

**The Ultimate
Write Killer Copy
FAST Toolkit**



**Tools - Lesson 3:
HOW to Write 2, 3, Even 10X Faster
TRANSCRIPT**



Module 2: Tools

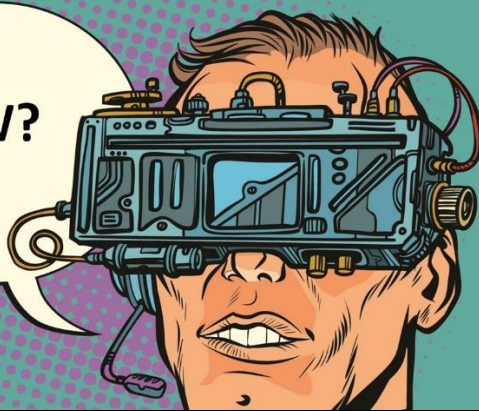
Lesson 3: HOW to Write 2, 3, Even 10X Faster



Welcome to Lesson Number 3 in Module 2 on tools.

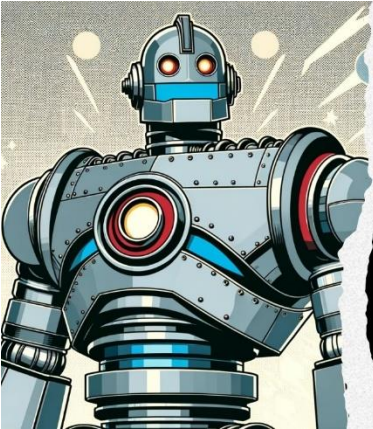
This lesson is “How to Write 2, 3, Even 10 Times Faster.”

HOW?



So we're going to talk about your HOW tools - these are the tools you will use that will enable you to write faster.

They are HOW you do it.



REMINDER: I've created some customized Chat GPT tools to help you with this process, which I'll demonstrate in a separate training video.

Just a reminder, I've provided you with some customized Chat GPT tools to aid you in the creation of these elements, which I'll describe in another video.

It's important, however, that you understand these concepts in order to put these tools to their most effective use.



So the number #1 MUST HAVE in your sales letter, postcard, even emails (because it's actually just the subject line) is a HEADLINE.

You must have a headline on every piece of copy you send out.



So I've got some rules on creating headlines – and it's kind of a top 10 or the 10 Commandments of Headlines.

We'll get to the first one, which is **you must make your headline big and bold**. In fact, the bigger, the bolder, the better.

Remember my earlier admonition about having guts?

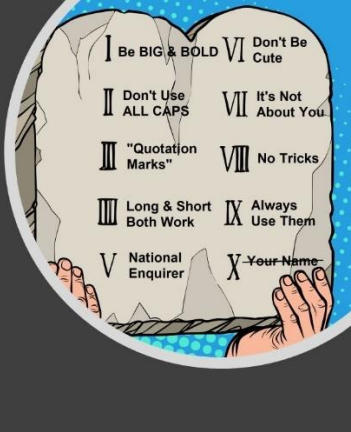
When you do your marketing, you must show some guts with your headlines. Make a big promise.

Now you want to be honest. You don't want to lie, but you want to be honest and you want to be brave.

Show some guts, make a big promise that truly matters to your prospect.

Top 10 Rules For Headlines

1. Make it BIG and BOLD.
2. DO NOT USE ALL CAPS FOR THE ENTIRE HEADLINE.



Number #2 is **don't use all caps for the entire headline.**

Good Lord, this is like screaming at people. It's just as bad in emails and it's even worse in text messages.

Don't use all caps. It just frankly makes it hard to read.

Now you do want to consider capitalizing the first letter of every word in the headline as that can be effective.

Top 10 Rules For Headlines

1. Make it BIG and BOLD.
2. DO NOT USE ALL CAPS FOR THE ENTIRE HEADLINE.
3. "Quotation marks around the headline"



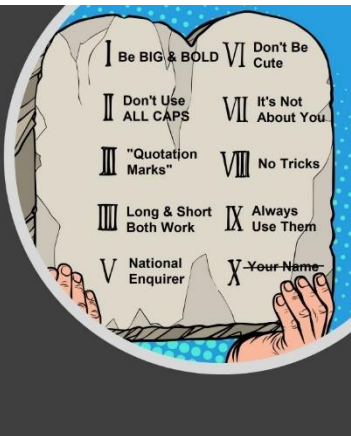
Rule #3 is **you want to consider using quotation marks around your headline.**

Using quotation marks has been shown to increase response. Why is that? Probably because we're wired that when we see a quotation, it lends credibility to the statement.

So putting quotation marks around your headline can be powerful.

Top 10 Rules For Headlines

1. Make it BIG and BOLD.
2. DO NOT USE ALL CAPS FOR THE ENTIRE HEADLINE.
3. "Quotation marks around the headline"
4. Long & Short



Rule #4 – **Use Long & Short Headlines.**

There's lots of discussions about the benefits of a long headline versus a short headline.

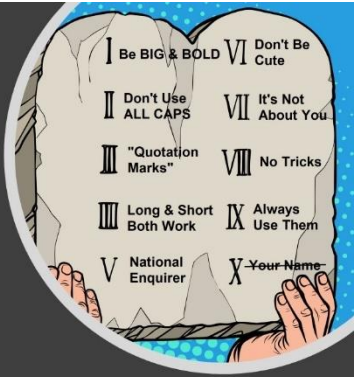
Well, here's the deal: both long headlines and short headlines can work well.

The key is that it follows these rules, and it speaks to your prospect's interest.

So don't worry about really having too long a headline or too short a headline, as long as it's addressing what matters to your prospect.

Top 10 Rules For Headlines

1. Make it BIG and BOLD.
2. DO NOT USE ALL CAPS FOR THE ENTIRE HEADLINE.
3. "Quotation marks around the headline"
4. Long & Short
5. Write headlines in a National Enquirer style.



Rule #5 - You want to try to **write your headlines in a National Enquirer kind of style.**

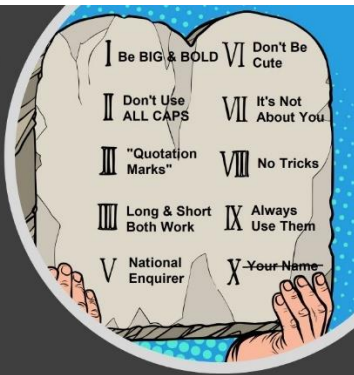
They are the gold standard. In fact, Cosmopolitan is also the gold standard. As you go through the grocery aisle, look to your left, look to your right, see what headlines are in magazines and the papers. Those are your gold standard examples.

If you don't agree, tell me with a straight face that your head doesn't snap left to the tabloids every time you buy groceries. Uh huh.

These people are experts at grabbing attention. That's what your headline needs to do. It needs to grab attention and you need to be expert at it as well.

Top 10 Rules For Headlines

1. Make it BIG and BOLD.
2. DO NOT USE ALL CAPS FOR THE ENTIRE HEADLINE.
3. "Quotation marks around the headline"
4. Long & Short
5. Write headlines in a National Enquirer style.
6. Don't be cute or try to be clever.



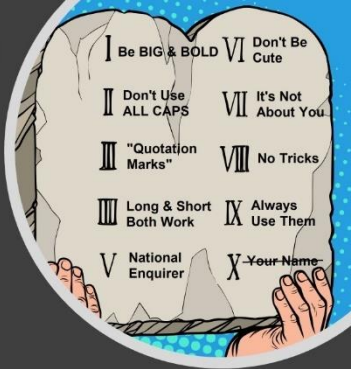
Rule #6 - **You don't want to be cute or try to be clever with your headline.**

If your prospect has to guess what your ad is or your letter is about after they read your headline, the bottom line is it sucks. It's not a good headline and you lose.

Be bold, be brave, but don't be cute.

Top 10 Rules For Headlines

1. Make it BIG and BOLD.
2. DO NOT USE ALL CAPS FOR THE ENTIRE HEADLINE.
3. "Quotation marks around the headline"
4. Long & Short
5. Write headlines in a National Enquirer style.
6. Don't be cute or try to be clever.
7. Don't talk about how great you are.



Rule #7 - Don't talk about how great you are in your headline.

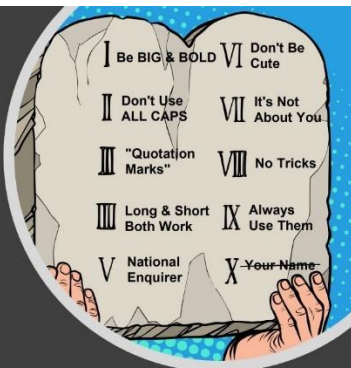
Frankly nobody cares how great you are.

People care about themselves. People care about what matters to them about solving their problems.

So use your headline to speak directly in a big, bold, brave manner to your prospects, interests, and desires.

Top 10 Rules For Headlines

1. Make it BIG and BOLD.
2. DO NOT USE ALL CAPS FOR THE ENTIRE HEADLINE.
3. "Quotation marks around the headline"
4. Long & Short
5. Write headlines in a National Enquirer style.
6. Don't be cute or try to be clever.
7. Don't talk about how great you are.
8. No Tricks.



Rule #8 - Don't use tricks.

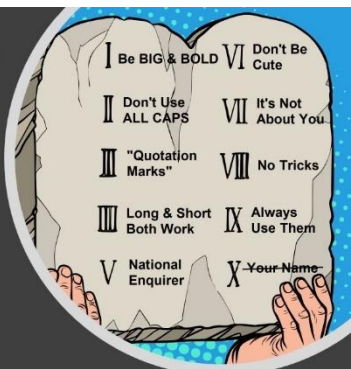
Don't try to trick your prospect into reading your ad or your letter. The old example I've seen has been using "Free Sex" as a headline.

Well, yeah, that's going to get attention, but you're just going to make them mad when they continue reading and find out that you're trying to sell them a magic show or something else.

Make a big bold promise and follow through. Use your headline for that.

Top 10 Rules For Headlines

1. Make it BIG and BOLD.
2. DO NOT USE ALL CAPS FOR THE ENTIRE HEADLINE.
3. "Quotation marks around the headline"
4. Long & Short
5. Write headlines in a National Enquirer style.
6. Don't be cute or try to be clever.
7. Don't talk about how great you are.
8. No Tricks.
9. Always use them.



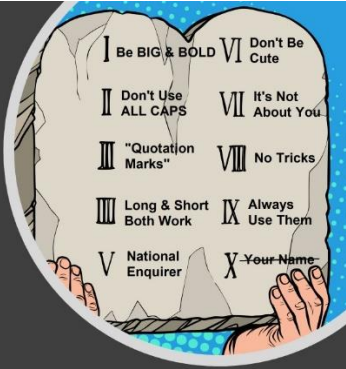
Rule #9 - Always use headlines.

Always use headlines. This is a critical rule.

Do not EVER send out or hand out any piece of printed material or online material that does not have a powerful benefit-oriented headline.

Top 10 Rules For Headlines

1. Make it BIG and BOLD.
2. DO NOT USE ALL CAPS FOR THE ENTIRE HEADLINE.
3. "Quotation marks around the headline"
4. Long & Short
5. Write headlines in a National Enquirer style.
6. Don't be cute or try to be clever.
7. Don't talk about how great you are.
8. No Tricks.
9. Always use them.
10. Your Name



Finally, Rule #10 which is unless you're as famous as Elvis, **don't use your name as a headline.**

The line I always like is *your name as a headline is a dead line.*

And that doesn't just count for you, Joe Businessperson, but it's also your business name as well. Sorry, but nobody probably knows you and nobody cares.

Instead, use benefits to sell your program, product, or service in your headline.



Use
FORMULAS...

So you want to use formulas because formulas are a very important HOW tool in your copy toolkit.



I saw this wonderful headline. It was a rant on the internet called:

“My Radical, Unpopular Corona Virus Theory”

I thought it was amazing and I had to watch the entire video, which was actually very good, but more important than this guy's rant was his savvy way of using a headline to capture my attention.

I thought this headline could be used as a formula, a formula that I could leverage in different ways.



For example,

“My Radical, Unpopular Weight Loss Theory”

Who wouldn't want to find out about that?



“My Radical, Unpopular, Retire-Before-You-Turn 50 Theory”

Who's around 50 who wouldn't want to learn more about that?



And finally:

“My Radical, Unpopular Theory About Writing Killer Copy Fast”

There's a powerful formula built into that headline, and you can see how you could leverage it in different ways, but they all leverage the power of “radical unpopular theory.”

It's a beautiful thing.



Headline Formulas

- Finally – a “cure” for _____
- My Friends were shocked when I told them _____
- Discovered – Amazing Way to _____
- How a _____ Saved Me From _____

So, I've provided in this toolkit a ton of different headline formulas. Here's a few examples:

Finally, a cure for _____

And here's where you would insert the pain that your prospect is suffering and the challenges they're facing.

My friends were shocked when I told them _____

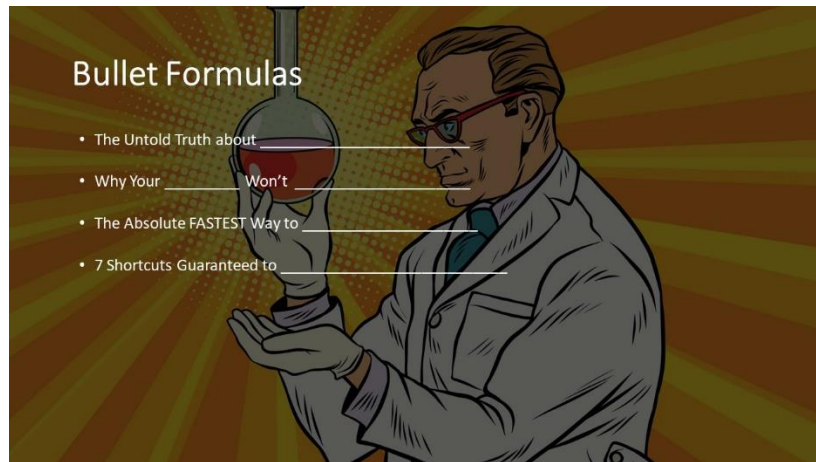
When I revealed to them how they could really write killer copy quickly

Discovered - amazing way to _____

Again, this is a discovery that solves your prospect's problem, addressing a pain they have that they want to have taken from them.

How a _____ saved me from _____

This leads into a beautiful opportunity to tell a quick story how your life changed from a BEFORE to an AFTER. It's a transformation that is promised in this formula.



Bullet Formulas

- The Untold Truth about _____
- Why Your _____ Won't _____
- The Absolute FASTEST Way to _____
- 7 Shortcuts Guaranteed to _____



Bullet Formulas - when you craft all your bullets, laying out all the features and benefits, here's some wonderful formulas that can indeed also be mini headlines. These are all mini headline formulas as well.

The untold truth about _____.

Why your _____, won't _____.

The absolute fastest way to _____.

Seven shortcuts guaranteed to _____.

	<p>Again, all these identify a pain that is relevant to your prospect. You've done their legwork already. You've researched them. You understand what's going through their minds and their hearts in terms of the hopes and dreams they have – these bullet points just fill in those things you've already identified.</p>
 <p>Don't Forget the BENEFITS!</p> <p>The key to making every headline and bullet super effective is to add a strong benefit or series of benefits.</p>	<p>And when you're writing out headlines, when you're writing out bullet points, the key is to make sure you do not forget the benefits.</p> <p>The key to making every headline and bullets super effective is to add a strong benefit or even series of benefits.</p>
 <p>Don't Forget the BENEFITS!</p> <hr/> <p>“The Secret To Making Your Company's Virtual Holiday Party Sizzle”</p>	<p>So here's a headline that, you know, I thought was okay.</p> <p>“The Secret to Making Your Company's Virtual Holiday Party Sizzle.”</p> <p>Well it's okay.</p> <p>But when you really think about it, what does <i>sizzle</i> mean?</p> <p>It's kind of unclear. Is <i>sizzle</i> really a benefit? Is it really important to a meeting planner that their holiday party <i>sizzles</i>?</p> <p>I'm not sure that's exactly a huge selling point.</p>



Don't Forget the BENEFITS!

**"The Secret To Having a Virtual Holiday Party
So Much Fun That Every Employee
Will Rave About It For Years!"**

So, redoing this...

"The Secret to Having a Virtual Holiday Party That's So Much Fun That Every Employee Will Rave About It For Years"

Now think about THAT in the mind of an event planner within the company... they now have every employee singing their praises to their manager about how great the event was. And they'll be singing their praises for years.

This is a benefit-oriented headline that addresses several emotional needs for the target prospect.

So pile on the benefits in your headlines and your bullet points.

"Dear Friend,"

- You know your customer.
- You know your offer.
- You've got a great headline.
- You have an awesome set of bullets that lay out the features & benefits of your product/service.
- You know their objections and how you'll address them.
- But sometimes the hardest thing to do with a sales letter is JUST GETTING STARTED...



You know your customer, you know your offer, you've got a great headline and you've got some awesome bullet points that lay out the features and benefits of your product, your services.

You know their objections and how you address them.

So you've got this all laid out in front of you, but sometimes the hardest thing to do with a sales letter is just to get started.

Introductions & Opening Lines

- If you're looking for a quick, easy way to _____, this will be the most important letter you'll read all day!
- I'm writing to _____
- I'd like to tell you about _____
- How much would _____ be worth to you?

That's why in this toolkit, I provided you with some fill-in-the-blank introductions and opening lines.

You want to start with something that catches their attention:

If you're looking for a quick, easy way to _____, this will be the most important letter you'll read all day.

A quick, easy way to sleep through the night like a baby, this will be the most important letter you read all day.

A quick, easy way to make sure your retirement is fully funded, this will be the most important letter you'll read all day.

Again. You're plugging in the hopes, the dreams, the fears, the pain that you've already identified earlier on.

I'd like to tell you about blank_____

I'm writing to _____.


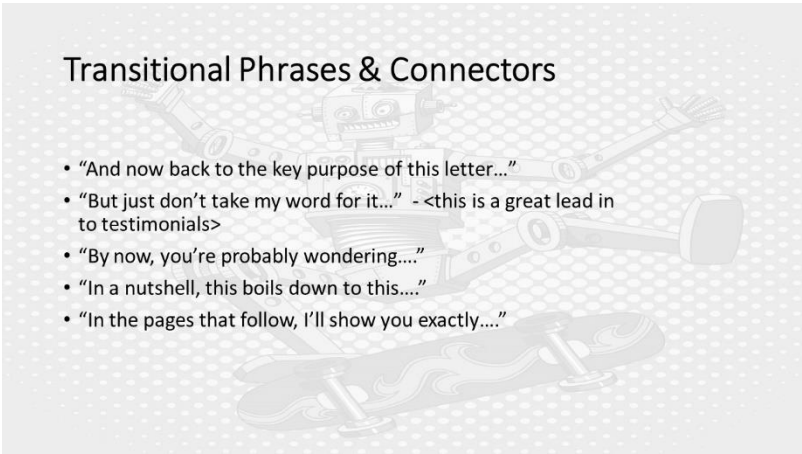
Use this format to start off by making a promise:

I'd like to tell you about how you can write killer copy more quickly than you ever imagined.

I'm writing to explain how you can never experience one more headache ever again.

Starting with a question is always a great idea:

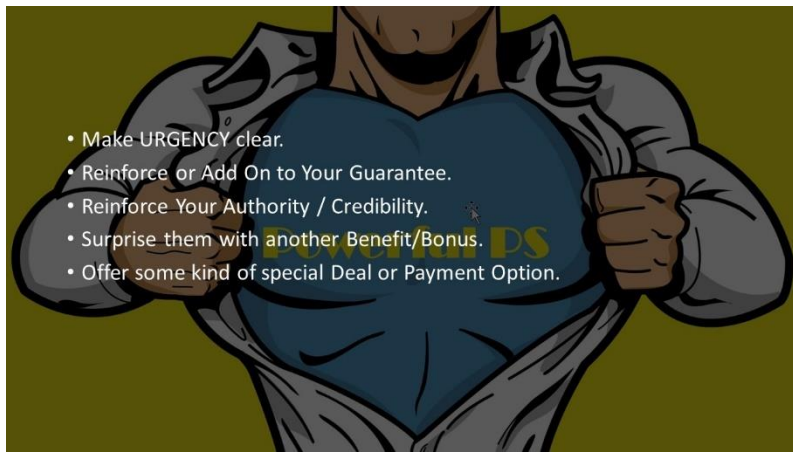
How much would having an endless line of potential paying customers eager to buy your products and services be worth to you?

	<p>Plug in the pain, plug in the problem, plug in the challenges that your prospect faces.</p>
	<p>As you're filling in your sales letter, you'll want to use transitional phrases and connectors. You want to connect one part of your letter with another part of your letter.</p> <p>Again, as I've explained earlier, copy is assembled, not written. You are assembling now all the pieces that you pulled together earlier, that you did your research on. So you want to be able to have the pieces flow one into the other in a seamless way.</p>
 <p>Transitional Phrases & Connectors</p> <ul style="list-style-type: none"> • “And now back to the key purpose of this letter...” • “But just don’t take my word for it...” - <this is a great lead in to testimonials> • “By now, you’re probably wondering....” • “In a nutshell, this boils down to this....” • “In the pages that follow, I’ll show you exactly....” 	<p>For example:</p> <p>And now back to my key purpose of this letter...</p> <p>Another one is:</p> <p>But just don't take my word for it...</p> <p>And this is a great lead in for testimonials.</p> <p>In the pages that follow, I'll show you exactly...</p> <p>I have a ton of different transitional phrases of connectors, and you use these to take the different pieces that you've built together, like your list of bullet points.</p> <p>And then transition into potentially addressing some objections, potentially offering some testimonials, potentially introducing the offer to move from one segment to another segment to another segment.</p>



It's so important to always include a powerful PS. Many times people will read a letter and they'll just read the headline. They'll scan the bullets, the subheads. They might look at one or two bullet points and then go right to the PS.

The PS is guaranteed reading material. It is real estate that will almost always get read. So don't shortchange it. Make sure you have a very powerful PS.



The PS is where you can return to things said earlier - like make the urgency clear.

Here's why you need to act. Now.

The PS is where you reinforce or add onto your guarantee. You want to make sure they understand there's zero risk to them at this point.

The PS is where you reinforce your authority, your credibility.

It's also a great place to surprise them with one more benefit. One more bonus they didn't expect.

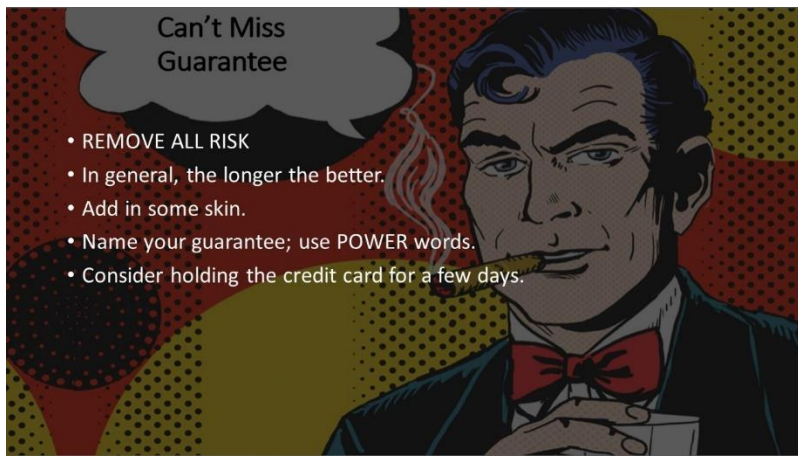
It's also a great place to offer a special deal, perhaps a multi payment option.

So use the PS. It's incredibly powerful, and important.



You must include your “can't miss” guarantee when you write your letter.

Again, we've talked a little bit about this.



You want to remove all risk and in general, the longer, the better.

Don't shortchange your guarantee. Add in some skin, like you really mean what you say, and it can cost you if they're not happy.

Name your guarantee. Use your power words. In fact, I'm providing a ton of different power words in this toolkit that you can use and apply throughout the letter sprinkled throughout the letter, not just in the guarantee.

Finally, consider holding the credit card for a few days to remove that final bit of risk.



Choose a Sales Letter Formula / Template

The most important HOW tool is a sales letter formula and template. You always want to use what works for sales letters.

Remember, sales copy copywriting is formulaic. And if you imagine that it is unstructured and free flowing, recognize that using formulas has incredible power and recognize that some of your favorite works of fiction, your favorite movies

are extremely formulaic. Star Wars follows the exact same structure as Back to the Future. There's a very specific formula called the Hero's Journey that was used to define the structure of those two films. It is a formula.

Sales letters use formulas that have been proven over the years to be effective and work.

Super Simple 9-Step Sales Letter Formula

1. PreHead to Nail Down/Qualify the customer.



Here's one proven formula. I'll give you several different templates, but here's one right here - it's only nine steps and it's incredibly powerful.

Step #1 - Use a pre-head to nail down and qualify the customer.

ATTN: Dentists Who are Ready to Move Their Practice to a Whole New Level of Success.

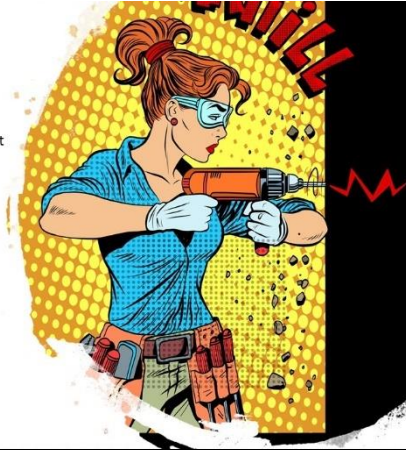
ATTENTION: Homeowners

Attention Men Over 50 Worried About Their Appearance

Have pre-head to nail down and qualify the customer.

Super Simple 9-Step Sales Letter Formula

1. PreHead to Nail Down/Qualify the customer.
2. Bold, compelling, benefit-oriented headline at the top of the letter.



Step #2 - Use a headline.

Of course, a bold, compelling benefit-oriented headline, right at the top of the letter that follows the guidelines presented earlier.

Be brave, be bold.

Super Simple 9-Step Sales Letter Formula

1. PreHead to Nail Down/Qualify the customer.
2. Bold, compelling, benefit-oriented headline at the top of the letter.
3. In your introduction, use a lot of benefit-oriented bullet points.



Step #3, have an introduction and start off with a ton of benefit-oriented bullet points about your program, about your product, about your service.

Super Simple 9-Step Sales Letter Formula

1. PreHead to Nail Down/Qualify the customer.
2. Bold, compelling, benefit-oriented headline at the top of the letter.
3. In your introduction, use a lot of benefit-oriented bullet points.
4. Make your KILLER offer... describe it in terms of the TRANSFORMATION the customer will experience when they make the deal.



Make your killer offer in Step #4.

Describe it in terms of the transformation the customer will experience when they make the deal.

Don't just talk about the pieces of the offer. Talk about what it means to them when they actually embrace it.

Super Simple 9-Step Sales Letter Formula

1. PreHead to Nail Down/Qualify the customer.
2. Bold, compelling, benefit-oriented headline at the top of the letter.
3. In your introduction, use a lot of benefit-oriented bullet points.
4. Make your KILLER offer... describe it in terms of the TRANSFORMATION the customer will experience when they make the deal.
5. Provide Testimonials that prove what you say is true.



Step #5, provide testimonials that prove what you say is true.

After you present the offer show there's real proof you have changed lives.

If they can reiterate that transformation that you mentioned in step #4, so much the better.

Super Simple 9-Step Sales Letter Formula

1. PreHead to Nail Down/Qualify the customer.
2. Bold, compelling, benefit-oriented headline at the top of the letter.
3. In your introduction, use a lot of benefit-oriented bullet points.
4. Make your KILLER offer... describe it in terms of the TRANSFORMATION the customer will experience when they make the deal.
5. Provide Testimonials that prove what you say is true.
6. Give your offer a HARD deadline.



Step #6 is provide a hard deadline, a reason they must act now.

Super Simple 9-Step Sales Letter Formula

1. PreHead to Nail Down/Qualify the customer.
2. Bold, compelling, benefit-oriented headline at the top of the letter.
3. In your introduction, use a lot of benefit-oriented bullet points.
4. Make your KILLER offer... describe it in terms of the TRANSFORMATION the customer will experience when they make the deal.
5. Provide Testimonials that prove what you say is true.
6. Give your offer a HARD deadline.
7. Have a clear, specific call to action. Don't futz around, ASK FOR THE SALE and tell them exactly what to do.



Step #7 is so important – make sure to have a clear, a specific call to action.

Don't futz around with this, ask for the sale and then tell them exactly what to do.

Your customer does not know what to do until you tell them what to do.

Do they need to pick up the phone and call? Do they need to go to a website? Do they need to press the button that's appearing on the screen right now?

Tell them specifically,

Super Simple 9-Step Sales Letter Formula

1. PreHead to Nail Down/Qualify the customer.
2. Bold, compelling, benefit-oriented headline at the top of the letter.
3. In your introduction, use a lot of benefit-oriented bullet points.
4. Make your KILLER offer... describe it in terms of the TRANSFORMATION the customer will experience when they make the deal.
5. Provide Testimonials that prove what you say is true.
6. Give your offer a HARD deadline.
7. Have a clear, specific call to action. Don't futz around, ASK FOR THE SALE and tell them exactly what to do.
8. Summarize your offer in the first P.S.



Step #8 is use your first PS to once again recap and summarize your offer.

Super Simple 9-Step Sales Letter Formula

1. PreHead to Nail Down/Qualify the customer.
2. Bold, compelling, benefit-oriented headline at the top of the letter.
3. In your introduction, use a lot of benefit-oriented bullet points.
4. Make your KILLER offer... describe it in terms of the TRANSFORMATION the customer will experience when they make the deal.
5. Provide Testimonials that prove what you say is true.
6. Give your offer a HARD deadline.
7. Have a clear, specific call to action. Don't futz around, ASK FOR THE SALE and tell them exactly what to do.
8. Summarize your offer in the first P.S.
9. Repeat your call to action in the PPS.



Step #9 is to do one more PS again.

That final PSS is extremely valuable real estate. Repeat your call to action in the second PS.

This is a simple nine step sales letter formula:

1. pre-head
2. headline
3. bullet points
4. make the offer
5. testimonials
6. hard deadline
7. call to action
8. summarize the offer
9. repeat the call to action.

A simple but very powerful formula. It will work.