazine for magicians. And I published this ad when I was putting together a program with Joel Bauer, the guy here on the lower left who was at that point in time was known by the Magic community as the most famous trade show magician on the planet.

Now a trade show magician is somebody who stands in front of the booths at trade shows and attracts a crowd. He was just incredibly successful, made tons of money, very, very, very well known in the Magic community.

So I leveraged his celebrity and we worked out a deal to present a a program teaching magicians how to do trade shows. And it was actually a great program and great event. I actually repeated it. I sold 30 some magicians into this at \$5,000 a head back in 2008. And that that was pretty amazing, as magicians are typically broke. So we were very, very happy about that.

But again, Joel Bauer is a celebrity only in that niche, but using him was very effective. And then I used this in a couple of ways - this ad appeared in different magazine:

## Why Are These Men Smiling?

Because Joel Bauer just revealed how he made MILLIONS of \$\$\$ doing Trade Shows. Interested?



And it's the same headline, basically the exact same copy, even the same URL.

Again, you want to have a good URL that's another key point. You don't have to always go back to your own standard URL you can buy URLs for next to nothing. So create specific URLs for your event, your product, your program, whatever.

And leverage, leverage, leverage - different picture, happy smiling faces, same celebrity – it was all very effective and this promotion worked great.

Another click on the dial is **Lumpy Mail**.

Always think about how what you can do to make the letter so much more appealing and interesting, so that when it arrives they have to open it and see what's inside.

The dollar bill letter is kind of on the fringe in that they probably won't feel it, but it's in the same it's a "grabber" – that's what they call this - and a dollar bill is kind of like a grammar, but the lumpy mail is more physically obnoxious.

Here's an example – I actually wrote the letter based on the lumpy piece, which was this puzzle at the top with a penny inside.



Finally... There's a Common "Cents" Way to Solve the Puzzle of Getting Kids To Love Reading... My Brand NEW "Dare to Dream" Educational Assembly Program is Guaranteed to Fill Your School With Laughter, Fun, and a Passion for Literature and Its Magical Lands of Imagination!

(PLUS: If You Book Now Before September 30<sup>th</sup>, You Can Take Advantage of My Fast Action Discount - Which Can Save You Hundreds of Dollars!)

Dear <firstname>,

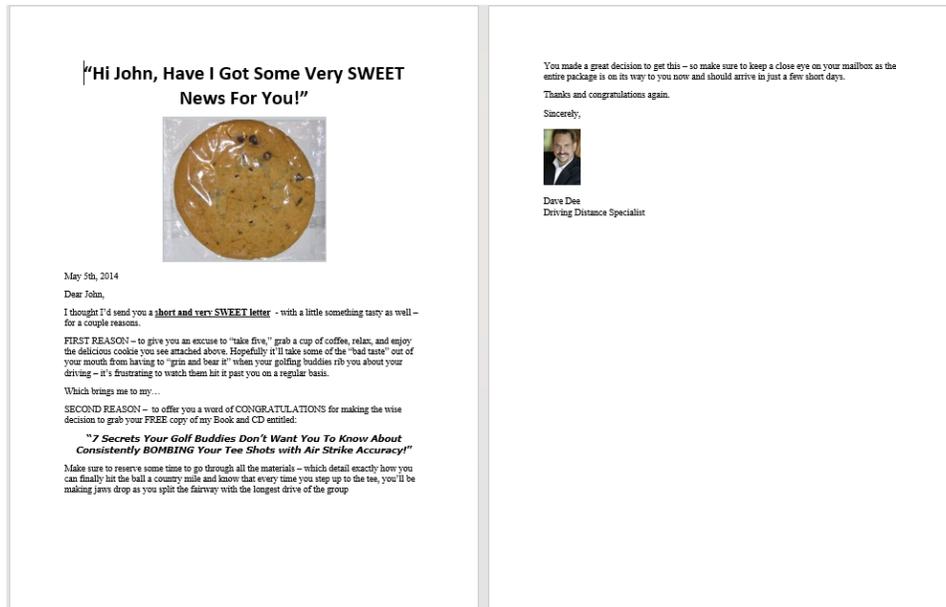
As you can see, I've attached a nifty little "penny puzzle" to the top of this letter. I've done that for three specific reasons:

The puzzle involved getting the penny out of the puzzle. And the client was another magician and he had bought a zillion of them. He wanted me to write a letter to get people to sign up for his Dare to Dream Program.

So this was used for that. It was a fun letter to work on.

Here's another using this standard direct response principle - you know, a headline, subhead, all the other stuff - it's from the Ultimate Marketing Machine, which includes a bunch of copy templates that I did with GKIC.

In this letter, we use a gourmet cookie at the top as the grabber.



So you put a real cookie at the very top of the letter - and with lumpy mail, you want to make sure you reference the thing top of the letter. It's like the elephant in the room. Same with the dollar bill letter. You've got to reference what's at the top.

It gives you an opportunity and it's great, because it gives you opportunity to be clever with your headline, a chance to be interesting. Because that's what we always want to be - interesting, saying interesting things in interesting ways.

So I love using these kinds of things in mail.

This is one this is a grabber, although obviously not a cookie.

<p><b>"Even Though I'm Not a Mind-Reader, I Do Have a Close Friend in the Fortune Telling Business and He Has Some Very Wise Advice For Your Future..."</b></p>  <p>May 9th, 2014 Dear John, Wouldn't it be great if you could see into the future? To know the trends and events that will affect your life tomorrow, next week, next year, and beyond? Well, my mind-reading powers are as limited as anyone's - but I did manage to pull a few strings with my "fortune telling" advisory board, and they suggested I send along the little aquatic friend you'll find attached to the top of this letter. I guarantee he'll be able to help you make at least ONE key decision you're facing right now. <b>"What should I do regarding Dave's amazing Sure-Fire 'Hit It Long and Straight' Toolkit Offer?"</b> Here's what to do: 1. Take the little red "fortune telling" fish out of the package. 2. Lay it across your palm. 3. Wiggle your fingers above the fish to enable it to connect to the "energies of the universe." 4. Note how the fish reacts. Here's your handy dandy decoder: <ul style="list-style-type: none"><li>• <b>Moving Head and Tail:</b> Call 1-800-HIT-LONG and grab your copy of the <b>"Sure-Fire Hit It Long and Straight" Toolkit</b>.</li><li>• <b>Curling Sides:</b> go to <a href="http://www.HitItLong.com">www.HitItLong.com</a> right now to order your copy.</li><li>• <b>Curts Up Entirely:</b> fan back your "Toolkit" order to 1-888-999-0000.</li></ul></p>	<p>Imagine that you could overcome the frustration of seeing younger guys hit it further than you; the embarrassment of frugging through the weeds and brush trying to find that min-hit tee shot; and the anxiety you face over EVERY shot when you don't have the confidence that comes from knowing you can bang it long and straight down the fairway...and never have to deal with any of it ever again!</p> <p>Well you can - just by taking the first step now.</p> <p>Remember: FATE can be fickle to those who simply wait for change to happen - follow the wise counsel of our little red fish friend and take that step today.</p> <p>Sincerely,</p>  <p>Dave Dee Driving Distance Specialist</p> <p>P.S. Don't forget, you must ACT NOW before May 15th or ALL the bonuses described in the letter - including the ball, the audio CD, and the "Black Hole Putting System" go away. Don't miss out. Call 1-800-HIT-LONG or go to <a href="http://www.HitItLong.com">www.HitItLong.com</a> right now before it's too late.</p> <p>P.P.S. For your convenience, I've enclosed a copy of a letter sent earlier detailing exactly how the <b>"Sure-Fire 'Hit It Long and Straight' Toolkit"</b> can enable you to hit it long and straight - reliably, predictably, <i>every</i> and again, once and for all. Take a second to look it over and make sure to contact me at <a href="mailto:dave@HitItLong.com">dave@HitItLong.com</a> or 888-999-9999 if you have any questions.</p>
---	--

This is a really handy little device called a fortune telling fish and I used these as magician quite extensively. They're great giveaways. People love these things.

It's like a little red plastic fish. You take it out you put it on someone's palm and it curls up and different things. If you read the instructions on the letter, there's a little handy decoder - so a moving head and tail means you call to get your copy of the toolkit or if it curls up, you go to the website, and so on.

Whatever it does, I've got a decoder for the fortune telling fish that leads the prospect to the next step.

Again this is not as lumpy as the other ones but again, it's a grabber it gives me an opportunity to play off the the item itself in the letter in the headline. And it's visually very interesting.

[www.3dmailresults.com](http://www.3dmailresults.com) is a great resource for doing lumpy mail. It's run by Travis Lee, and I've known Travis for years. He's a great guy. He provides a ton of resources, so you don't have to dollar store or whatever. You can go to Oriental Trading Company or whatever and buy this stuff. But [www.3dmailresults.com](http://www.3dmailresults.com) is great because they give you swipe that you can leverage to kickstart your idea.



For example, for the bank bag, "Here's an idea you can take to the bank."

So there's a headline you can use. I think with every resource they have, they provide a template that you can use and rewrite.

So again, it just saves you time. There's a bunch of different things. I love this – you mail the letter inside this bag. You just mail this bag and who wouldn't open it?

I know Russell Brunson used this to promote some element of ClickFunnels. So it's very effective, it gets opened.



Here's another thing you can mail. It's a message in a bottle, you put your letter inside the bottle. The suggested headline is "Find the Buried Treasure Right In Your Own Company." It's a great headline and visible within the bottle.



This is pretty neat. The stretchy dollar bill \$100 Bill, which is more of a grabber put on the top of the letter, but it's interesting and fun.

All these are great because they promote interaction, which is great with physical pieces, but online as well. The more interaction you can create, the more engagement you can create, the more likely they're going to actually be receptive to your message or at least going to read your message.

Another click on the dial that I love is make sure you use **multi step campaigns**.

Again, I'm a big fan of NOT believing in the magic bullet. I don't believe in magic bullets.

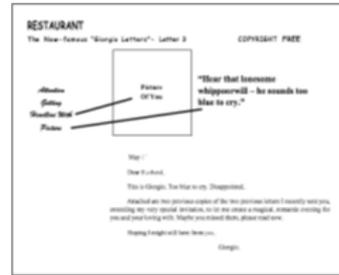
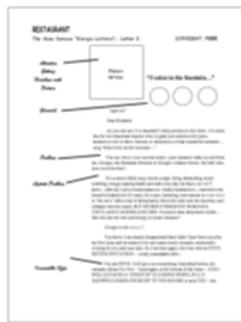
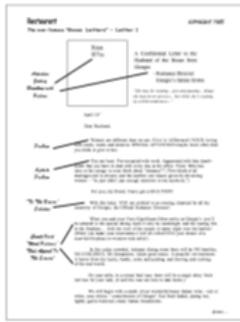
I'm sure if you work with clients, you've gotten something like, "Just give me the one thing that's going to solve all my problems." I think Dan Kennedy talked about the chiropractor who was doing 20 patients a week, 100 patients a month, versus a guy down the street who was only doing like maybe five. And that second guy, he's just agonizing over this, so he goes to the guy doing 100 a month and asks, "What are you doing to get 100 patients a month." And the other guy answers, "I'm not doing one thing to 100 patients a month, I'm doing 100 things to get one patient a month."

That's why I'm such a big believer of getting your stuff done quickly, because you don't know what's going to work. So you want to put as many offers in front of your prospects as possible.

So you always want to have **multi-step campaigns**.

Here's the classic three step Georgio. Letters from Dan from his classic program, which you all should have, Magnetic Marketing.

I'm not kidding, go buy Magnetic Marketing, it's a fantastic program.



## Dan Kennedy's "3-Step Giorgio Letters"

These letters are great. They're basically for a restaurant and tells the story of inviting people to a very special package like the the romantic evening for to package or whatever. I think they got a better name for the widget than that. But it's a three-step campaign inviting people to take advantage of this widget. It's from the Romance Director at the restaurant and it's different and it's fun.

So it's a great three step campaign that I think it's a click on the dial and it's worth having in your portfolio.

Here's one I created – the puzzle piece was only step one. And the point I want to make with this, three-step campaigns don't all have to be in the same media.



**Finally... There's a Common "Cents" Way to Solve the Puzzle of Getting Kids to Love Reading... My Brand NEW "Dare to Dream" Educational Assembly Program is Guaranteed to Fill Your School With Laughter, Fun, and a Passion for Literature and its Magical Lands of Imagination!**

**(PLUS: If You Book Now Before September 30<sup>th</sup>, You Can Take Advantage of My Fast Action Discount - Which Can Save You Hundreds of Dollars!)**

Dear \_\_\_\_\_,

As you can see, I've attached a nifty little "penny puzzle" to the top of this letter. I've done that for three specific reasons:

- One: I wanted to grab your attention right off the bat.
- Two: I figured you might enjoy a quick break today that's fun, challenging, and a little different.
- Three: It illustrates a truth about today's students that presents what is to me a puzzling situation...

And that puzzling situation is this...

Even though as adults and educators we realize on a deep, emotional level the power and wonder that reading and great literature provides.

**ATTENTION: Assembly Coordinator...did you get my earlier message?**

**"At Last There's an Easy, Proven Way to Solve the Challenge of Getting Children to Read... And Inspire Them to Aim High & Dream Big As Well!"**

**(PLUS: If You Book Now Before September 30<sup>th</sup>, You Can Take Advantage of My Fast Action Discount - Which Can Save You Hundreds of Dollars!)**

Hello! My name is Steve Bennett. I'm professional magician specializing in crafting educational entertainment programs for schools. I travel throughout the South to provide amazing, entertaining, and fun educational programs specifically designed for children. A few days back I send you a letter about my brand new:

**"Dare To Dream" Magic of Reading Show**

"Dare to Dream" is a hilarious half-hour adventure that combines magic, music, puppets, and storytelling in a unique and unforgettable way that will keep every child fully engaged from start to finish.

**How And Why The "Dare To Dream" Program Is So Effective...**

In a nutshell, this program is 45 minutes long and has six VERY important features:

- Entertaining & Educational:** Children discover the fun and excitement of reading in a relaxed and thoroughly entertaining way. When kids are having fun and enjoying themselves they are much more receptive to the ideas and messages being presented.
- Amazing Magic:** Kids love magic. They really enjoy watching it, and that's the Magic called "The Egg Dream" has been chosen specifically to illustrate key points in our show that children think back on the show and for magic tricks they will automatically remember the key associated message as well.
- Live Animals!** Live animals make a great teaching tool and the way I've integrated my live animals helps give the program its necessary pizzazz!
- Powerful Storytelling:** My goal in this program is to not only teach kids but to help them take their own actions and inspire them to become "Dream Big" or they have the desire to read!

**You of Audience Involvement:** As you know, kids don't want to just sit there and watch, they want to get involved, and when they're involved they're learning! "Dare to Dream" is a high energy, fun to think and is designed to keep the kids involved every step of the way.

**Totally Appropriate and School Safe!** Not a minute of inappropriate language or language. The show is 100% Magic of Reading, pure fun each and every point across to good. (Highly entertaining!)

**There's Absolutely ZERO Risk With My "Standard of Excellence" Guarantee!**

We guarantee that our programs are engaging, entertaining and will maintain the highest standards of educational significance. Everything has been structured, scripted and delivered **EXACTLY AS PROMISED** (unless in record) and if you are not satisfied for any reason...any reason whatsoever...then you don't pay for the program. Period.

**If You Act Now, You Can Save Big!**

As mentioned in my recent letter, my show costs \$150 for a half-day (1-2 shows), but I have a super early way to SAVE BIG! Just contact me by late this **September 30, 2012** and schedule a program for this school year and **YOU CAN SAVE BIG!** (Call now before it's too late!) **CALL 903-952-1878** (that you need to hurry - time is growing short.)

One student's telling her: Call now before it's too late! **903-952-1878** - don't miss this opportunity, call now!

Sincerely Yours,  
Steve Bennett

P.S. You can find out more...and see videos of the show in action at [www.entertainmentmagicians.com](http://www.entertainmentmagicians.com). See for yourself the core elements of the program and how much fun the kids have while watching. There's nothing like **CALL AND RECEIVE YOUR FREE 100% LIVE OFF OFFER!**

**SUBJECT: Final Reminder - September 30 Deadline**

Hello there,

This is just a quick follow up email to some previous letters I've sent you in the regular mail.

I just wanted to remind you that the Fast Action Discount for my "Dare to Dream" Magic of Reading Show expires in just a few days on September 30th.

To quickly recap:

- "Dare to Dream" is a hilarious hair-raising adventure that combines magic, music, puppets, and storytelling in a unique and unforgettable way that will keep every child fully engaged from start to finish.
- "Dare to Dream" is 45 minutes long and has 6 key features:
  - \*\* Entertaining & Educational. Children discover the fun and adventure of reading in a thoroughly entertaining way.
  - \*\* Amazing Magic. Kids love magic and ALL the Magic used has been chosen specifically to illustrate key educational points.
  - \*\* Live Animal! Live animals make a great teaching tool and the kids love it!
  - \*\* Powerful Storytelling. Helps teach kids to read and inspires them to "Dream Big" so they WANT to read!
  - \*\* Tons of Audience Interaction. High energy participation from start to finish!
  - \*\* Totally Appropriate and School Safe! Gets every point across in a good, clean and uplifting way.

First I did a printed letter. Then, I turned it into an 8 ½ by 11 postcard, and it's pretty much the same copy. I did some editing and stuff, but it's essentially the same copy, the same offer, all the same elements to it.

Leverage what you have, leverage what you have. Dan will talk about how if the first letter didn't work, use that exact same copy from that first letter and stick it on a great big old postcard with tiny, tiny font.

And that's just another touch that the person can work with.

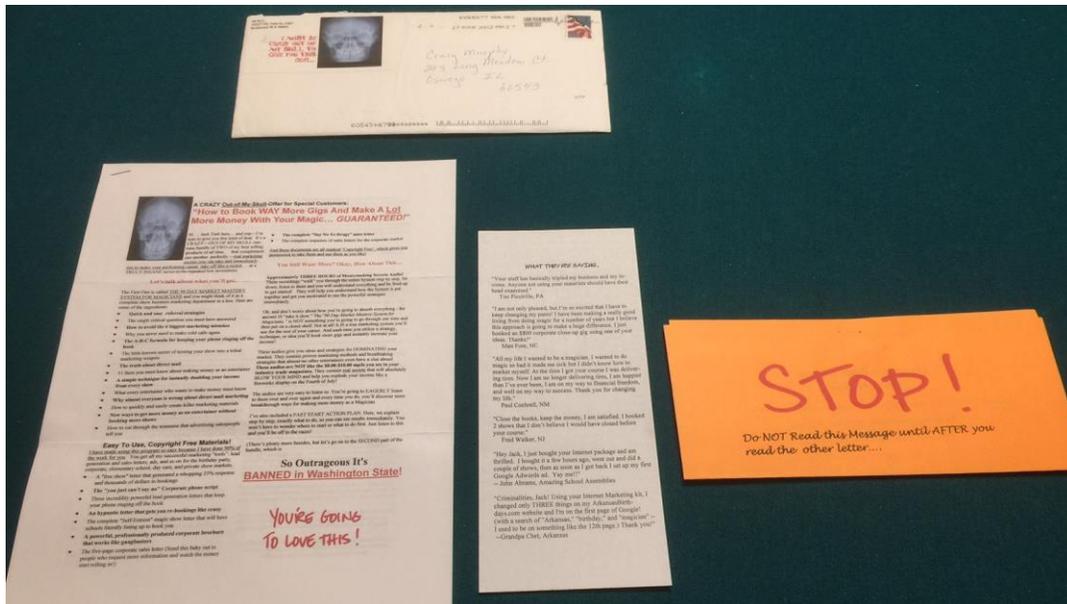
And you also do the same thing with email - I provided an email as the third and final step because he had both a physical address and an email address.

So I'll make sure that this person was touched multiple times to have the opportunity to take advantage of this offer.

The **sealed envelope technique**. How is one that I think has been this one Gary talked about he says enclose a separate envelope and the main envelope, write some copy on it saying something like, "Don't open until you've read my other letter."

This is great for hiding coupons or brochures etc. It's really nice because it gives you more stuff. Lots of people use this in their controls, a lot of big, big companies use this in their controls having a separate little enclosed envelope. It's very effective and I like this a lot.

I actually did this with my list of magicians.



This campaign was in the toolkit, and you can see all the elements of the campaign in the toolkit swipe file that I provide.

I basically did it in a very bright orange envelope because I wanted it to be extremely noticeable. I put STOP in great big red letters and I actually printed out the offer on orange paper.

It was very specific and explained my reasoning for the letter and included a great big bonus associated with it.

This this campaign really killed for me, it was an extremely effective campaign, primarily because I was extremely diligent in the list. I had narrowed down the list to people who had not gotten these programs before, but they had been buyers of other stuff before. It just was a very narrowly focused list and it worked great.

You can see the different elements of the campaign – the letter, the envelope and the letter. And of course, this is just a little funny thing about the “I’m out of my skull” with a skull image on the front and an X-ray image on the letter, so they both combined to give me a hook for everything.

You want to be interesting – it’s really important to be interesting. And you know, I didn't have that big a list. But it was a fun, fun promotion and very effective.

**Holiday promotions** represent another click on the dial, but I think this concept has got to be considered for all your marketing campaigns, all throughout the year.

Holidays provide great opportunities to promote yourself and your services and your products. Too many people just ignore this, it's just ridiculous. Along with the biggies like New Years and Christmas and Halloween, just Google weird holidays because there's tons of strange holidays out there. Don't limit your thinking to just the standard ones. It's national popcorn day on January 19, you could mail an offer out in a popcorn box. Penguin awareness day is January 20. Bet you did not know penguin awareness was a real thing. There's measure your feet day, you can mail a ruler or do something else for that, but it's just a fun day and fun reason to reach out to somebody.

February's got Super Bowl Sunday, Groundhog Day, all these different things, there's just so many opportunities. So look at your calendar, Google funny holidays, gives you all kinds of opportunities to be creative with your marketing.

Make sure you think about using the standard holidays, like Independence Day.

So this is actually from a toolkit that I produced that included this little template here. I found a goofy dog image and made a fun postcard from it – it was very easy to do and these can be so effective.



By using the holidays as a framework for all 12 months, you've got an entire marketing calendar.

This is so much more effective than random acts of revenue generation. When you start putting promotions on a calendar, leveraging the calendar and tying your marketing to the different events in the year, you can actually start predicting revenue, you start predicting where you're going to make money and that's much more effective.

EMAIL TO SEND DECEMBER 1ST

SUBJECT: [12 Rides of Christmas] Santa says "LET'S ROLL"

Your old pal St. Nick here – and after enjoying a relaxing 11-month vacation in the sunnier climes of the Florida Keys, it's now time...



... time to exit the pool, put down the adult beverage, and [get back to business](#).

Yes, once again it's that MOST wonderful TIME of the year, which means I need to fire up the Hog and head North to bring cheer-a-plenty this Christmas season...

That's why, over the next 12 days as I head back to the pole, I've once again teamed up with my good friend Mike from Eagle Leather to offer a sleigh-full of the perfect gifts to get road-ready for the new year.

Watch your email as every other day or so we'll come at you with special savings in honor of that wonderful holiday tune, "The 12 Days of Christmas."

I'll be taking a road trip North across the lower 48, then cruise on up to "Santa HQ" just in time for the big night. Therefore, to kick things off

This is an email promotion that I did for a local motorcycle guy. They sell motorcycle gear and equipment and stuff. And this was very effective for him. And it's essentially the 12 days of Christmas sale which I'm sure you've seen the Christmas sales and probably the 12 days of Christmas. Well we did the 12 rides of Christmas. And the whole concept for this was to tell a story in these emails.

And so now I'm not just doing a holiday theme, I'm doing a story as well.

All these emails were from Santa Claus. And Santa Claus, of course is a biker. So he starts off down in the Florida Keys, relaxing, enjoying a fun year after Christmas is over. And now it's time to get back to business. So I created 12 emails for each of the 12 rides of Christmas that covered his journey back on a motorcycle to the North Pole.

So this is him lounging in the pool down in the keys or whatever it is on the first day. And during the emails we're going to talk about making a road trip across the lower 48.

Now this is day three and by day three, he's up toward Orlando and he's talking about what's happened up at Disney World. So he's on Space Mountain enjoying the trip there.

**DAY 3 EMAIL**

SUBJECT: [day 3 deals] No Mickey Mouse adventure

Santa here and I have a confession to make.

I LOVE "The Mouse."

And since Orlando was on the way back to the pole, I just had to make a quick stop to hang out with friends and family at DizzyWorld!

Blitzen and his pals flew in to meet up for some theme park fun – here's a candid shot of the two of us achieving warp speed inside Space Mountain.



Now if you've ever done the whole "Mouse-Park" experience, you know you're going to spend a ton of time hoofing it from one thrill ride to another.

Which means it's important to have those tootsies well taken care of and [equipped with the finest footwear you can find](#), hence, the theme of Ride #3 of our "12 Rides of Christmas"

*"One the third ride of Christmas, I thought I'd give to me  
[Three Pairs of BOOTS,](#)  
[Two Deerskin GLOVES,](#)  
[and some SHIRTS to put under the tree"](#)*

Now I had the advantage of amazing graphic images that I have been playing with, as you know, and I found a bunch of Santa ones that were just superb. And that's how I came up with the idea for day 3 - I saw this image of sat in a rocket ship with a reindeer.

Remember how I talked about in the course that if you get stuck on writing, try looking up images?

Well, while I was looking up images when I saw this one and I thought it was perfect. So I added it into the story. And note also at the bottom I refrain the different parts of the song, "Three pairs of boots, two deerskin gloves, and some shirts under the tree." My singing is terrible. But anyway, each one of those is something that they offer. In the store they offer boots, they offer gloves, they offer shirts, etc.

And by day nine we had up Santa in Idaho, and skiing again. I got the idea from seeing the picture. The picture was cool. And I thought let's go with that.

**EMAIL DAY 9**

SUBJECT: [9<sup>th</sup> day] BRRRRRRR.....

Montana is ONE serious cruise.

Me and momma have had a blast though cutting across the northern edge of the USA on I-90.

But hooo-boy is it COLD! BRRRRRRR!

Needless to say, it was the perfect opportunity to take a quick run down the Missus favorite slope – after all, it makes zero sense to complain about the weather. Get out and have some fun!



Hence, I've decided to gift myself another "ride o'Xmas" present:

*"One the ninth ride of Christmas, I thought I'd give to me*

*Nine HEATED GARMENTS*

*Eight LEATHER JACKETS*

*Seven RIDING PANTS*

*Six LUGGAGE Styles*

*Five Tailored CHAPS*

*Four Custom VESTS,*

*Three Pairs of BOOTS,*

*Two Deerskin GLOVES,*

This just shows you can be creative with your marketing in a fun way and with emails. And note you're doing a campaign, not just "Hey, buy this next thing," but tell a little story. Have a character. Tell a story. Make it interesting. So it's compelling all the way through.

And the toolkit swipe file included this one, which was the last day of a St Patrick's Day campaign I did and I from went from me writing the emails to having a leprechaun write the final one. And he just took it over. And he was drunk, which is even more fun.

So I wrote it in that sort of framework, just to be different. Just to be interesting. Have some character have some fun with it.

**\*\* Lasheddtt.. Cawwll.....**



Jack Turk  
Sun 3/17/2013 7:00 PM  
To: You

Yo!

Larry the Looped Lepercahhnn here...

I LUVVVVV ST.PATRIKS DAY!!!! WOOOOOOOOOOOOOOO

Jackssss away from hiz desk, so he dunno I'm writtin' ya. (Laddie, wait until I gettahol' of yer FB account! ha!)

I desscovered zat he's gots a sale gowin' on now on a bunchabuncha productss... i thinks he's bonkers to make suchhhha dealz, but hey-(hic!) its his party!

\$1 down and 33percentages off'n allkinds of programs.

But he'z tellin me (in his lashssehd email) that it endz TONITe! So I'm-a-gonna-gits me o'er there now to pik up sum GR8 dealzzz afore itz too late!

Aye an yu should to!

Here's the webpageadress thing..:

<http://www.magicmarketingcenter.com/gold>

Okokok.. do it now b4 midnite, lasssheed cawll!!!

Happee St. PATTIES to ya!

...Larrrrry

Marketing doesn't have to be all the serious stuff and you know, have some fun with it. And it really can be fun and be effective. And this was great. People loved it.

Another email since I'm talking about emails, I think it was really important that another click you want to add is **Dean Jackson's 9-word email**.

I'd love to take credit for this, but boy, he's brilliant and this is so brilliant that I have used this in a multitude of markets. It's so effective for reconnecting lost leads.

You should absolutely add this to any email campaign you do to lost leads, particularly if you're doing professional services, or product, whatever anybody who showed up and then kind of disappeared.

This is a great kind of final step or one of the final steps. It's very simple.

Just use the first name in the subject line. And the body is a very short, short sentence that addresses the pain point.

Like, "Are you still looking for help fixing your roof?"

Or... "Are you still interested in restoring your smile?"



Remember, it's from you and you've already talked to him about this.

These really works and kudos to Dean Jackson for coming up with this.

But again, another click on the dial you want to add to your kit.

Here's a click on the dial which I wanted to give you – it's a little tool for **how to create widgets**.

Now Dan Kennedy coined the term widget to refer to an offer. But it's not just, "hire me to do a magic show." That would be very plain and boring. But now instead it's a combination of services and bonuses and pricing and guarantee that is absolutely unique – it's unique to you and uniquely labeled.

So I came up with this title generator that has several parts that you can work your way through to help come up with a title for your widget.

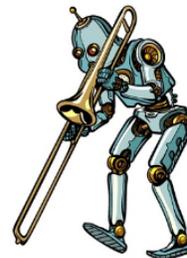
### Killer Copy Widget Title Generator

Step 1: Pick an adjective that describes how awesome your Widget Offer is. Here's some to choose from:



Ultimate  
 Step-By-Step  
 NEW  
 Sure-Fire  
 Forbidden  
 Proven  
 Money-Saving  
 Unbelievable

Rapid-Fire  
 Easy as 1-2-3  
 Advanced  
 Jumbo  
 Irresistible  
 Real-Deal  
 Money-Making  
 FREE



Step one is you want to pick an adjective that describes how awesome your widget offer is. And here's some like, ultimate, rapid fire, step-by-step, easy as 123, new.

New is always good, people love new, advanced, surefire, jumbo, forbidden.

Forbidden is a nice one because it kind of goes along with the common thinking there's someone holding something back from me.

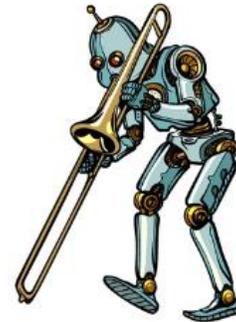
Irresistible, Proven, Real Deal, Money Saving, Money Making, Unbelievable, Free, Proven – that's a great one. People just love the word proven.

That's step one. So you pick pick one of these.

## Killer Copy Widget Title Generator

Step 2: Identify the **KEY PROBLEM** your Widget solves **OR** simply put a name to the **SOLUTION** you're offering. (You could also combine **PROBLEM** with **SOLUTION**.) Examples:

- Back Pain
- Hit It Long and Down the Fairway
- Fiscal Cliff + Rescue
- Thinning Hair + Restoration



Next, identify the key problem your widget solves - or just put a name of the solution.

You can combine, for example like back pain, back pain is something that's definitely a problem. You know, debt. That's something that's always a problem. You could include lack of revenue, lack of customers, whatever.

I put "hit it long down the fairway," because you know, golfers have all kinds of problems with that. That's a very real issue.

You could combine Fiscal Cliff + Rescue. Thinning hair + restoration.

So that's it. Figure out the key problem your widget solves.

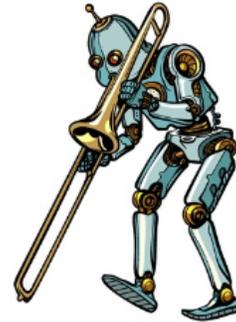
Next, you want to pick a noun that describes your widget.

## Killer Copy Widget Title Generator

Step 3: Pick the noun that describes the Widget.  
Here's some to choose from:



ToolKit	Package
Formula	Program
Machine	Generator
System	Process
Bundle	Offer
Deal	Gift
Resource	Surprise
Secret	Sale



- You could call it a toolkit, a formula, a system, a machine, a process, an offer, a surprise, and so on. Just pick a noun that describes it and then just add them together.
- Proven Back Pain Formula
- Sure-Fire "Hit It Long and Straight" Toolkit
- Ultimate Kitchen Remodel Package
- Irresistible Romance Resuscitation Offer
- Money-Saving "Fiscal Cliff" Rescue System
- Fast Acting Job Loss Recovery Bundle
- Advanced Retirement Acceleration Program
- Forbidden Hair Recovery Formula
- Unbelievable Work-Life-Balance Restoration Weekend Deal

Think about it – isn't this much more interesting than just calling it a consultation? You know, that's not interesting. Nobody wants a consultation.

**Do more with less** – these are kind of clicks that I believe are important. You want to do more with less and the big one is you want to become an expert in whatever tools you use.



You really don't want to always be learning new tools, new software, to write and create marketing content. You want to pick a few and get really good at them. I think at this point in time, I'm really good at using Microsoft Word. I really understand enough of the nuances of Microsoft Word and I'm not constantly going back and forth trying to figure out how to do things.

I know how to create tables. I know how to change fonts. I know how to cut, copy, and paste all that stuff. I've got Word figured out. It's really not to my advantage to change platforms to Google Docs, or to change platforms is something else.

You don't need a lot of different tools to create great content. But pick a few and get really good at them. Spend the time, invest the time, to learn them in depth. I think that's important because the more in depth you know the tool, the more proficient you are using it, and that helps you get the content done faster.

I mentioned. Controls copy and paste and I think the most valuable thing. Some of the most valuable things in Word is the ability to copy, cut, and paste without having to go use the menu. Understanding shortcut keys - Ctrl C for Copy, Ctrl X for Cut, Ctrl V for paste, Ctrl A for Select A - you don't need to know a lot of shortcut keys, but learning a few shortcut keys in each of the systems you're using can save you a lot of time.

I also like using Notepad and Paint.

I know I'm being Microsoft specific, so forgive me if you're a Mac guy. There's equivalents. But I like them because they're very simple programs, but they're excellent.

I like notepad when doing a quick draft because you can write a lot of stuff without worrying about formatting. Stop worrying about formatting while you're writing, that's not the time to format. The time to do the formatting is in the Edit pass. So Notepad might actually be a really good tool if you just want to jam and get copy down quickly. And then you can paste directly from Notepad into Word, because what's nice about notepad is that it's ASCII text and it comes with no associated formatting. (Unlike if you copy from a website, which has got the HTML formatting embedded.)

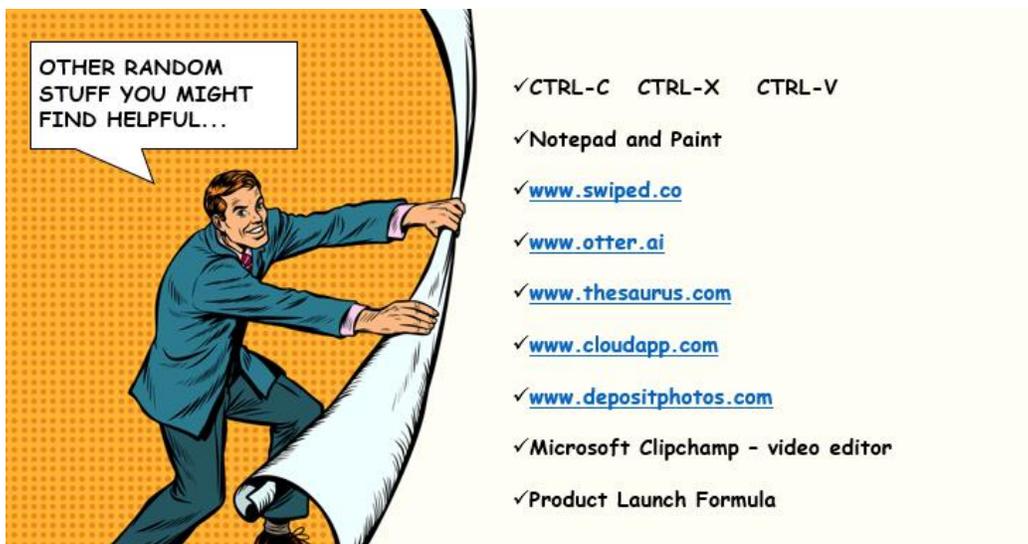
By just copying from Notepad, you get pure ASCII text which just goes right in whatever your standard font is on the Word doc.

I like Paint a lot because it's a simple tool that I use for doing screen dumps. You can just do a FUNCTION + PRINT SCREEN Keyboard combination and get a screen dump of the entire screen.

Then I can go to Paint, do Ctrl-V, and it pastes the screen into Paint, which I can then edit. I've got the graphic I wanted. I do this all the time. It's so handy. I used it all the time in this presentation for PowerPoint, which I also know reasonably well.

Learn a few tools and learn them well.

### Other random stuff...



[www.swipe.co](http://www.swipe.co) is a wonderful resource for swipe files and copy. There's tons of famous letters on that site. It's a great site and free as far as I know. Lots of stuff to give you ideas. Just cruise through and pick ideas for headlines, for intros, for structure.

[www.otter.ai](http://www.otter.ai) - I give credit to I think it was Colin Campbell, who was using this while in a Titans Zoom group meeting. It's a tool that both records the call and auto transcribes it using AI and it's pretty effective. I'm not saying it's the best. I think it works better if you speak slowly. It tends to stumble on paragraphs and they become huge, etc. But it's not bad. And I have found it very useful as a tool for taking notes when I'm interviewing a client. For example, I'm going to do a lead magnet for them, possibly the chapter of a book or whatever, I love to use this as a tool for recording the session. That way I'm not scrambling trying to write everything down by hand.

It also records the conversation as well as transcribing it, so you can look at the transcription and also play the audio recording. So you can see how the transcription's possibly a bit away from what was

actually said. But I'm using this more and more. I think it's a very effective tool. It's only like 16 bucks a month. I'm really happy with that so far.

[www.Thesaurus.com](http://www.Thesaurus.com) - I use this all the time when I'm looking at different words to use with headlines, different ways to say something. It's extremely valuable.

[www.CloudApp.com](http://www.CloudApp.com) – good tool if you want to create screen captures and training videos. I created all the training videos in my course using CloudApp. And it was very easy to use and you can capture the entire screen or just a portion of the screen. I think it's easy to use and I'm very happy with it so far.

[www.DepositPhotos.com](http://www.DepositPhotos.com) - Images wise, I love [www.depositphotos.com](http://www.depositphotos.com), the membership I have is very affordable and they have a great selection of images.

ClipChamp – It's a video editor that I discovered in the apps for Windows 11 – it's very simple and harkens back to Microsoft's video editor from way back, Microsoft Movie Maker it was called. The interface is actually very similar. You can put multiple media in the timeline, you can have multiple audio streams, you have image stream, you can put put together pretty nice looking video pretty simply doesn't require a lot of training, if you know already know how Microsoft's applications work. I was pretty happy to find it. And because I'm a Windows Microsoft Office 365 user, I get a pretty decent version of it for free, which means there's no watermarks on the videos. You can upgrade if you want but I didn't find it even worthwhile. I think the version that comes with Office 365 is already a pretty decent little program.

And the last thing it's not really it's a click, but it's kind of an example of a kind of click, which is a framework of copywriting, and a framework of marketing –

**Product Launch Formula.** This is just my endorsement for the whole methodology, which I think is really brilliant. Jeff Walker does a fantastic job explaining the whole “sideways sales letter” concept in his program. And if you don't want to buy his entire program, buy his book “Launch.” He does a great job in the book explaining it – it's not the whole program with all the features, training, bonuses, etc., but it's pretty.

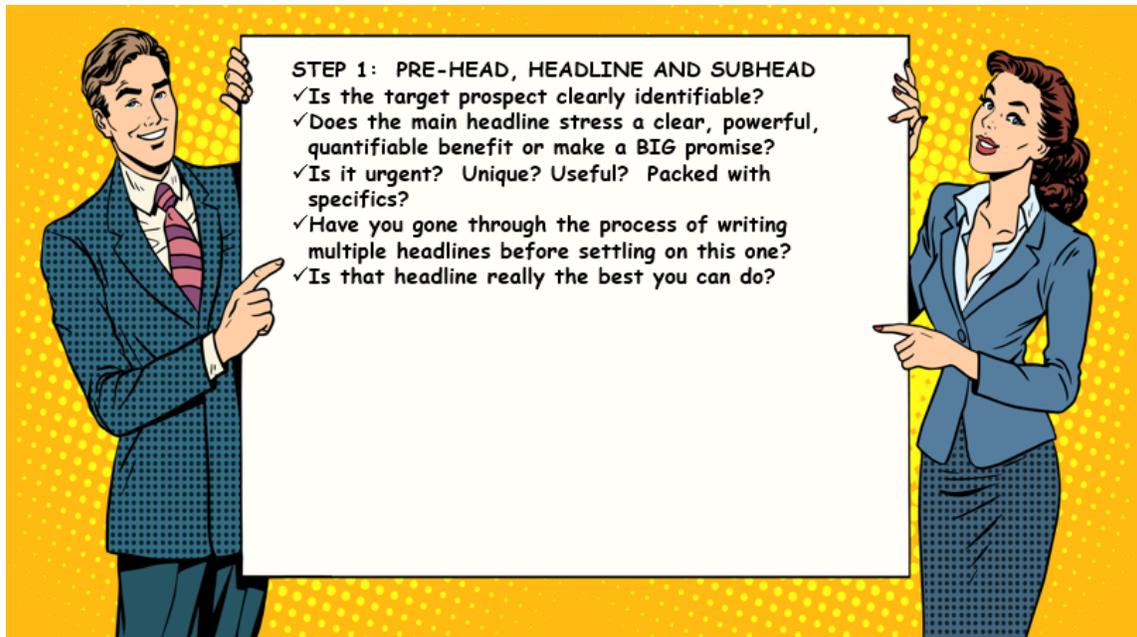
PLF is another tool, another thing to have, another click on the dial to have in your toolkit to use when working with clients and working with your own programs. It's one more thing I can add to the mix and possibly use in creating a campaign.

### **Killer Copy Checklist**

So the last thing I want to talk about we just kind of want run through the killer copy checklist, which is included in the Ultimate Write Killer Copy Fast toolkit.

I want to go through all the different pieces inside it and explain why I think they're important.

It's organized in different sequences in different sections. And I recommend you do things in this order.



Step 1 - Go through the entire document and look first at the pre head, the headline, and the subhead.

Always take a hard look at all the headlines and subheads, as this is where you're going to have the typos and spelling errors. It's probably because you jam them in and you ignore them after that because you're focused on the copy. But it's really important to dial in on the very first ones at the beginning your letter, especially because it's in the pre head and headline that the target prospect is clearly identified.

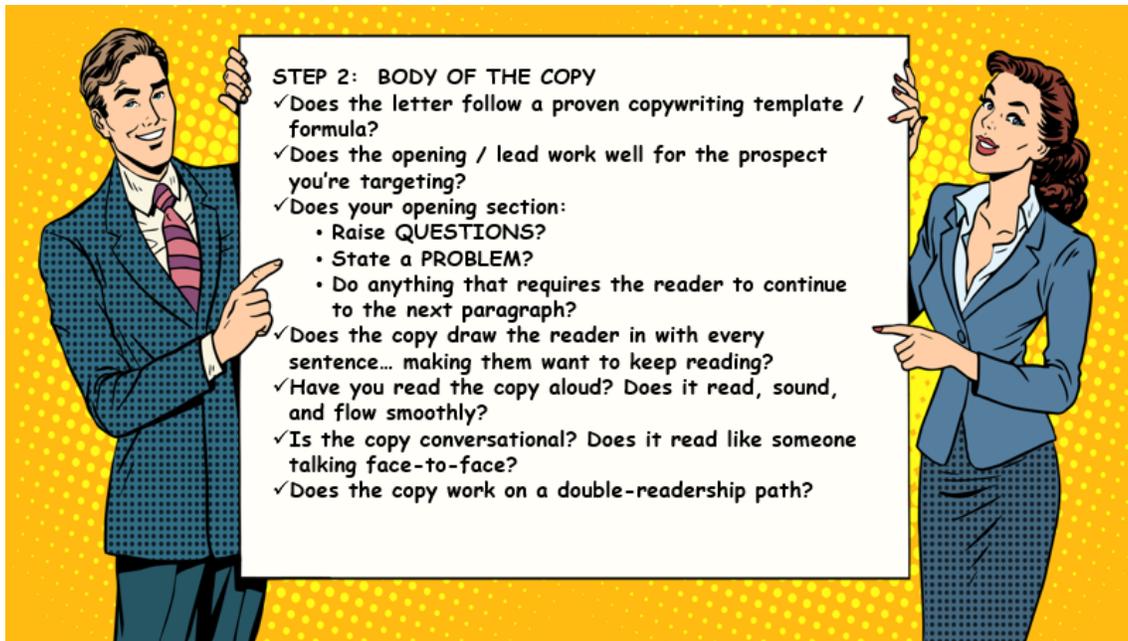
We'll often do that in the pre head – for example, “Attention Dentists” or “Attention Birthday Mom” or “Attention Golfers Over 50.” Is the target prospect really identifiable in the pre head, the headline, or subhead – because somewhere you've got to say who this is for.

I really believe that the headlines should also have a clear and powerful benefit or make a big promise. Is it urgent? Is it unique? Is it useful? Does it offer specifics? (You don't want generalities.)

You kind of want to kick yourself a little bit when you're doing this review. It's your chance to be your own sort of copy critique group. Ask yourself is it urgent? Did I meet the standard?

I had a recent project where I had to produce a two-page letter for a lead magnet and honestly the first thing I did was headlines and I spent a ton of time coming up with different headlines before I settled on the one I liked the most. What's good about doing that is you now have those headlines that didn't come in first, they can be used as subheads or possibly on the outside of an envelope as grabber information.

Just ask yourself, “Is that headline really the best I can do?”



Step 2 - Go through the body of the copy and read it through.

Does it really follow a proven formula? Because it's so easy to start writing and start off with a formula and sort of kind of let it go off in the weeds.

Problem - Agitate – Discard – Solve is a great formula, but it's easy to start off with that in mind and wind up with something different, especially if you've assembled it in pieces, or maybe you didn't assemble it order from start to finish. Or maybe you started off with the bullet points.

You want to make sure that when you add in all the final assembled pieces, it does follow the formula.

You want to make sure the opening in the lead works well for the prospect – that it really identifies them and it's speaking directly to them. It's great to raise a question and a problem right from the very beginning, then start building the slippery slope that requires a reader to continue to the next paragraph and then the next.

I'm kind of getting in deep into writing here, but I spend a lot of time working on paragraphs. I think paragraphing is so important. You want your paragraphs to have a single point to convey and then create an open loop to the next paragraph – teasing the reader to get to the next paragraph, so it's like a slippery slope that they can't stop themselves from sliding down.

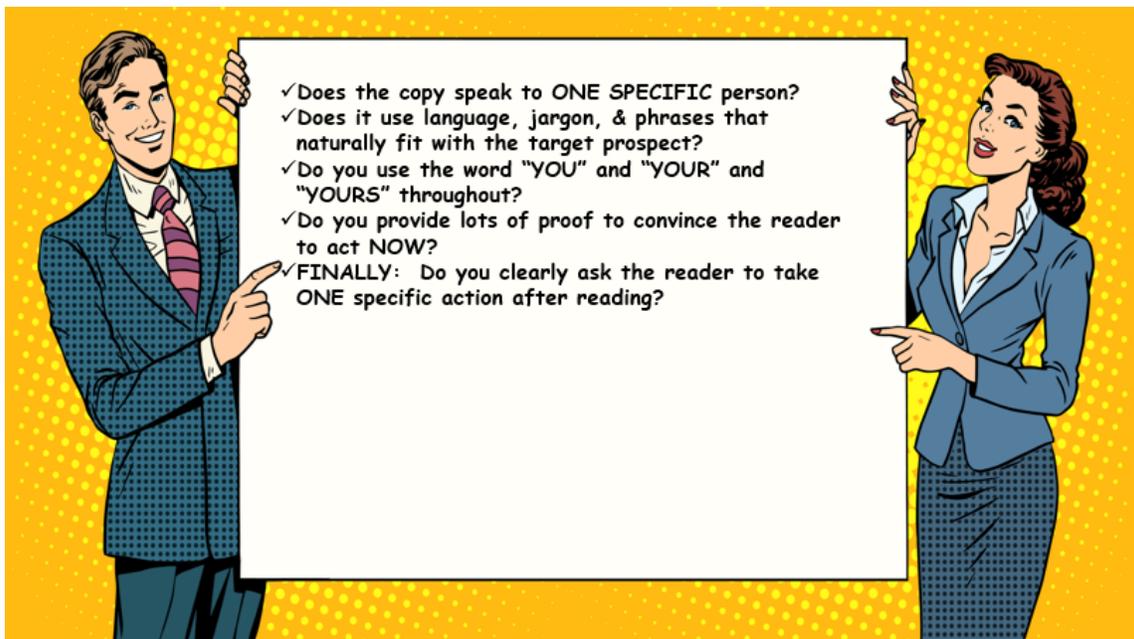
You should always try to really think through your paragraphs so that they set up one after the other after the other after the other. Don't just throw them out there. When you do this edit, put some time into how you structure them.

Does a copy draw the reader in with every sentence? Does it draw the reader in? Is it making them want to keep reading? This is a key part of your editing process. The copy has to keep drawing them in by being relevant and interesting.

Don't be afraid to cut something if it doesn't have to be there. Headlines, Subheads, Paragraphs, Sentences, Bullets, Words – none of them have any kind of inherent right to exist. In fact, if something can be killed and removed without making a bit of difference, you can delete it. So be ruthless when you're going through the copy.

Read it aloud - because it's such a good test. You want your copy to read and sound and flow smoothly. By reading aloud, you also discover whether it's conversational. It should read like I'm talking to you face to face, not like I'm talking to a zillion people. You're talking to one person sitting across the table and trying to address their problems. Reach into their heart, help them out.

Does it work on a double readership path? This is where the subheads and bullet points come into play – you want to make sure they get something out of the copy if all they do is skim through just the subheads and the bullets all the way to the end. Does it work that way? Does that actually provide an message that's compelling and effective for the reader?



Again, I talked about writing to ONE specific person - never write to a bunch of people.

You want to use language and jargon and phrases that naturally fit with that person. You want to speak in a manner that's appropriate to them. You don't want to use terms they don't understand. Or if you do, be very, very careful to define them.

For sure, NEVER make anybody do math. Good Lord. Never make anybody do math. I don't care if you write for mathematicians, don't make them do math.

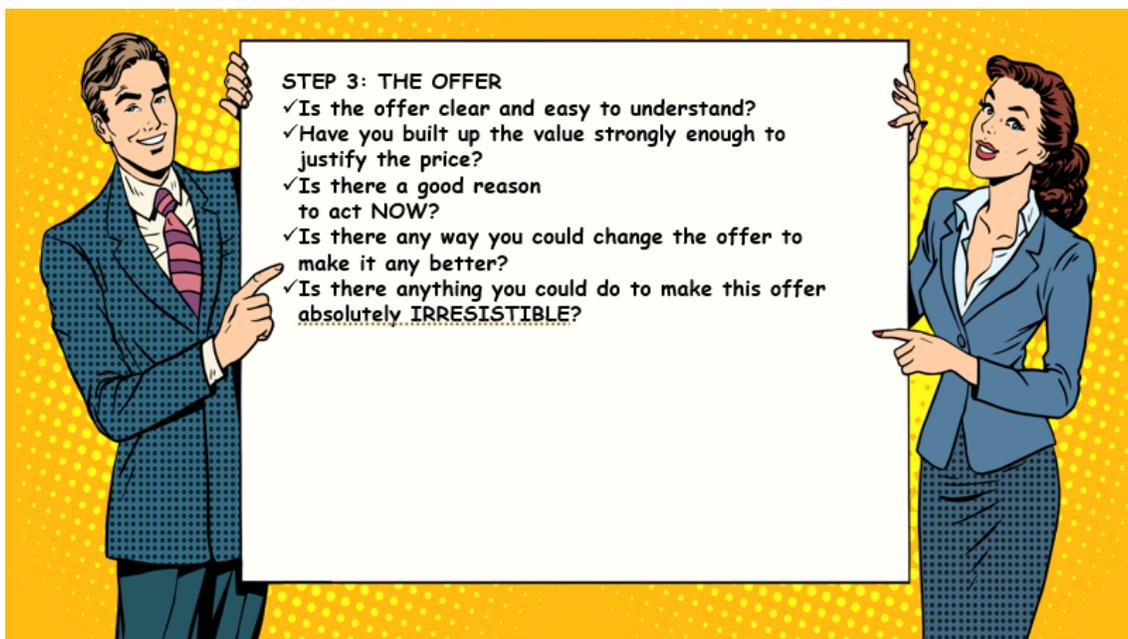
Make sure you use the word YOU and YOUR and YOURS - always frame what you write from their perspective.

Make sure to provide lots of proof that will convince them to act now. Because it's important to them and to you that they don't delay, that they take advantage of this right away.

And you absolutely want to make sure there's a specific call to action.

These are direct response principles, by the way, and I'm assuming throughout the entire course you're a direct response copywriter and you're interested in direct response marketing. And this is one of the key elements of direct response, that it has one clear specific call to action.

Now you can give them a couple options, like "call me" or "email me." Giving them a couple of ways of responding is fine, but you're really asking him to do one thing. I'm asking you to get my lead magnet. I'm asking you to sign up for my membership program. Etc. Etc. So one specific action, that's it.



### Step 3 – The Offer

Look at your offer, and make sure it's clear. It's easy to understand. It's not confusing.

I made this mistake with one of the magic events I did for magicians. It was a marketing event for magicians, helping them learn how to market themselves. I had an offer for different variations of what you could take home with you - like if bought this package, you got the audios; if you bought another

another package, you got the audios and the videos and something else; and if you bought another package got something all that and something else, but not something else, and so on.

It was a mess. I did not make it clear and easily understandable. And I know I left money on the table because people told me they weren't sure which package to get because it didn't make much sense.

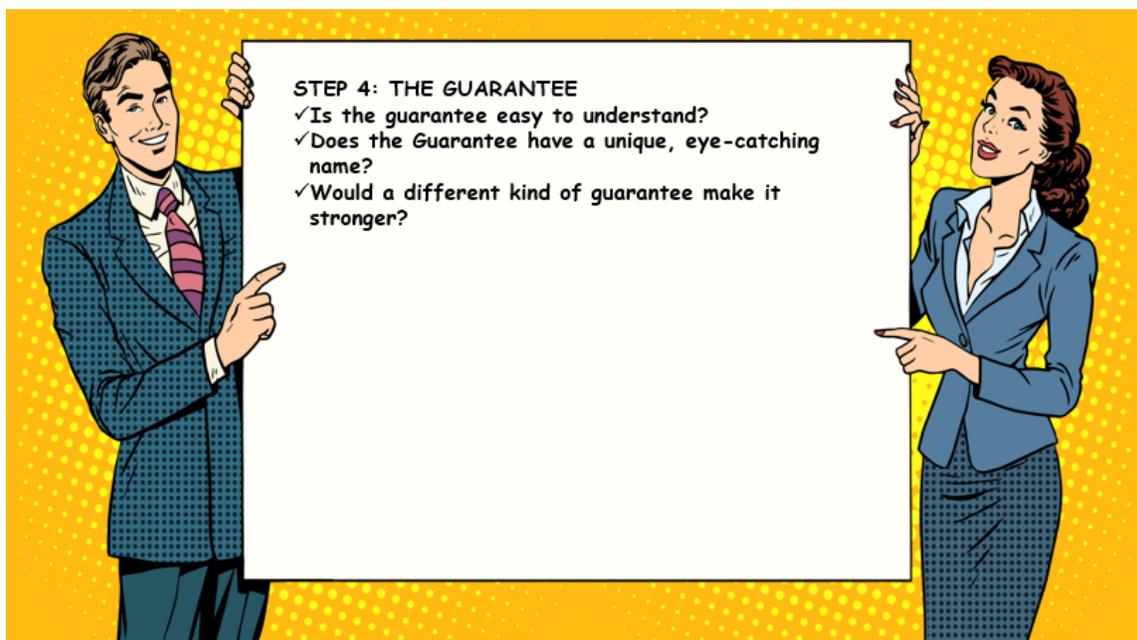
So, I broke this rule early on, and I learned the importance of it. You have to make sure your offer is clear and easy to understand.

Have you built up the value strongly enough to justify the price and the investment? I happen to believe you should do whatever you can to make the offer irresistible. And it should even hurt a little bit. That's what I think is a great offer. But have you set up the value? Have you made absolutely clear why what you're getting is so important to you. Why this matters so much.

You have to give them a reason to act now, to act with urgency. Scarcity is one thing to use, but it's not the only thing. Is it that the price is going to go up because you're going to launch it to a different market? Whatever there is, whatever reason you have for urgency, you got to make sure it's clear and makes sense.

So look at the offer - can you change it can you make it even better?

Remember, when you're doing this, you're not just editing the words that express what the offer is – you're literally editing the business proposition you're making, the value proposition you're making. So, is it as good as it possibly can be? Is there anything else you could do to make it so mind-numbingly, ridiculous that anybody would not find it totally irresistible?



#### Step 4 – The Guarantee.

You have to have a guarantee. Is it easy to understand? It's got to be easy to understand.

Are there conditions to the guarantee? Are there no conditions? Is there a time limit or is there no time limit?

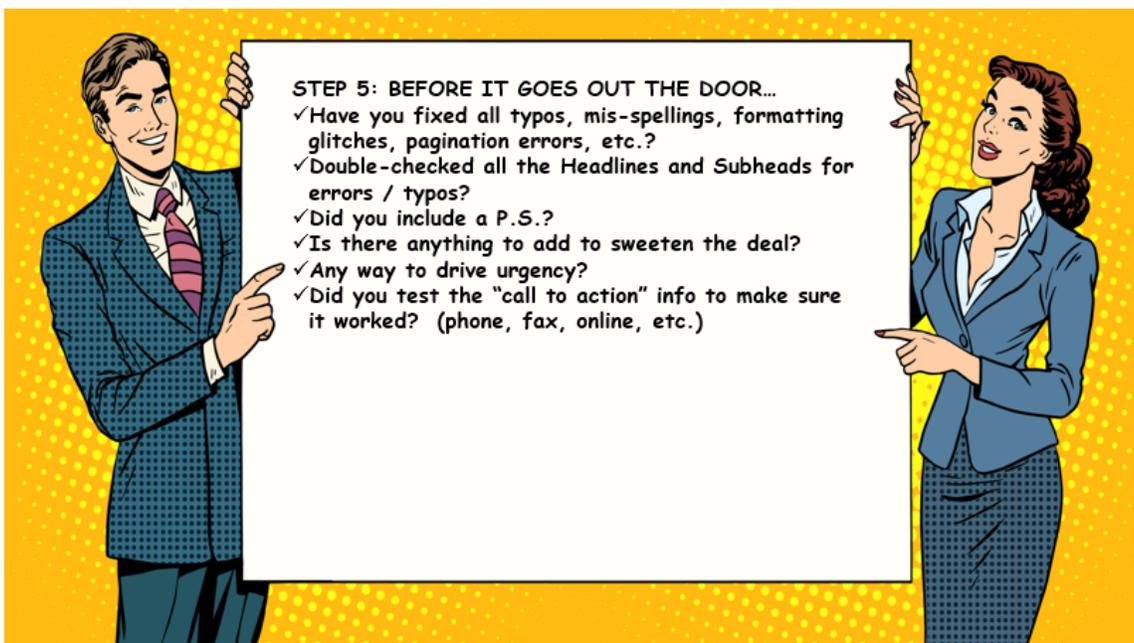
My basic opinion on guarantees is pretty much binary - it's either forever or there's not one at all. That's really how I think, whether I explicitly say so or not. That's just how I operate, because if somebody wants a refund, I just give them a refund. That's just how I am. In my opinion, you never want to fight with anybody over this. If they want a refund give him a refund. Period. I'm not going to argue over it.

It's good to have a unique eye-catching name with the guarantee. I think it should relate to the offer, like "My Long and Down the Middle Promise" – as in, I guarantee you're going to hit the ball 30 yards farther down the fairway than you did before.

So come up with some kind of unique, eye catching name that's relevant to your offer.

Also, just like the offer, what else can you add to your guarantee to make it stronger? How much risk can you remove?

Because that's what it all boils down to, are you removing all the risk? Because nobody wants to accept any risk now.



#### Step 5 – Before It Goes Out The Door.

This is your final step...

Have you fixed all the typos? Have found and fixed misspellings, formatting glitches, pagination errors, etc.

If you're sending out a printed letter, you want to know where the pages break – you want to control that element of the presentation being made to the reader. (Remember, it is a sales presentation, not just a letter.) So what goes on each page and where they start and end does indeed matter.

Have you double checked all the headlines? As I mentioned earlier, this is where the typos are going to be.

Did you include a PS? A PS is probably the most high value piece of real estate in a printed letter. Also in emails, they're extremely important in emails as well. Everybody reads the PS, so that's where you recap your offers, add bonuses, drive urgency, and so on.

Is there anything you can add to sweeten the deal to make it better?

Is there anything you can do to drive urgency?

And the final thing...

### **Did you test everything?**

Holy Cow you've just got to test everything!

With that call to action, did the link work?

When you call the phone number, do you get the response you wanted? If it's a recorded answer, is it the recording you wanted?

If there's a fax line (and people still use them), does it work?

If there's anything hooked up online, does it link, display, process, etc. the way you want it to?

Test EVERYTHING - make sure you've got everything working before you ship it.

Well, that's pretty much what I had for today. I hope some of that was useful to you. If you have any questions, I'm going to open this back up for them.

## Q&A

JACK: David raised his hand so we're going to him first.

DAVID: I just wanted to say Jack, this was great. I have a quick story to tell and I have a suggestion. Okay, I'm doing a seminar years ago on direct mail at York University in Toronto. And back then we used to put things onto a foil onto an overhead projector. I put this letter onto the overhead projector and the moment the letter became visible to the class of 50 people there was a scream from the back corner of the auditorium. The scream came from a woman. And the reason was, she had written this letter. It was from the phone company, explaining that the phone number they had in the letter they had sent last week was incorrect. So just to your final point of checking the obvious, you always do that every time. My suggestion - if you can't think of anything to put in to make the envelope lumpy, add a pen. But if you're going to add a pen, be sure to put the author on the pen because the pen and the letter will invariably get separated. So that's a quick, easy, and cheap way to turn a basic envelope mailing into a lumpy mail. But follow that little trick and you'll improve your response. Other than that, Jack, this was wonderful. Thank you.

JACK: Thanks. Thank you those are great, too. David, thank you very much.

DAVD: Absolutely.

JACK: Thank you very much. Susan, what's your question?

SUSAN: Hey, so I have two questions. I got a lot of great ideas today. Thank you so much for doing this. One question is about writing fast. because you were talking about that program that wouldn't you know, put it in the margins and all that kind of stuff. So I'm trying to figure out, what is the fastest way to do it? Is it just to write something out, not type it? Or is it to type in in a special place where it's not formatted? Because, you know, you want it. You want to be as creative as you can and and to not interfere with the process, but I'm not sure what the best way is. Do you have a suggestion?

JACK: I go I go back and forth. Honestly I bounced around between things. I will write in Notepad if I'm really in a hurry, if I want really want to jam as fast as possible. I'll open up Notepad and just start typing. And because I don't have to worry about formatting. There's no formatting. I just hit return. That's it. I don't worry and honestly, when I'm writing as fast as possible I don't worry about the paragraphing as much. I don't worry, I just tried to get my thoughts down on paper and convey a message as quickly as possible. But, you know, I tend to think it's really what works best for you honestly, whatever tool works for you. You got to kind of find it to be honest.

SUSAN: Okay, that sounds good. Are you familiar with Dan Kennedy's info product? Whatever it is. I'm tempted to get it to work on my info product but I've read I've heard, you know, his podcast on it on what he says about info products and he's so brilliant. I just wondered if you knew anything about it.

JACK: I worked on the Ultimate Info Marketing Machine. So I don't know if that's what that's referring to or not. I worked on that product for GKIC and helped create the overall instructional design and the

templates and all that stuff. And it's a system for producing information products. I think that's still available from them, although I'm not sure I'm not sure what happened after Russell bought it. I'm really not sure. You know, other things are still available, but some seem to have gotten memory holed. But with Dan, you know, get anything you can - find any of Dan's books, get anything you can find from Dan. I buy everything from Dan. You cannot go wrong with listening to Dan and learning from Dan.

SUSAN: Great. Thank you so much.

JACK: David, nice to see you. I didn't know you were here, you must have come in after we got started. Glad you could make it/

DAVID: I just wanted to say to Susan into you, Jack, and the rest of people on the call one of the things that I use a lot lately that that doesn't slow me down writing is I just use Google Docs. I just opened it up and that's where I do a lot of my stuff and the only thing that slow me down now is I have the Grammarly plugin in there. So sometimes it slows me down. But you know, at some point and it's always there, I never lose it because that's my problem is like I end up losing crap. All over my computer. Like where that like too much crap on here, you know? So if I have a folder right on Google Docs, where I'm like, here's all my emails are in here and I just you know, and then I write and that's just what I do. And I agree with Jack on anything from Dan, I have like all of his stuff. He's created a ton of these info products. So I mean, he's the guy. So yeah, like to say thank you.

JACK: Great idea.

DAVID: The thing, the challenge I find with Dan's stuff is that a lot of his old stuff is just they just transcribed all of his presentations. And then they put his slides in there and it's like, wow, so it's, you gotta read, you know, the presentation and the slides, but I think the newer stuff is very different. So that's what that's my two cents are and yeah, Jack great, great stuff. I mean, it reminded me a lot of stuff that I forgot about. So it was a really good presentation, and I really like your product. So cool. Thank you. Thank you.

JACK: Thanks. Thanks very much. Barry, you got a point?

BARRY: I just do have a quick question. First of all the slides that you use today. Will we see them or get them or upload them?

JACK: Yeah, there'll be there and I'll make this video available. Yeah.

BARRY: Okay, cool. So that was question one. The other is not a question. It's a comment and you've covered it. Writing wise, I've gone back to pencil and paper. And I just remember years ago, listening to someone with Jay Abraham, and Jay was saying you connect a lot better with your words when you use a pencil and paper. That's Jay. That may not be me or you, but it's worked for me. So if everybody else is still not sure what works best, try a week of pencil and paper and see what happens. We did start with that on cave walls, right. So again, it's just what I've evolved to but I'm in black and white, so there's that.

BARRY: And then the last thing is I just put up I did find that clicks on the dial letter. So I put it in the chat, everybody. That Halbert PDF. Yeah, sure. So I did find that and so it's there. Jack, this is fabulous. Honestly, some of it - you know, I think Ken said, "you knew it, but you don't know it because you forgot it or forgot to use it" or it's like, "oh, shit that. What? What a good idea that is." So anyway, this is all great.

JACK: Okay, well, thanks.

SHANNON: Oh, before we go you talked about Jeff Walker, I put a link in the chat. Jeff Walker is doing his launch. It's starting this week. So you can download his stuff. I think you can just go to [productlaunchformula.com](http://productlaunchformula.com). He's doing a new launch. He's been the past three years. He's been doing a lot. I used to work with him. So the launch is now, you get to download the PDF and then he's going to do three live sessions instead of doing videos. Now. He does three live sessions. He's always doing something interesting and trying to change up his launch strategy. So I always like to watch what he's doing because it's always interesting. So just FYI.

JACK: He's extremely smart. Yeah, he's he's really, he's one of the best marketers out there. He's worth following. Absolutely. Yeah. You ever get a chance to go to PLF live the event?

SHANNON: All the time. I would go every year. Yeah,

JACK: I'd say that I'm praying to get everything, that we're past this and we go actually meet together again. What an amazing event it is. You know, I'll be very blunt. It is one long sales letter for launch club. It's a sales letter for launch club, but it is so effective and so incredibly well designed. And it's basically him for most of the time other than like little few other interruptions. It's so sophisticated, so brilliant.

Okay, well again, thank you, final one on systems next week. And this was really fun for me too. I really appreciate you guys coming.