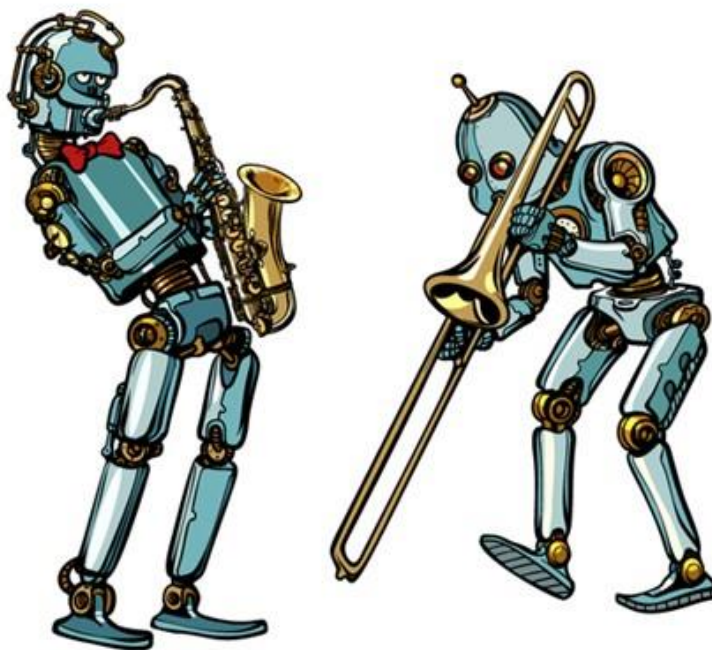


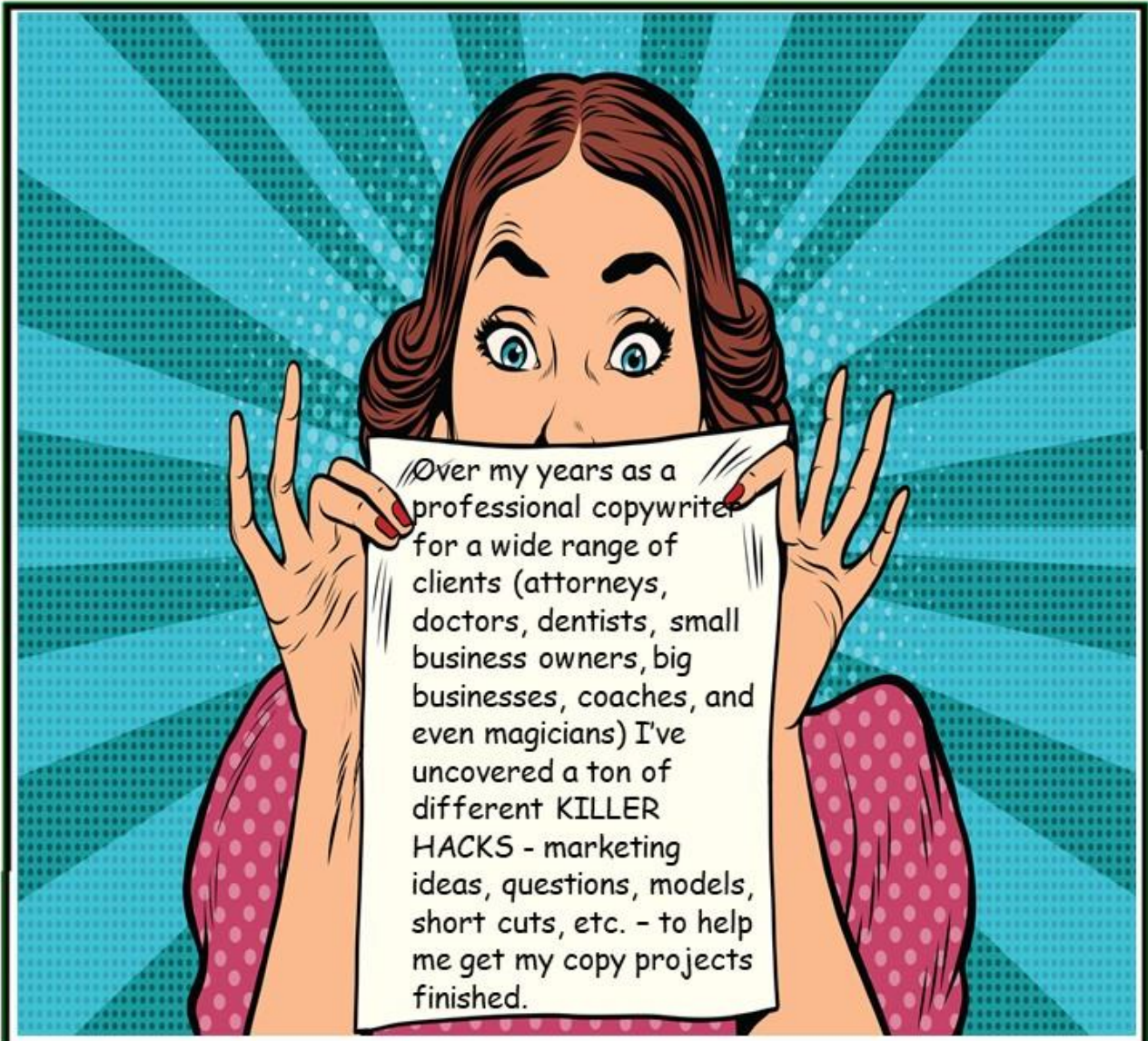
**The Ultimate  
Write Killer Copy  
FAST Toolkit**



# **77 Killer Copy Hacks and Strategies**

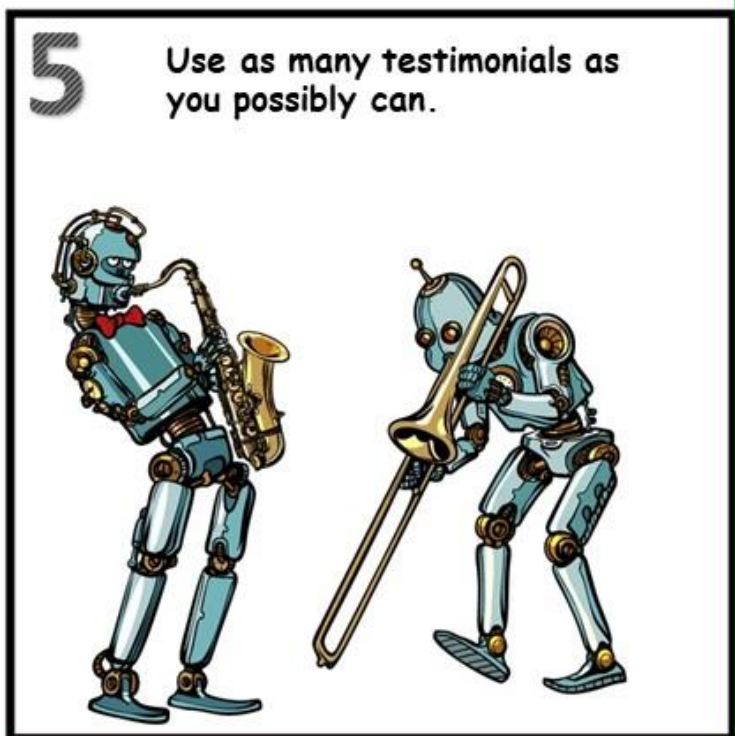
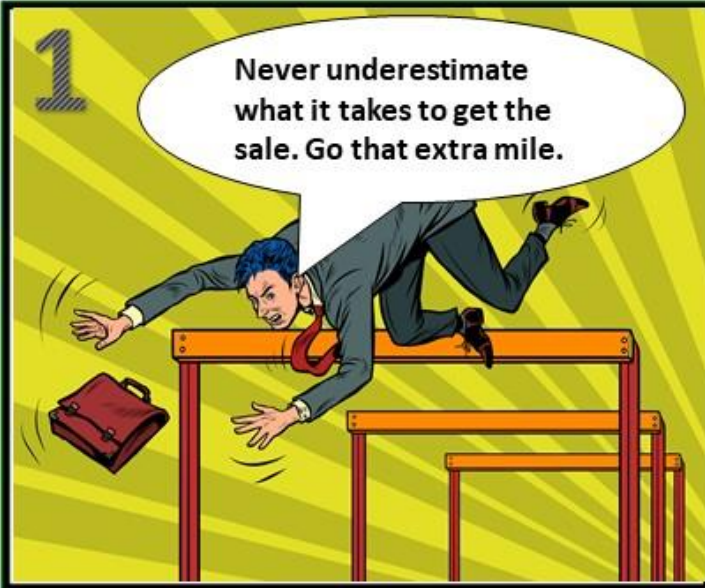


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Credit for many, if not MOST, of these hacks goes to a lineage of great writers, mentors, and coaches - including John Caples, Dan Kennedy, Dave Dee, John Carlton, Yanik Silver, and many, many others.

I've learned from the best over the years and I continue to grow by standing on the shoulders of giants.



6



Have an offer and include a deadline with that offer.

7



Multiple offers are better than a single offer. Provide an A, B, or C option to give people a choice.

8

Don't fall for the "Myth of Perfect," make it good enough and send it out.



9



Commit to DONE. There's magic at the finish line.

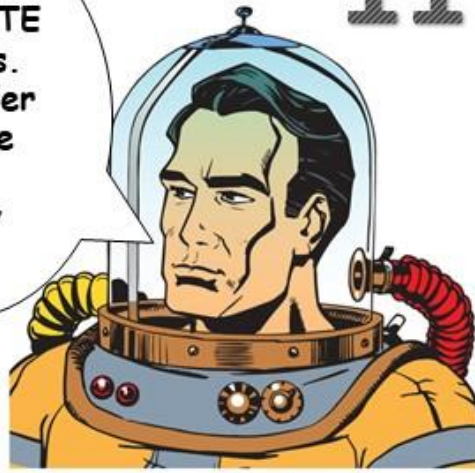
Sell against an Enemy. Fly-by-night companies. The Establishment. Someone.



10

Build  
**COMPLETE**  
Packages.  
Your offer  
should be  
able to  
stand by  
itself.

11



Ask & Answer:  
Why ME?  
Why YOU?  
Why NOW?  
Why THIS?  
Why THIS MUCH?



12

13



Tell your whole story every single time.

We may get bored, but your customers  
need to be reminded and new prospects  
will want to know.

Tell them who you are and why they  
should pay attention.

14

Find a way to become part of your target market. E.G., If they're vegans, eat vegan for a few weeks.



15

Go to Blogs, Forums, Groups, and even Product Reviews for customer research.



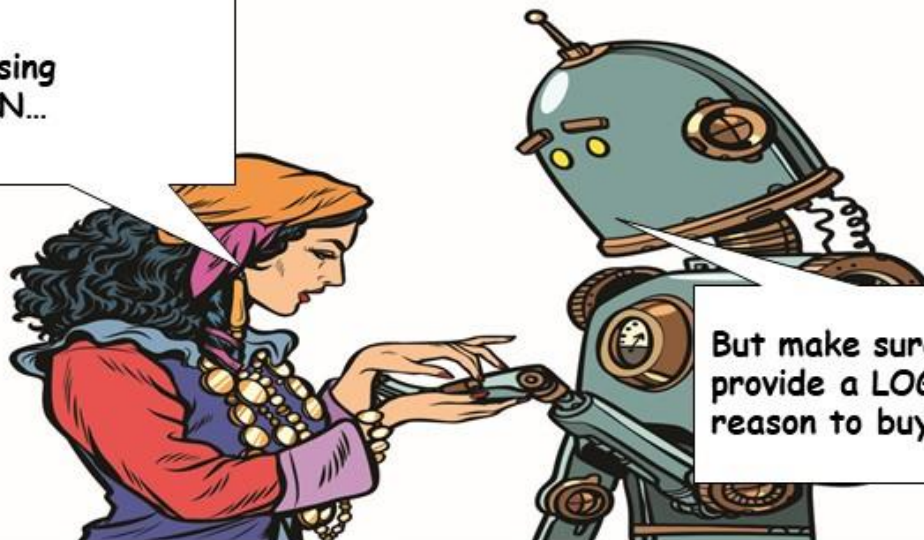
Tell MORE Stories. The famous "Tale of Two Young Men" story sold tons of subscriptions for the Wall Street Journal.

16

Sell by using EMOTION...

17

But make sure to also provide a LOGICAL reason to buy.



18

Build up your package value as high as you possibly can, then discount from there.



19

Provide alternative ways to get your product or services...

Phone, email, website, address, fax, etc.



20

Demonstrate product effectiveness by using BEFORE and AFTER - Videos, Photos, Testimonials, etc.



Give great titles to your offers and your products

21



Keep slashing offer multiple discounts

22



23



Use bonuses - they help carry the sale. What **MORE** can you offer that folks will **REALLY** want?

24



Use a Countdown Timer to create urgency

25

Create a **SLACK ADJUSTER** - when creating your suite of package options, toss in yet another package that's way off the charts in terms of its pricing. For example, if you offer a \$197 and \$297 package, come up with one that's \$697. People will take it and this will drive up your average sale value.



26



Assume they **WON'T** believe anything you say...so prove it!

27



Ramp up coupon usage by including a bonus gift when it's redeemed.

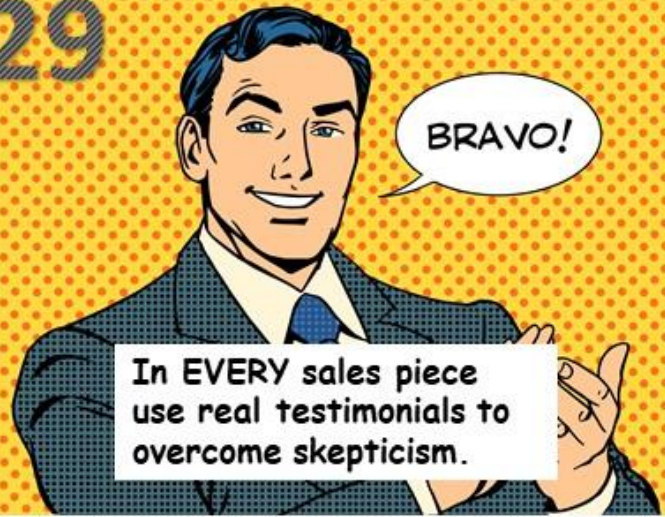


Be **CREDIBLE**, not just believable, using **ALL** the social proof you can muster. Testimonials, articles, etc.



28

29



In **EVERY** sales piece use real testimonials to overcome skepticism.

30



Celebrity endorsement makes a difference - even someone who's only famous in your niche.



When defining your perfect client, the first thing to make sure of is that they **CAN AFFORD YOU!**

31

32



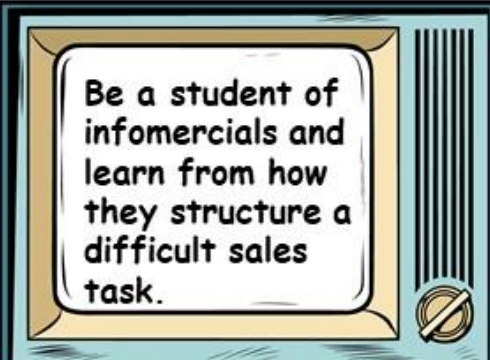
Use Powerful details and specifics, such as "Over 1.5122 Billion Sold" and "Order by 11:59PM"



Make the "Damaging Admission" and acknowledge objections and negatives right from the start.


33

34



Be a student of infomercials and learn from how they structure a difficult sales task.

35



Personality. Do not act like a faceless institution. You must be a real person. Write letters in the first person.

36

Turn perceived liabilities into assets. For example, if your e-book is only a couple pages, stress the speed and ease of putting it to profitable use.



37

Give "Fast Action" bonuses as a reward for responding quickly.



Bonuses are just as important as the core offer and can make the sale.

38

39

Give the highest possible perceived value to your bonuses. It's best when the bonuses are worth more than the core offer itself.



40

The more the merrier - multiple bonuses build response.

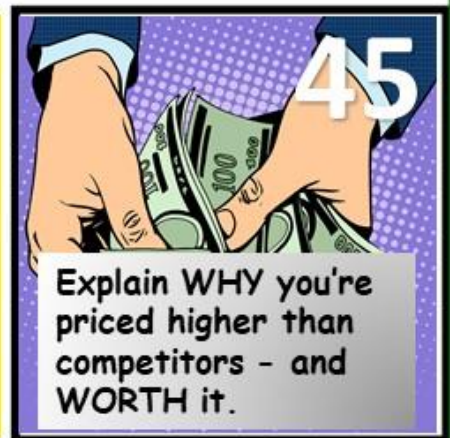
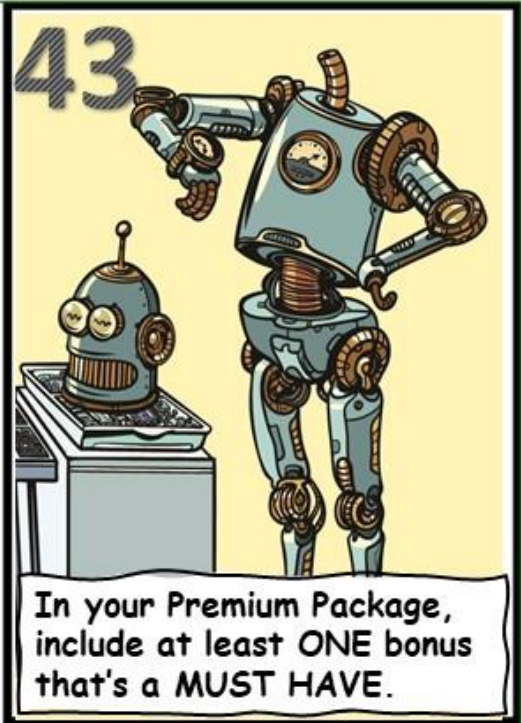


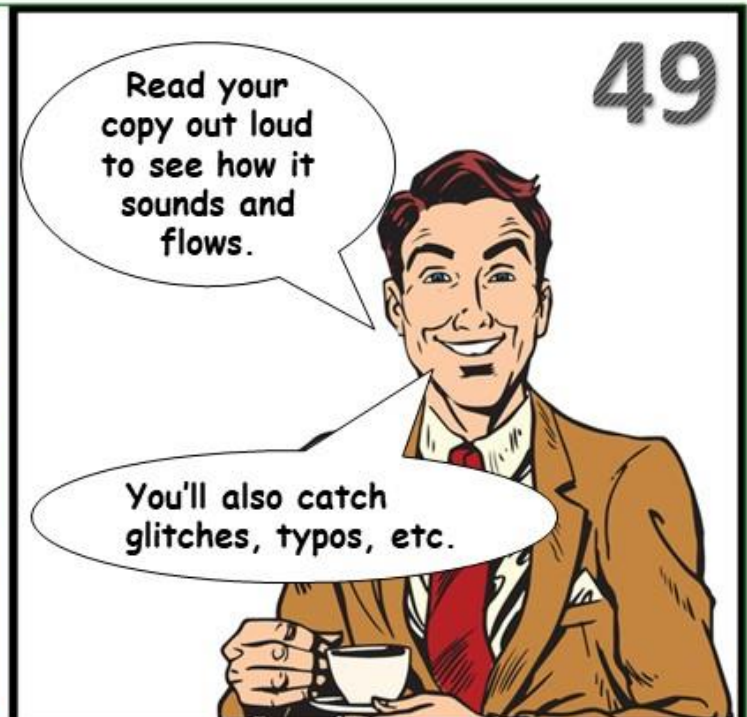
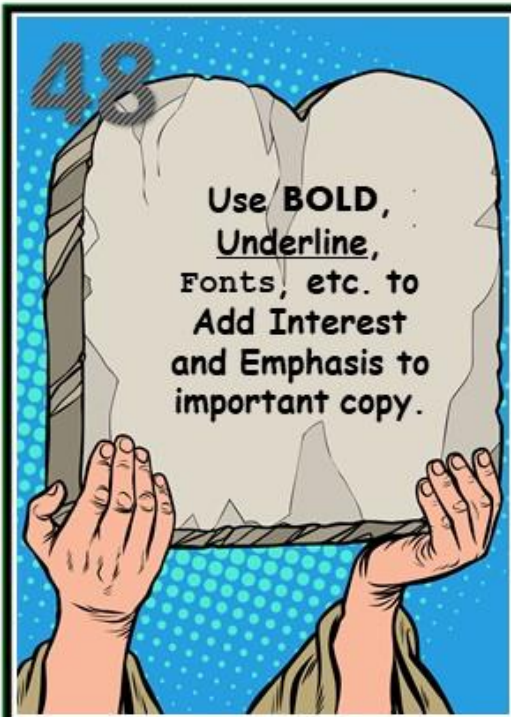
41

YEAAAHH!

At least one bonus should provide immediate gratification - give them something they can use immediately.







54



If they don't buy, downsell by offering something similar at a lower price.



Calculate your average transaction size and work to increase it.

55



56

Know your Lifetime Customer Value!



Sell MORE products to CURRENT customers.

57

58



Lifetime Customer Value reveals how MUCH you can invest to buy a lead. Use this info wisely to build market share.

59



When it comes to copy, Prolific is Terrific. Write Write Write!

60

Toot your own horn  
- RELENTLESS SELF  
PROMOTION!



NEVER give a price  
without establishing  
value and context.  
Always educate the  
client before revealing  
pricing.



64

Constantly build up  
YOUR authority and  
celebrity via the  
Media (TV, Radio,  
Newspapers, etc.)



61

Don't  
forget to  
remind  
prospects  
that...

Don't make  
prospects do  
MATH -  
express  
savings in  
BOTH  
dollars and  
percentage.

...things  
won't  
change...

... until they  
take ACTION!



62



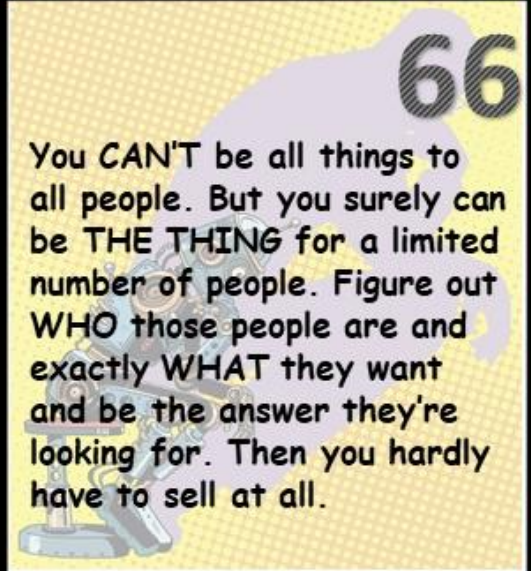
63

**65**

Don't use just one call to action. Place multiple calls to action throughout your sales letter, website, and email.

**66**

You **CAN'T** be all things to all people. But you surely can be **THE THING** for a limited number of people. Figure out **WHO** those people are and exactly **WHAT** they want and be the answer they're looking for. Then you hardly have to sell at all.

**67**

Use the power of these easy headline starters to jump-start your next marketing message.

1. The Secret of....
2. How to.....
3. Who Else...

Just add your own customer benefit to the starter.

