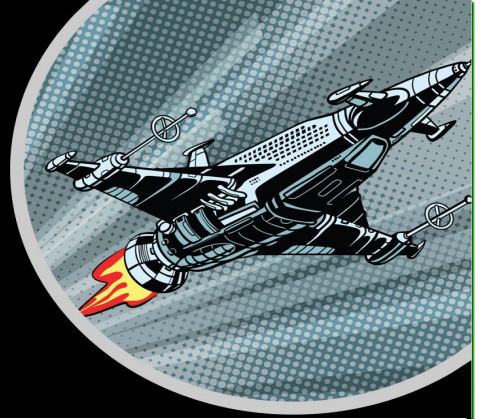
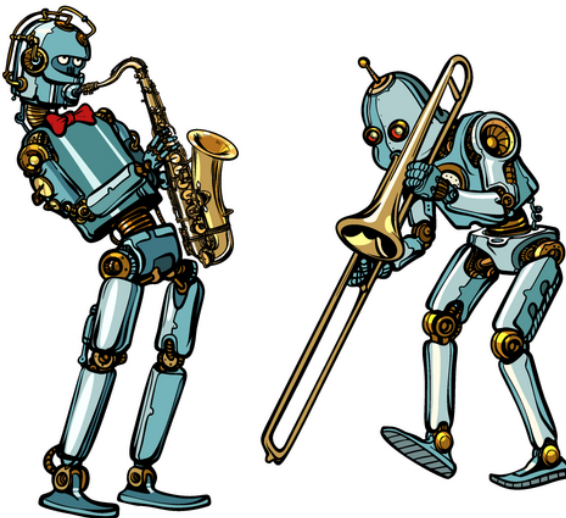


**The Ultimate
Write Killer Copy
FAST Toolkit**



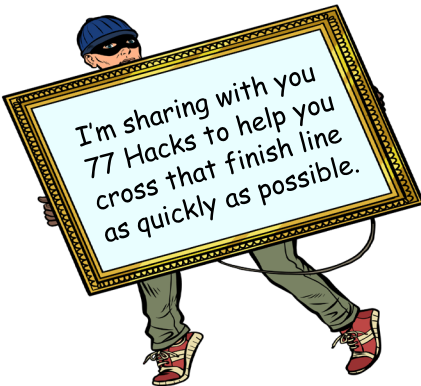
77 Killer Copy Hacks and Strategies



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Over my years as a professional copywriter for a wide range of clients (attorneys, doctors, dentists, small business owners, big businesses, coaches, and even magicians) I've uncovered a ton of different KILLER HACKS - marketing ideas, questions, models, short cuts, etc. - to help me get my copy projects finished.



I'm sharing with you 77 Hacks to help you cross that finish line as quickly as possible.

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.

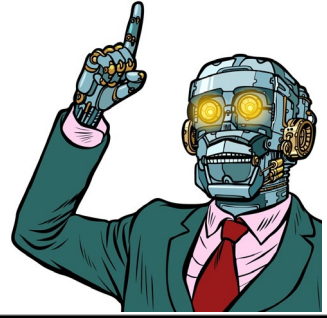
1

Never underestimate what it takes to get the sale. Go that extra mile.



2

Make BIG promises. Back them up.

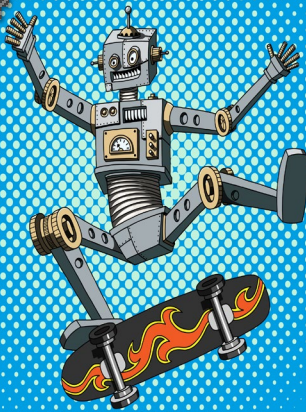


3

Have realistic expectations of What it costs to get your customers



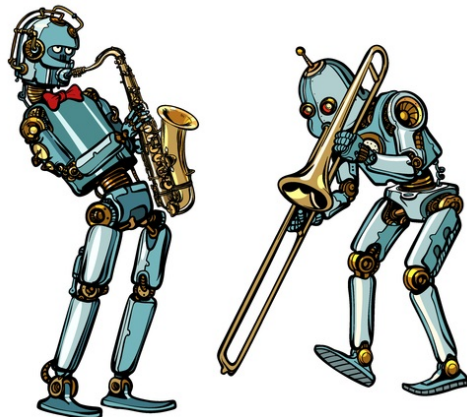
4



Always have a guarantee. Remove ALL Risk.

5

Use as many testimonials as you possibly can.



6



Have an offer and include a deadline with that offer.

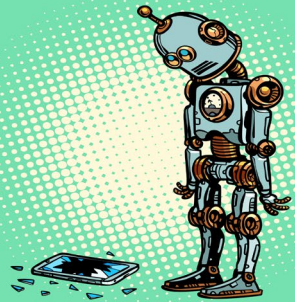
7



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.

DEADLINE

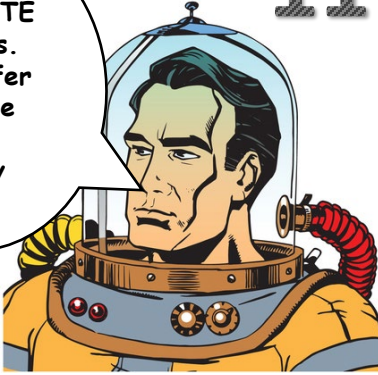
Sell against an Enemy. Fly-by-night companies. The Establishment. Someone.



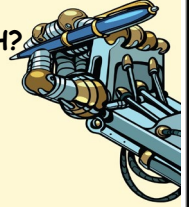
10

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.



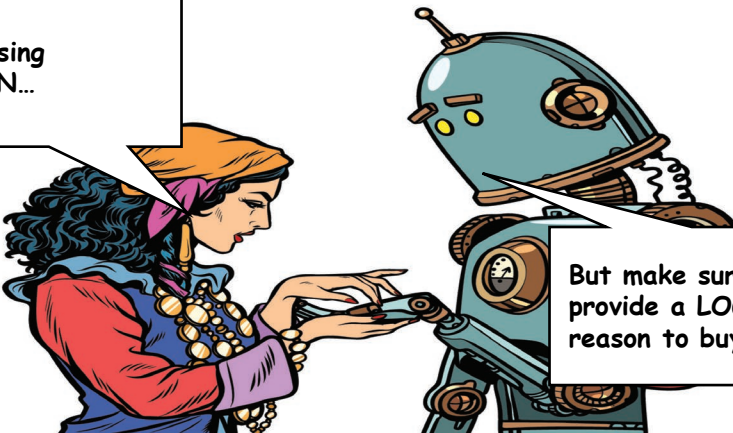
Tell MORE Stories. The famous "Tale of Two Young Men" story sold tons of subscriptions for the Wall Street Journal.

16

Sell by using EMOTION...

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

17



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



Slash away & 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.

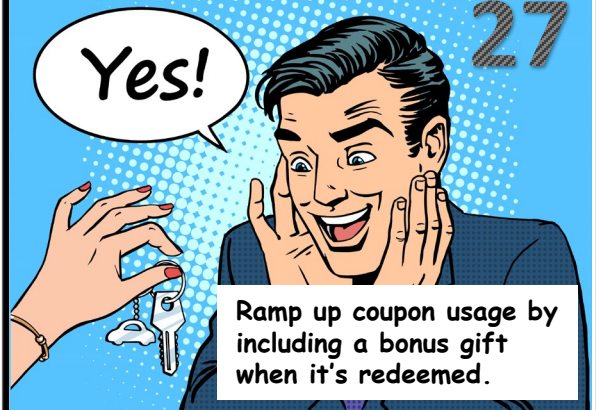


26



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



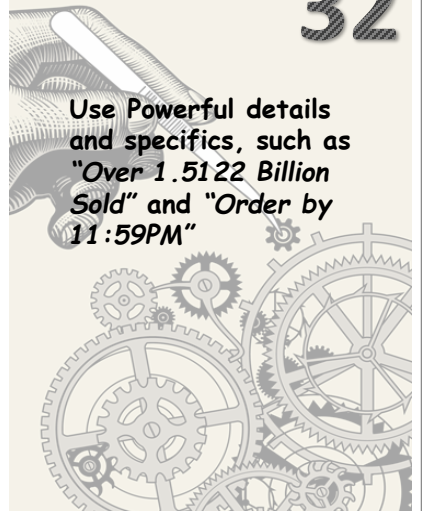
Celebrity endorsement makes a difference - even someone who's only famous in your niche.



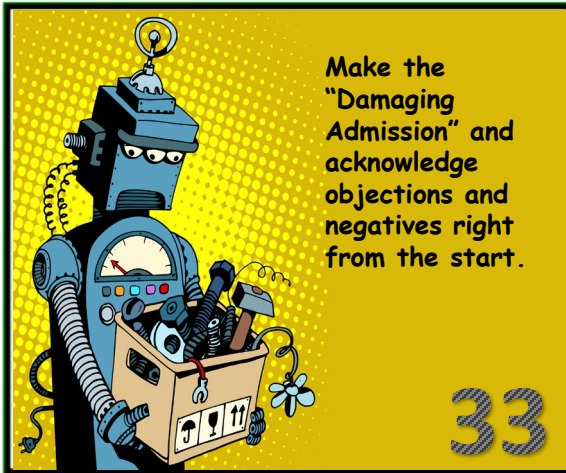
When defining your perfect client, the first thing to make sure of is that they **CAN AFFORD YOU!**

31

32



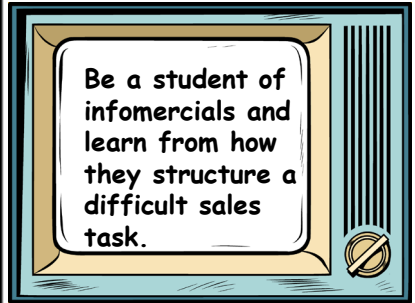
Use Powerful details and specifics, such as "Over 1.5122 Billion Sold" and "Order by 11:59PM"



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

33

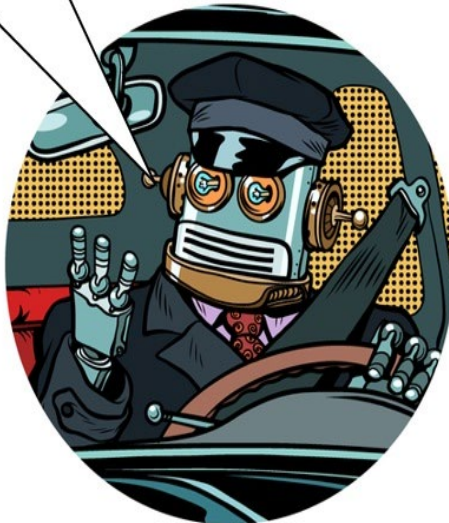
34



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.

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.

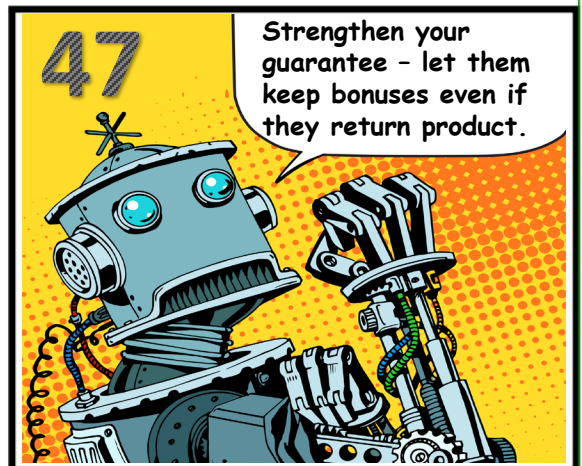
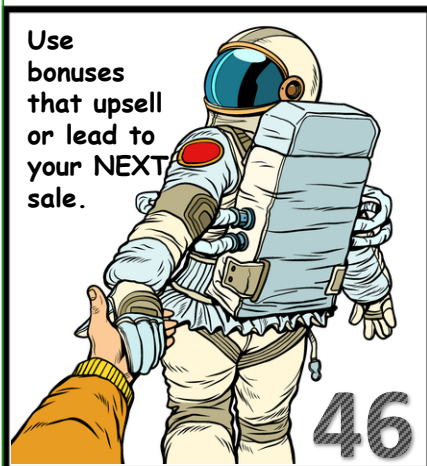
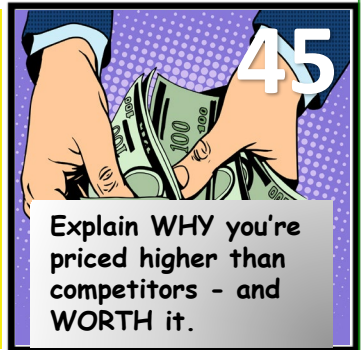
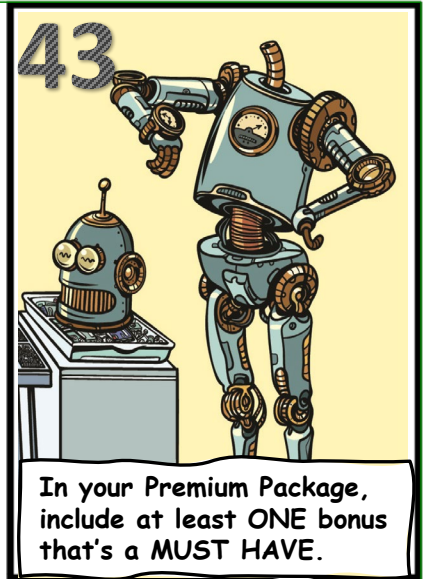


41

YEAAAHH!

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



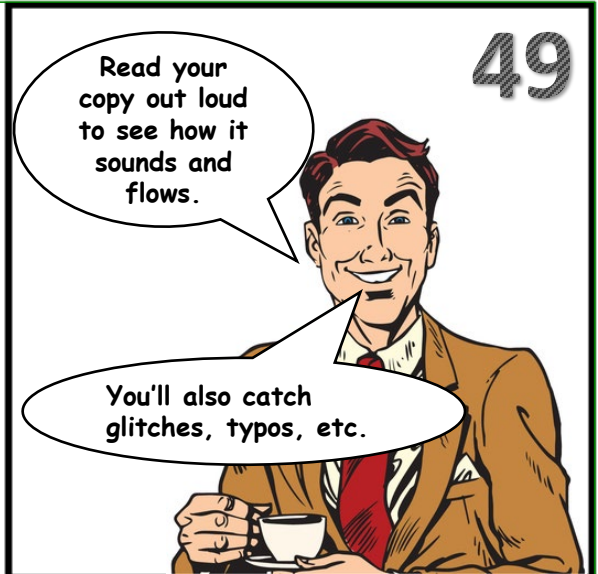


48



Use **BOLD**,
Underline,
Fonts, etc. to
Add Interest
and Emphasis
to important
copy.

49



Read your
copy out loud
to see how it
sounds and
flows.

You'll also catch
glitches, typos, etc.

50

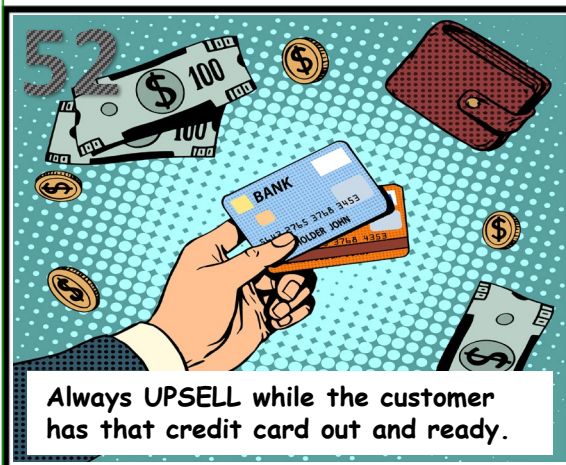
Use **WHITE SPACE**
to make your
pages look
approachable and
easy to read.

51



Use **ODD**
numbers in
your pricing -
\$197 vs
\$200.

52



Always **UPSELL** while the customer
has that credit card out and ready.

53



Learn from the
auto industry - if
you can offer low
monthly payments,
sales will go up.

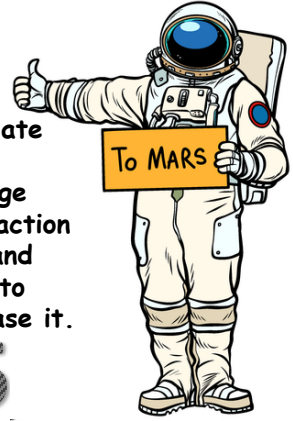
54



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



Sell MORE products to CURRENT customers.

56



Know your Lifetime Customer Value!

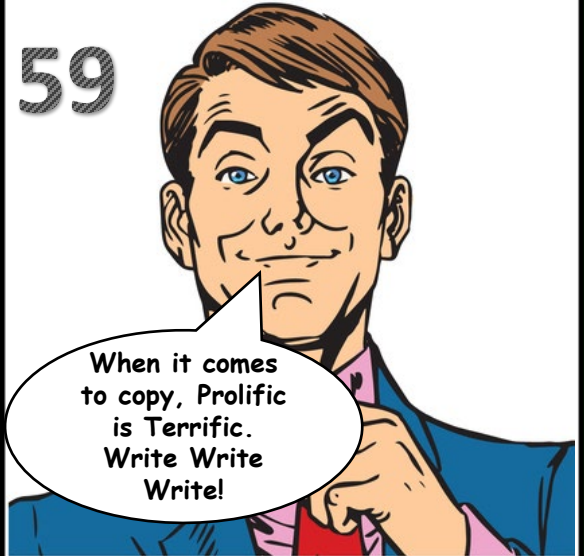


58



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



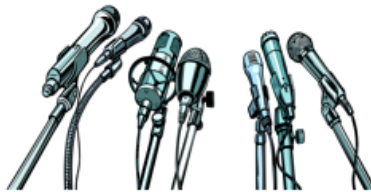
Too your own horn
- RELENTLESS SELF
PROMOTION!

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 make
prospects do
MATH -
express
savings in
BOTH
dollars and
percentage.

Don't
forget to
remind
prospects
that...

...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

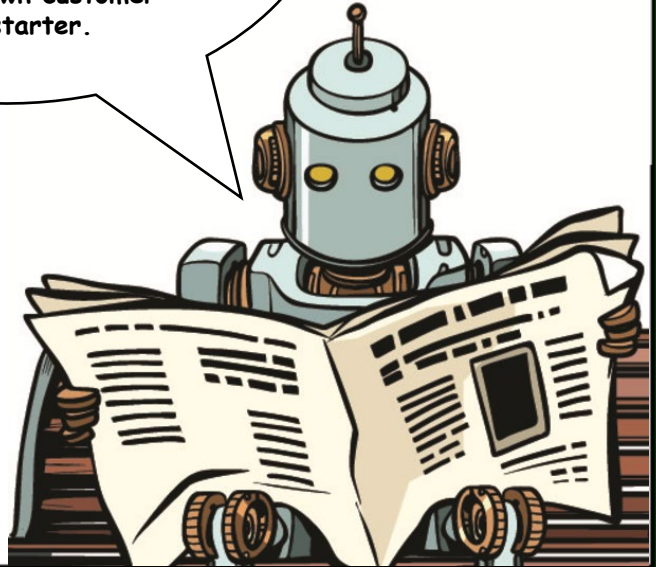
You CAN'T be all things to all people. But you surely can be **THE THING** for a limited number of people. Figure out **WHO** those people are and exactly **WHAT** they want and be the answer they're looking for. Then you hardly have to sell at all.

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.





NEVER start from a blank page....

find a template, swipe, an old email, something.

68



Talk like your customers - use words they use and sound like one of them.

69



After every sentence, ask "So What?" This forces you to think like your customer.

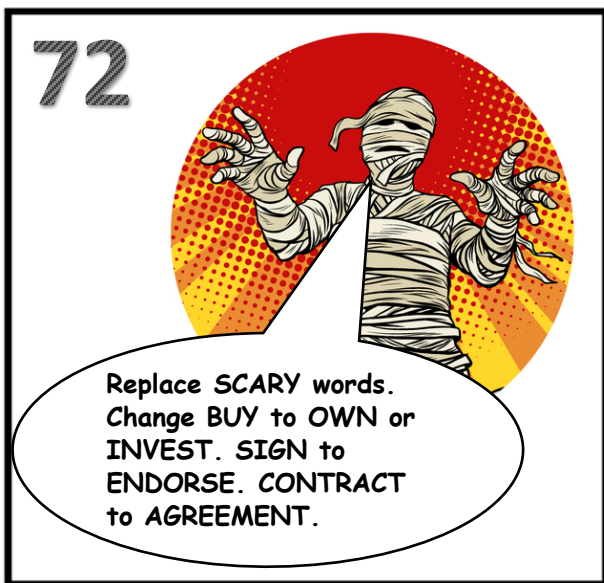
70



Personalize your sales letters. You CAN'T ignore a headline when it's YOUR NAME there at the top.

71

That's ME!



Replace SCARY words. Change BUY to OWN or INVEST. SIGN to ENDORSE. CONTRACT to AGREEMENT.

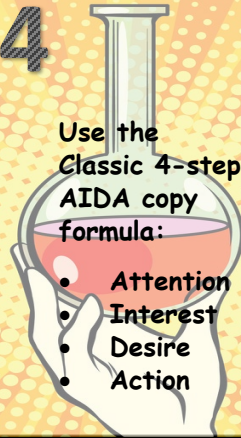
72

73



When editing, cut **EVERYTHING** that doesn't drive the sale forward.

74



Use the Classic 4-step AIDA copy formula:

- Attention
- Interest
- Desire
- Action

75



Remember: You are **NOT** your audience.



Do whatever it takes to really know them.

Don't pull punches, show them you understand and feel their pain. Back the hearse up to the door and hit 'em where it hurts.



Finally, make sure to use the most important word of all over and over again:

