

**The Ultimate
Write Killer Copy
FAST Toolkit**



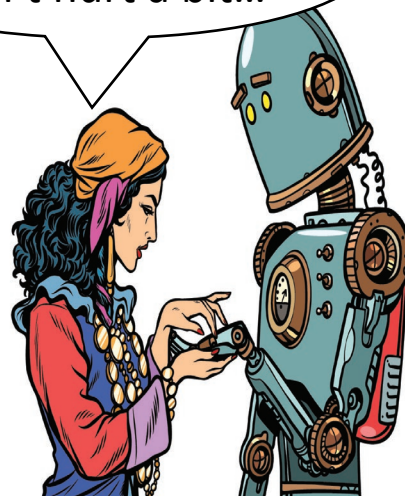
Killer Copy Cookbook



The key to writing great copy is to NAIL DOWN as much as possible exactly WHO you are writing to... you need to get inside your prospect's head to a level of detail that's almost as if you're literally reading their mind.

Only by doing this will you be able to truly connect with them in your sales materials.

I promise, this won't hurt a bit...



You need to not only KNOW who you're writing to, you have to be able to FEEL what they're feeling in regards to the kind of problems they want solved and the offer you're providing to solve them.

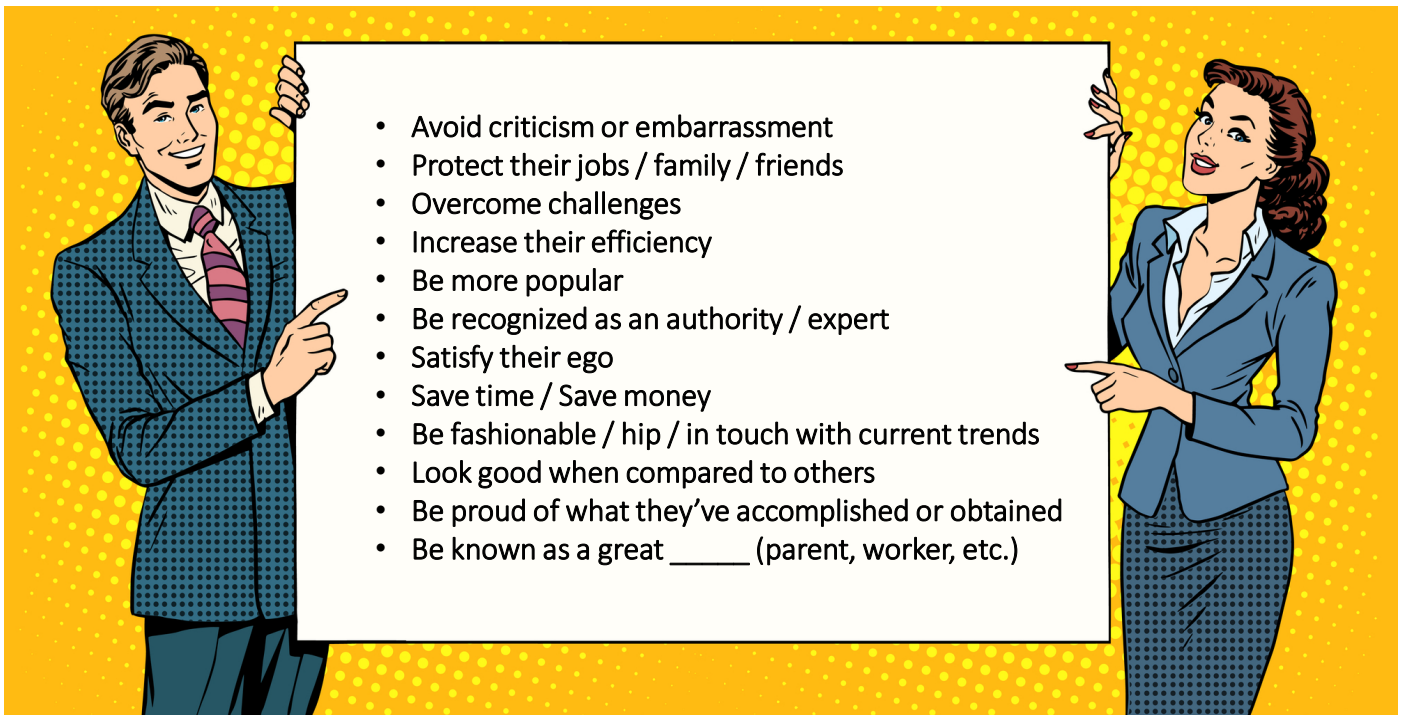
So... before you start to write ANY sales letter or lead-generation letter, make sure you go through the following questions and answer them to the best of your ability. Fill in the blanks with your answers... and then come back to this and use them as examples for future letters.





Deep Thoughts

Now it's time to consider their deepest thoughts... what are their **HOPES, FEARS, DREAMS, and PAIN?** These should all relate to the offer that you will craft for them - it will address at least some of these, if not all. Remember, people want to:



HOPES

- What are they're hoping for as it relates to what you can provide?

FEARS

- What do they fear? What's keeping them awake at night?
- What are they doing to deal with the fears?

DREAMS

- What are their dreams? Do they still dream, or have they given up?
- If they could wave a magic wand, what would they want to appear?

PAIN

- What's causing them pain right now - pain that you can help go away?



Now that you have a market in mind, you need to come up with the PERFECT offer for that market.

I'm not talking -"here's my product and boy isn't it great!?" ... I'm talking a KILLER OFFER that's so insanely superb and packed with goodies that anyone would be a MORON not to take you up on it.

FIRST: Circle which of the following HOT BUTTONS you'll use...

The 10 Reasons People Buy Anything...

1. Make Money
2. Save Money
3. Save Time
4. Avoid Effort
5. Increase Comfort
6. Achieve Greater Cleanliness
7. Obtain Fuller Health
8. Escape Physical Pain
9. Claim Praise
10. Be Popular



Complete Your KILLER OFFER

Now that you have all the components of your offer in place, you need to put a tidy bow on it to make sure it's as compelling as possible. Here are the final touches to consider:

What is the FINAL pricing ... not the retail price (i.e., the real value), but the special pricing deal you're going to give right now?

What's the reasoning behind your special pricing? Possible reasons could include:

- This is a special test of a marketing promotion – to see how well this plays before rolling it out to a larger potential audience.
- You had a limited number of slots available and you wanted to completely fill up the calendar now.
- You have some extra inventory of XXX giveaways available and rather than deal with that, you've decided to provide them as gifts.
- You like to reward decisive people who take action quickly.

What drives the URGENCY for this offer? You need to include a reason to act NOW rather than wait... this could be scarcity (“only a limited number of dates remain”) or it could be date-driven (“my accountant wants to wrap up business projections before the quarter ends, so we have a couple weeks to fill the calendar before that”). Regardless, you should come up with some reason to act NOW!

What is your GUARANTEE? You need to provide some kind of guarantee for your services/products – decide exactly what it is so you have that nailed down.

- Make sure YOU assume All Risk.
- Give it a NAME.
- Give it a VALUE.
- What else can you toss in?

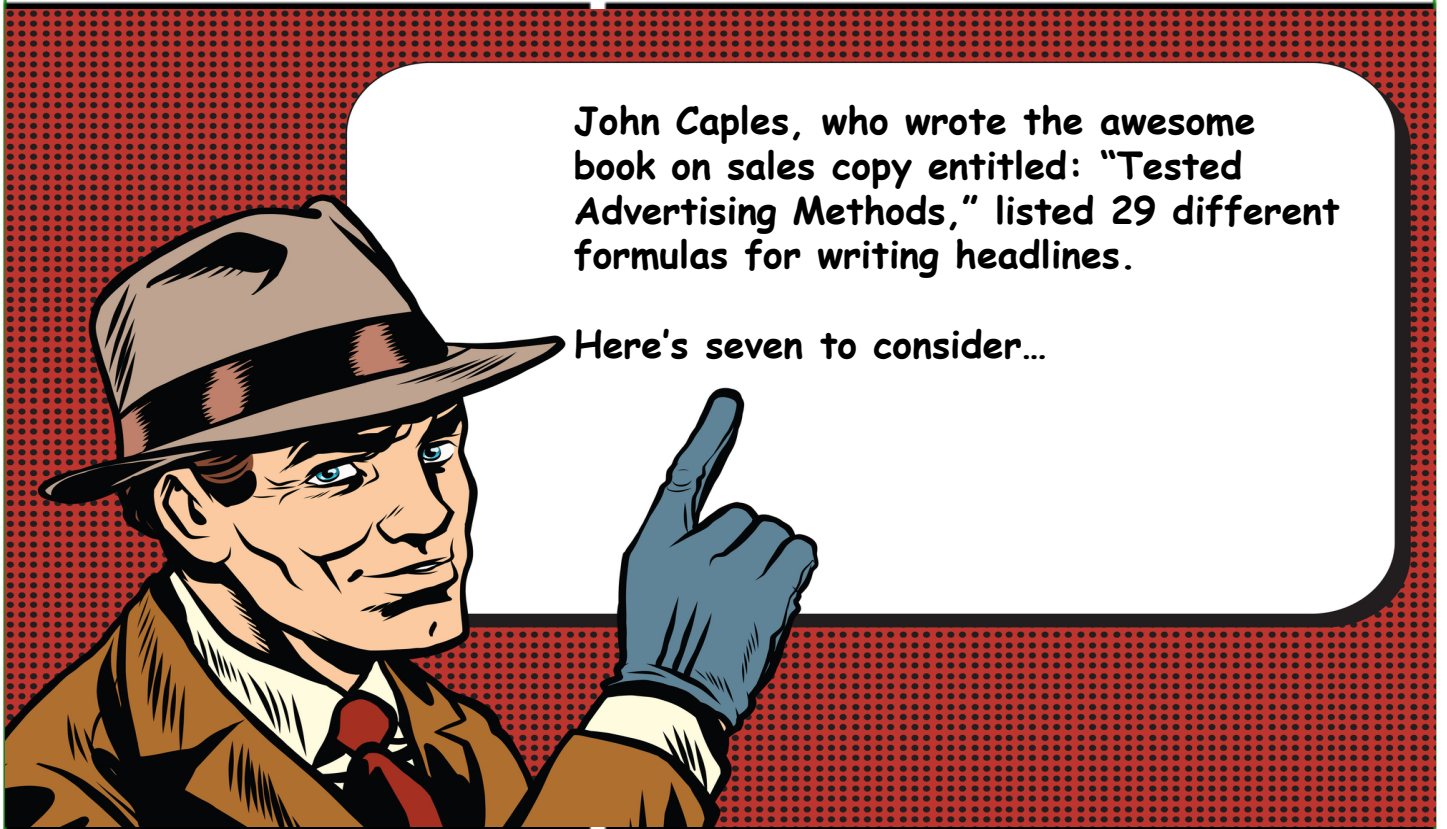
Are there any UPSELLS /Add-Ons? After they say YES, now’s the time to sell something else, preferably related to the BIG Problem you’re solving. List these out and have them ready.



The headline is absolutely, positively the most important part of any sales letter or any space advertisement. The headline will make or break your mailing piece. If your headline isn't effective, if it doesn't get the reader interested in learning more about your offer, you're dead. They are not going to read any further.

THE MOST IMPORTANT PART OF ANY MARKETING PIECE IS THE HEADLINE!!!!

The importance of developing a strong headline cannot be overstated. It will make or break your marketing piece. Sub heads are nothing more than mini headlines that you use in the body of your copy. They serve many useful purposes including keeping the reader interested. They are a great way to summarize the important point(s) of the letter for the person who is just skimming it. Follow the same rules as when writing a main headline and you can't go wrong.



John Caples, who wrote the awesome book on sales copy entitled: "Tested Advertising Methods," listed 29 different formulas for writing headlines.

Here's seven to consider...

1. Begin your headline with the word "Announcing"

Announcing a new car

Announcing new help in solving the housewives' problem

Announcing a new selection of _____

2. Begin your headline with the word "New"

New! Golf clubs specially sized for your youngster

New concept in weight control

New method of keeping your personal finances

3. Begin your headline with the words "At Last"

At last! A steam iron with a "magic brain"

At last - you can drive all over the US without a map!

At last - a toothbrush guaranteed for 12 full months

4. Put a date in your headline

Beginning June 1st ... low summer rates at _____

September Sale on _____

You can _____ by October 31st

5. Feature the price in your headline

Guaranteed 17-jewel quality watches for \$129.97

60 Minutes of Comedy, Laughter, and Magic for just \$397

6. Feature a Free Offer

Free Consultation

Free Magic Show

Free report reveals

7. Use a Testimonial Style Headline

"Why I cried after the ceremony."

"I was going broke - so I started reading the Wall Street Journal"

Use / Reuse / Rewrite / Model



There isn't any need to reinvent the wheel. Keep your eyes open.

When you see an effective headline write it down and modify it for your use!

(Remember: NEVER copy a headline or any other marketing word for word.)

Over the next few pages you'll discover a TON of different headlines, headline templates, and famous headlines you can model from a wide variety of sources.

They can ALL be useful in crafting a great headline / subhead to be used in your letters, postcards, emails, webpages, and more.

Headline Templates

Take these headline templates and rework them into headlines and subheads for your target market / audience.

Finally – a “cure” for _____

My Friends were shocked when I told them _____

They laughed when I _____, But then I _____

Discovered – Amazing Way to _____

How a _____ Saved Me From _____

Why Almost Everyone is Dead Wrong About _____, Including How to
_____, _____, and _____!

Now YOU Can Be One of the Select Few to “Test Drive” This Jealously
Guarded Secret Weapon to _____ and Claim Your Chance to Win
_____ ... Just For Reading This Free Report!

Whose Fault When Children _____?

Now You Can Stop _____ -- Even When _____!

How to Get Your _____ Bragged About!

Amazing Offer to _____

Don't _____ Until You Read This Message!

A Breakthrough Idea For _____ Who Want to _____

Why Am I Giving You \$ _____ Worth of _____ For FREE!?

You Can Laugh at _____ If You Follow This Simple Plan

Important News For _____ Who Swore They Would Never _____

What's Your Best Chance To _____? The Answer Below May Surprise You.

Some Straight Talk About _____ and Your _____

At Last, Someone Has Unlocked the Secret to _____

How Often Do You Hear Yourself Saying, "No, I Haven't _____, I've Been Meaning To."

Attention _____: Don't Buy Any _____ Until You Read This!

The 5 Most Costly Mistakes in _____ -- How Many Are You Making Right Now?

The Crimes We Commit Against _____

WARNING: This Will Be The Most Important Information You Will Ever Read About _____ and Taking Control of _____

A Startling Fact About _____

Some Straight Talk About _____ and Your _____

If You Can Answer One Easy Question, You're Already 90% of the Way Toward _____

An Open Letter to _____ Who Secretly Believes that Most _____ are Garbage

Why Almost Everyone is Dead Wrong in How They _____

A Rare Opportunity To Turn _____ Into _____

Have You Ever Said: "I Just Can't Seem To _____"

Say Goodbye to _____ Problems

Who Else Wants an Easy, Proven Way to Get _____
Excited About _____.... Without Spending One Red Cent
Up Front!?

The Secret of _____

At Last! A Proven Method for _____

If You Were Given \$_____ to Spend, Isn't This the Kind
of _____ You Would Create?

The "10 Quickest Ways" to _____

The Passport to _____

It's Crazy that a _____ Would _____

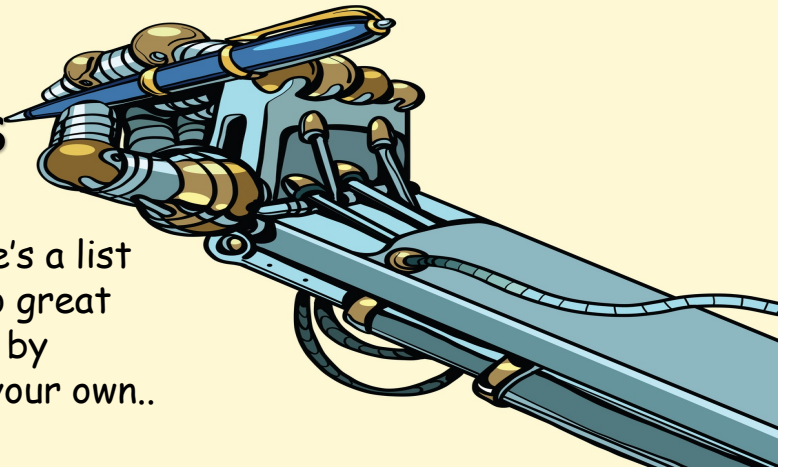
How Bad a Beating Are You Willing To Take on
_____?

What's Wrong With This Picture?

If You Read Nothing Else About _____, Read This

Which of these 5 _____ Troubles Would You Like to End?

105 Powerful, Proven Headlines



To create your own snippets, here's a list of 105 powerful headlines used to great success. Don't steal them - learn by example and use them to create your own..

161 New Ways to a Man's Heart – In This Fascinating Book for Cooks!

26 Days That Have Changed Thousands of Lives

42 Ways To Stop A Man From Cheating On You

67 Reasons Why It Would Have Paid You to Answer Our Ad A Few Months Ago

7 Steps to Freedom

7 Ways to Collect Your Unpaid Bills

A Completely Different Approach To 'Mail Order' Took Me From Broke to \$4,000.00 a Day, Working From Home, In Only a Few Months – And I'm Convinced Anybody Can Copy What I'm Doing, Once They Understand It.

A Surprisingly Simple Way to Get "Out of The Rat Race" (And Into the Chips!)

A Significant Breakthrough In The Fight Against the Effects of Aging

Advice To Wives Whose Husbands Don't Save Money – By a Wife

Am I Crazy To Sell This House for Only \$13,250?

American Woman, Say Hello To Your Next Boss. You.

Are You Ever Tongue-Tied At A Party?

Are You Ready to Use Self-Hypnotism To Make Life Give You What You Want?

Banking Secrets That Banks Don't Want Published

By This Time Next Month You Could Have a Global Data Communications Network

Buy No Desk Until You've Seen This Sensation of the Business Show

Can You Pass This Money Test?

Caution: Don't Let This Program Make You Too Thin

Confessions of a Disbarred Lawyer

Costa Mesa Man Swears Under Oath That His New "Energy Pill" Does Not Contain Cocaine Or Any Other Illegal Stimulant

Dare to be Rich

Desperate Woman Loses 277 Lbs. With Amazing Diet Secret

Did You Ever See a 'Telegram' From Your Heart?

Discover the Fortune That Lies Hidden In Your Salary

Doctors Prove 2 out of 3 Women Can Have More Beautiful Skin In 14 Days

Don't Try This with Any Other Copier

Do You Have What It Takes To Become a Millionaire?

Do You Honestly Want to Become Rich?

Double Your Money Back If This Isn't The Best Onion Soup You Ever Tasted

Expect a Better Future

Famed Physicist Proves That Sitting In A Pyramid Causes Unexplainable Good Things to Happen

For the Woman Who is Older Than She Looks

Free Book Tells You 12 Secrets of Better Lawn Care

Greatest Goldmine of Easy 'Things to Make' Ever Crammed Into One Big Book

Girls... Want Quick Curls?

Give Me 5 Days And I'll Give You a Magnetic Personality... Let Me Prove It – FREE

Have You Ever Said 'I Just Can't Seem to Concentrate?'

Have You Got These Symptoms of Nerve Exhaustion?

Here Is A Way To Make Money That Has Never Yet Failed

How a Fool Stunt Made A Star Salesman

How I Made a Fortune With a Fool Idea

How the Experts Buy & Sell Gold and Silver

How To Discover the Fortune That Lies Hidden in Your Head

How to Discover the Priceless Secret of Good Health And Slash Your Medical Bills In Half

How to Give Your Children Extra Iron. These 3 Delicious Ways

How to Handle Angry Callers In 7 Not-So-Easy Steps

How To Plan Your House to Suit Yourself

How To Take Out Stains... Use (product X) And Follow These Easy Directions

I Was Held Hostage For 4 Days By the Sharpest Minds in Direct Mail

If You Can Lick a Stamp You Can Lick Your Weight Problem

If You Can Read & Write Simple English, I'll Show You How To Make Real Money Selling Words

If You Read Nothing Else – Read This!

Imagine Me... Holding an Audience Spellbound for 30 Minutes!

It's Crazy That A High School Dropout Can Make This Much Money

It's Easy To Cash In On Your Amazing Astrological Abilities

Just Imagine the Gasps of Amazement From Family and Friends When They Watch Your Pet Parrot –

- Roll over and play dead like a dog
- Raise a flag up a toy flagpole
- Deposit coins into a toy bank
- Ride a scooter across the floor
- And even more amazing tricks!

Lead & Succeed In Your Career... and in your life!

Let This Machine Make You At Least \$30.00 An Hour

Look Who's Eating Yogurt!

Looking For a Growing Business With A Great Track Record?

Men Who 'Know It All' Are Not Invited to Read This Page

Money-Saving Bargain From America's Oldest Diamond Discount House

My Feet Were Killing Me... Until I Discovered The Miracle Of Hamburg

My Name is Paul Franklin... And I'd Like to Make a Confession!

New Help For Not So Perfect Hair

No More Back Breaking Garden Chores For Me – Yet Ours Is Now The Show Place Of The Neighborhood

Now Let This Strange And Powerful Gift From Outer Space Bring You Incredible Good Luck Absolutely Guaranteed!

Now! Own Florida Land This Easy Way... \$20 Down and \$20 a Month

Of Course You Can Afford It. Think Of All The Money You've Saved Drinking Ordinary Scotch.

Only 1 Career Woman in 1000 Finds the Job She Deserves

Our Sales Approach Helps You Avoid Unpleasant Surprises Down The Road

Pregnant? The Sooner You Know The Better

Read It Tonight And Start Tomorrow

Right And Wrong Farming Methods ... And Little Pointers That Will Increase Your Profits

Should You Invest In a Tax Exempt Bond Fund?

Some Straight Talk About Vitamins And Your Sex Life

Stop Dreaming and Start Making Money

Suppose This Happened On Your Wedding Day!

Take Everything! Keep Everything! Just For Looking! No Strings!

Test Your Ability To Ever Grow Up

The Amazing Secret of a Marketing Genius Who Is Afraid to Fly

“... The Amazing Thing, Of Course, Is The Speed At Which This Program Works. It Is Rather Remarkable To Throw Off As Much As 6 Pounds of Fluid And Fat in The Very First Weekend...”

The Art of Selling By Telephone

The Greatest Bargain of Your Life

The Lazy Man's Way To Riches

The Lowdown On Self-Publishing

The Quickest Way I Know to Make A Million Dollars

The Ugly Truth About Your New Car

This is Absolutely The Easiest Way For You To Have A Future Free Of All Money Worries

Thousands Have This Priceless Gift – But Never Discover It!

To People Who Want to Write – But Can't Get Started

Too Busy Earning A Living To Make Any Money?

WARNING: This Will Be The Most Important Information You Will Ever Read on the Internet About Buying Prescription Drugs and Taking Control Of Your Healthcare

We're Looking For People To Write Children's Books

What Everybody Ought to Know About This Stock And Bond Business

What's Wrong With This Picture?

Why Some People Almost Always Make Money In The Stock Market

Would You Like To Have a Photographic Memory?

You Can Laugh at Money Worries If You Follow This Simple Plan

You Don't Know Me I Realize... But I Want You To Have This Before It's Too Late

You Possess a Powerful SIXTH SENSE That's Ready and Waiting To Help You! And Activating It is Easier Than You Might Think!

Your Survival Guide To Corporate Politics

You'll Just Love The Way This Diet Pill Works!

You're Never Too Old To Hear Better

**Finally, remember
this great advice
from Copy Legend
John Caples:**

“First and foremost, try to get self-interest into every headline you write. Make your headline suggest to the reader that here is something he wants.”





239 Power Words and Selling Phrases

When you're writing copy, headlines, bullets, guarantees - everything in your letters and materials, make sure to remember this key psychological point:

Deep down inside, we're ALL selfish, impatient, self-centered, Homer Simpsons at heart.

Sure, you're a better person than that... and so am I ... but, honestly, not so much. We all would be thrilled and perfectly content to sit on the couch, slug down several of our favorite beverages, and zone out on the tube - if by doing so it would produce reliable, positive results for our incomes, our health, and our relationships.

The core reality is that we all want things EASY, SIMPLE, FAST, and GUARANTEED. We also tend to believe in our own goodness, our own unlimited potential, and that there are forces outside our control that hold the KEYS to success... and all we lack is access to those closely guarded SECRETS - with those in hand, we would be able to live the life of our dreams!

Words that imply or simply state outright these concepts are POWER words and they resonate deeply within. You want to sprinkle these power words and powerful concepts throughout your copy as much as you can.

100% Money Back Guarantee

Ability

Absolutely

Affordable

Amazing

Art

Attractive

Announcing

Astonishing

At Last

Attention

Bargain

Barnburner

Benefits

Beautiful

Breakthrough

Bonus

Bold

Bonanza

Call Now

Cash

Cash In

Caution

Challenge

Choose

Compare

Confess

Confession

Confidential

Control

Costly

Crammed

Crazy

Dare

Daring

Dead Wrong

Dead Solid Perfect

Deluxe

Delicious

Different

Disappear

Discount

Discover

Dream

Dreaming

Dynamic

Easy

Easiest

Easy as Pie

Easy as A-B-C

Earth Shattering

Eye Catching

Eye Opening

Everybody

Examine

Excellent

Exciting

Exclusive

Expert

Fact

Famed

Famous

Fascinating

Fast Track

First Time Ever

First Rate

Free

Freedom

Fool

Fool Idea

Fool Stunt

Formula

Fortune

Full

Fully Loaded

Genuine

Gigantic

Gift

Golden

Good as Gold

Greatest

Guaranteed

Handle

Handy

Helpful

Hostage

How

How to

Huge

Hurry

Imagine

Important

Improved

Incredible

Informative

Innovative

Introducing

Invitation

Iron-Clad

Jam Packed

Just In

Key

Kill

Killing

Know

Know-it-All

Largest

Last Chance

Lazy

Leading Edge

Let's Get Down To

Brass Tacks

Lifesaver

Limited

Lock In

Lowest

Lowdown

Love

Machine

Mad

Magic

Magnetic

Miracle
Mistake
Money
Money Where My Mouth Is
Money In The Bank
Money Making
Money Saving
Myth
New
No Fuss
No Obligation
No Risk
No Holds Barred
No Questions Asked
Nuts
Odd
Offer
Open Letter
Opportunity
Pay Dirt
Perfect
Pointers
Popular
Powerful
Practical
Problem
Proven
Practical
Priceless
Profit
Quick
Quick and Easy
Quickest
Rare
Raving
Reduced
Remarkable
Reliable
Reserved

Results
Reveal
Revolutionary
Reward
Ridiculous
Right and Wrong
Roadmap
Safe
Scarce
Secret
Secret Weapon
Select
Select Few
Sell
Sensational
Sex
Simple
Sizzling
Skyrocket
Smart
Solution
Special
Specific
Spellbound
Startling
Startling Fact
State-of-the-Art
Step-by-Step
Straight Talk
Strange
Stop
Success
Suddenly
Super
Superior
Surprise(s)
Surprising
Surprisingly
Surefire

Swear
Swears by
System
Take Control
Take It To The Bank
Terrific
Test
Tested
Test Drive
Time Sensitive
Time Tested
Track Record
Trick
Try
True
Truth
Top Dog
Top Dollar
Top Gun
Top Notch
Tremendous
Ugly
Ultimate
Unconditional
Unlimited
Unlock
Unpleasant
Urgent
Unique
Valuable
Want
Wanted
Warning
Who Else
Win
Wrong
Yes
You
You Bet
Your



Bullet Point Templates

Bullet points are basically mini-headlines that relate to specific features and benefits of your program. As such, many of the same templates and basic structures used for headlines apply and can be used with bullet points.

You definitely want to pile on the bullet points when it comes to selling the prospect on your offer - the reason being that there's no way to tell exactly which key points will hit just the right nerve to push the sale over the top. Sometimes a person will buy because of the overwhelming evidence provided by the sheer number of powerful bullets. Other times, it could well be just ONE specific bullet that tips the scale in your favor.

You just never know. That's why you need to deliver a full-blown assault in your copy with bullet points as the ammo of decision.

Key to all your bullets:



Tell The Truth!

This is not only ethical, it's good business. You will have customers who go through your sales letters and double check them against what you promised - so you'd better be willing and able to deliver on everything you say you will.

40 Easy Bullet Point Formulas

- Discover the _____ that will _____
- Insider secrets to _____
- How to have _____
- 7 Keys to _____
- The Specific Step-by-Step Formula for _____
- Proven Systems that _____
- What the first job of _____
- The A-B-C system to _____
- The Little Known Secret of _____
- How to Discover _____
- Quick and Easy Ways to _____
- The Top 5 Critical Questions You Must Ask Before _____
- No More _____
- _____ Made Easier Than You Ever Imagined
- _____ Mistakes That Can _____
- The Real Deal Secrets to _____
- True Life Horror Stories that show _____
- How these _____ avoid _____
- The Dumbest _____ That Smart _____

- The Craziest _____
- X Things NOT to do if you're _____
- A totally painless _____
- A Proven, <timeframe> Plan to _____
- How to _____ more, _____ less
- The Ten Commandments of _____
- How to _____ Without a _____
- Sneaky Ways to Trick _____ into _____
- The _____ that nobody knows
- The Top _____ for _____
- What to do when _____
- What you can learn from _____
- A Fiendishly Easy Cure for _____
- The Untold Truth about _____
- Why Almost Everyone is wrong about _____
- The Jealously Guarded Secret of _____
- 5 Ways to Avoid _____
- Here's the Bad News about _____
- Why Your _____ Won't _____
- The Absolute FASTEST Way to _____
- 7 Shortcuts Guaranteed to _____



Sometimes the hardest thing to do with a sales letter is simply getting started.

You've got a great headline. You have an awesome set of bullets that lay out the features & benefits of your program. You know your customer. You know your offer. But you still have got to get past that initial:

Dear Friend

That's where this section comes in - here's a list of phrases to use to kick off your letter. Notice how many of them could possibly be used as headlines and subheads.

Do you see a theme emerging? - that's right, it's what's termed the "slippery slope" idea, which is one line requires the reader to read the next line, which goes on and on and on - every line exists to always push the reader to keep reading! That's what a great headline / subhead / intro will do.

Use these to generate ideas for your letter's opening line.

41 Introductions / Opening Lines

Here's one of those "specials" that we let our customers and friends in on every once in a while.

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 _____

If you're like me, at times the only way something really "clicks" is when you actually see it done with your own eyes.

How much would _____ be worth to you?

Good news!

Will you do me a favor?

Here's your chance to _____

It's sad but true, _____

If you've ever thought about _____, or wondered _____, you'll be interested in this letter.

This is a letter that's not like any you have ever received or I have ever written.

Pardon me, but let me be blunt...

My name is <NAME> and I know you're busy so I'll get right to the point:

If you're thinking of _____ - DON'T!

As you can see, I've attached a nice, crisp \$1.00 Bill to the top of this letter. Why have I done this? Actually, there are two reasons:

Are you tired of the same old _____?

This may well be the most startling _____ news you have ever read.

If money was no object, would you _____?

Frankly, what I'm going to reveal to you in this letter is NOT for everyone.

First, three quick questions for you if I may...

I know. It's hard to find high quality _____ in a budget that's affordable.

If you are concerned about _____, this letter is for you.

I'd like to share with you an idea I'm certain you'll find both strange and appealing...

You are among a large group of _____ to receive this personal invitation.

You don't realize it yet, but in the next _____ minutes you're going to learn the secret of _____.

What would it be worth to you if _____?

Have you ever wondered why _____?

Let me tell you about a remarkable _____ known as _____.

Hold on to your wallets. Like it or not, your life – and the lives of over 72 million Americans – is about to change dramatically.

Have you ever felt like you _____ and _____?

“He’s gotta be crazy!”

It’s no secret that _____.

Let’s face it...

I have uncovered what I believe is the single greatest secret in _____.

My name is <NAME>. I have been a _____ for over ___ years. Over that time I have _____ over _____ and met thousands of _____. Want to know what their greatest regret was?

Would you like to learn my amazing _____ secret that allows you to _____ - Guaranteed?

Do you make these costly mistakes when _____?

Do you want to _____ a lot faster?

If it seems to you almost too good to be true, let me explain.

This is the kind of _____ story I love to share....



Transitional Phrases & Connectors

After you assemble your first draft, you'll do a read through and discover that some sections don't seem to flow together. There's an obvious break between one set of thoughts and the next.

What's needed here in these places is a transitional phrase or connector. Most of the time this can be very simple... a few words at most.

Here's a list of some simple phrases you can use when you need to smooth out the transition from one section to another.

NOTE that these can also work great as the lead ins to lists of bullets.

"And that's just the beginning..."

"And this is just the tip of the iceberg..."

"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..."

"Here's how easy it is..."

"Here's the secret... "

"So you're saying, 'what's the catch?'"

"In a nutshell, this boils down to this..."

“In the pages that follow, I’ll show you exactly....”

“You may be wondering...”

“Let’s take a closer look:”

“How do I know?”

“Here’s some information you’re really going to care about...”

“Here’s a small taste of what you’ll discover...”

“So, by now you’re asking...”

“Here’s how it all works:”

“In fact...”

“Think about it...”

“But before we get too far ahead of ourselves....”

“Now let’s talk about _____”

“I know it’s hard to believe... that’s exactly what I thought at first... but... please listen up for just a moment!”

“Well guess what... there’s a reason why...”

“And I’ll tell you right now... it’s....”

“But that ain’t the half of it!”

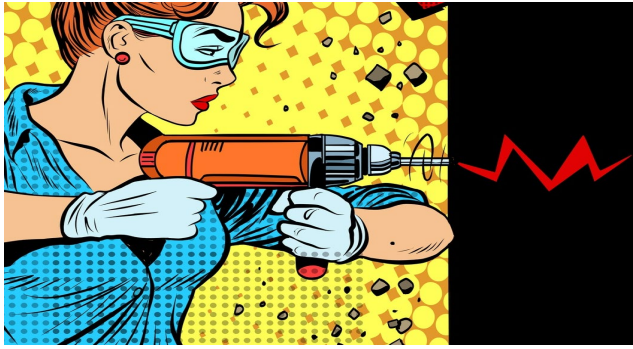
“So what does this mean for YOU?”

“Now here’s the problem...”

“Because here’s a little secret...”

“Let me tell you why I decided to do this...”

“So here it is...”



Powerful PSs

Do NOT underestimate the importance of your letter's PS (postscript) - this is the section after the headline that gets the most attention. Prospects will very often jump from the Headline, scan the subheads, and then hit the PS as their default way to read your letter. Therefore, your PS must provide both value and punch.

Here are 5 key ideas for what to put in your PS:

1. **Make URGENCY clear.** You've identified already some kind of reason to respond NOW... use the PS to restate that urgency and impress upon the reader the need to act immediately.
2. **Reinforce or Add On to Your Guarantee.** The point of a guarantee is to reverse risk - eliminating it entirely from the prospect. YOU are the one taking all the risk, not them. Use the PS to restate this and reinforce it. You might even consider upping the ante, for instance with "not only will you get your money back, I'll toss in \$100 to sweeten the deal - I'll pay YOU for your trouble if you're not 100% satisfied."
3. **Reinforce Your Authority / Credibility.** You can pile on testimonials from happy customers in your PS... if there's even a doubt left, the end of the letter is a great place to add in even more social proof.
4. **Surprise them with another Benefit/Bonus.** Basically, this boils down to: "Hey, if all that's not good enough for you, then how about if I toss in THIS!" In this case, you pull from your bag of tricks one final, truly AWESOME extra goodie that you'll toss in the mix as a way to make this offer a total no-brainer.
5. **Offer some kind of special Deal or Payment Option.** Maybe you'll let them pay over time, or perhaps add in a very special surprise fast-action discount, whatever. The point being you can make the deal even better from a financial standpoint here in the PS.

“Can’t Miss” Guarantees



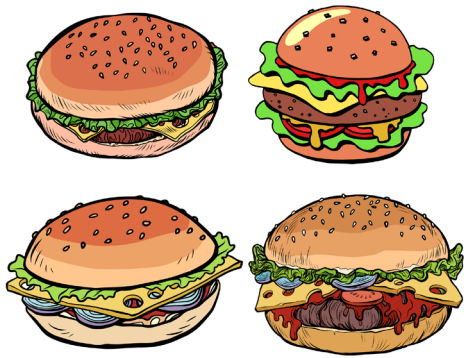
The purpose of a guarantee is to **ELIMINATE RISK** in the mind of the prospect. You are letting them know that even after they trust you by handing over their hard-earned money, there’s absolutely nothing to worry about - you will do whatever it takes to make sure they’re happy. A couple points about guarantees:

- First off – **OFFER A GUARANTEE!** Amazingly, some businesses don’t even do this. Big mistake and if you’re in a market where guarantees aren’t the norm, having one will definitely set you apart from your competition. In fact, in that case make sure to note as a benefit the fact that you **DO** offer a guarantee... why go with anyone who doesn’t?
- In general, the longer the guarantee, the better the odds you won’t have to return the funds. 60-day works better than 30-day, 1 year works better than 60-day, and you can even consider a **LIFETIME** guarantee.
- Consider adding some skin into the guarantee, i.e., with a conditional guarantee (they have to meet some kind of condition – write a letter, return something, etc.) you can give them double their money back. Or maybe an additional \$100 or whatever.
- With product sales, you can offer to simply hold the credit card/check for 30 days to let them check out the product first. They get the product, you take the risk. This can be quite effective.
- Name your guarantee. You always want to come up with a clever name for the guarantee, such as “My 100%, Unconditional, Nothing-Up-My-Sleeve Total Satisfaction Guarantee.” Get creative!
- Use these power words in the text / phrasing of your guarantee: No-Risk, No Hassle, No Questions Asked.

Make sure that you stand behind your guarantee fully and completely... even if the customer is a jerk / bozo / moron who received the full benefits of your product/service but still complains... you have to stand by the guarantee. Odds are, if you have a quality offer, you'll never have to do this. But have the mindset in place that if asked, you'll comply.

Here are a few examples of guarantees. Look them over and model them for yours.

- There's absolutely no way that you can lose – except by not taking me up on a free 90 day examination of <product name>. I personally guarantee that you've never heard anything like it. If you aren't richer, happier, and feel more in control within 30 days after receiving the program, simply return it and owe nothing.
- If for any reason you just don't like this product, me or my company, I will refund 100% of your money (minus shipping and handling costs of course). Listen – I'm not interested in taking you up as a client if you're not 100% thrilled and excited to learn what I'm teaching. If I can't help you make a better life for yourself, then I don't deserve to have you as a client. I will treat you the way I wish people would have treated me in the beginning – with gracious trust and the benefit of the doubt. You do not need to give me a reason for returning the material; your word is good enough for me.
- And there's No Risk to You... Then you take 30 days to look it all over. Start working on the program if you like. If it's not everything you imagined – or if you happen to decide ___ isn't for you – return the materials within those 30 days and we'll send you your money back... no questions asked.
- Simply try this program. If for any reason you find out that this is not for you after checking it out, then just send it back within 30 days and you owe me nothing! You risk nothing! I am well known in this business and I protect my reputation like a pit bull protects his home! So if this program won't work for you, then I insist you ask for a refund!
- Plus, you are completely protected by our 100% No-Risk Guarantee. If you don't feel you can make at least 10X your investment... If you don't feel this is the most comprehensive training you have ever received on building wealth, simply let us know and we'll issue a full refund... no questions asked, no hard feelings. That's how confident we are.



Sales Letter Formulas / Templates

On the following pages I'm going to give you some very simple Fill-In-The-Blank sales letter templates.

They're all deceptively simple... which actually is to your benefit. Writing sales copy is soooooo much easier when you follow a proven template and formula.

Remember this key point: It's better to be prolific than terrific.

The goal is to get your sales letters DONE and out there working for you. It's not to work work work until you make something perfect. You will never hit perfection. Write like crazy and get the letter done. Send it out. See what happens. Repeat.

This is the real formula for success.

Sales Letter Formula #1:

1. Headline
2. Opening Paragraph
3. State your Unique Selling Proposition
4. List reasons to believe what you say
5. List benefits of the program (bullet points)
6. Testimonials from Happy Customers
7. Set the buying criteria (Warning: Don't Hire _____ Unless They Meet the following # criteria!)
8. Give the Price
9. List the Bonuses
10. Guarantee
11. Call to Action (Here's what you do next)
12. P.S.

Sales Letter Formula #2

1. PreHead to identify WHO Program is for
2. Attention Getting Headline that makes BIG Promise
3. Sub-Head that Explains Promise
4. State the Problem
5. Agitate the Problem
6. Solve the Problem
7. Describe Offer in Detail
 - Offer
 - Bullets of benefits
 - Answer Objections
 - State Price
 - Give Guarantee
8. Give Reason to Act NOW (Scarcity, Deadline, etc.)
9. Call to Action (do this now!)
10. Warn them of the pain they'll experience if they don't act
11. P.S. Reiterate why you need to act NOW

Sales Letter Formula #3

1. PreHead to identify WHO Program is for
2. Attention Getting Headline that makes BIG Promise
3. Sub-Head that Explains Promise
4. Create Instant Credibility with Testimonials
5. Build interest by describing why you're making this promise
6. List Benefits of Offer with bullets
7. More Testimonials that prove you get the results promised
8. Build up the value and state the price
9. Explain Why You're Giving such a Great Deal
10. Identify the FREE Fast-Action Bonuses
11. Describe your Guarantee
12. Demand Immediate action by stating scarcity or deadline
13. Remind them what they'll lose by NOT acting now
14. Call to Action (do this now!)
15. PS Tossing in one FINAL Fast Action Bonus

Sales Letter Formula #4

1. Headline
2. Short opening sentence (2-3 words - Joe Sugarman's "slippery slide")
3. State a major problem that the prospect has. Tease the solution.
4. Why should you listen to me. Credentials.
5. Tease that the solution is coming. "In just a moment..."
6. Testimonials
7. Your results may vary. Answer objection that testimonials are made up.
8. Restate the problem and briefly explain how you are going to solve it
9. Bullet points of all the benefits. Tons of bullet points.
10. And that's just the beginning. Give more info about your offer. In short paragraphs or with different types of bullets. (Finger pointing bullets work well.)
11. Warning about what your prospect needs to look out for in when consider competitive offers. "Do not hire any X if they don't meet these criteria." (You / your product/service of course meet all these criteria.)
12. Tell what the value is of the product (not what you're charging but the total value) and justify the value
13. Give three package options.
14. State guarantee
15. Give bonuses tied with a deadline
16. Give explicit instructions on what your prospect must do.
17. P.S. include a page that says, "Read this only if you've decided not to take me up on this offer." (On web, "click here.")
18. Have a question and answer sheet. This is the place to answer any objections your prospect might have. State them in the form of a question.
19. PPS. Restate offer and add urgent call to action.

Sales Letter Formula #5 – Book Offer Letter

New Book Reveals How to _____.

**“Discover How to Transform _____ into a
Completely New _____ Guaranteed**

From the Desk of NAME, CITY, STATE

Dear Friend,

If you would like to _____, then this will be _____

Describe what they’ll get in this book

Provide case study examples

Bullets of what’s inside book – page by page

- **The super simple trick to _____** (Page X)
- How to _____ (Page Y)
- **And so on...**

Transformation of what you’ll experience AFTER reading book

Fear/Anxiety/Pain this book specifically overcomes

Recap Transformation – practical benefit to you

Call to Action – what to do next

Why I’m giving this book for so low a price

Why you need to act now

Bonus you’re getting as well

Guarantee

Final Call – Grab this book now, do THIS.

Sincerely,

YOUR NAME

PS: In case you skimmed the entire letter to get to the end, recap offer in a couple paragraphs

Call to Action - you won’t regret this

PPS: Disclaimer – you have to work, this isn’t for whiners, losers, wannabes – it may not be for you. But if it is, Act Now

Sales Letter Formula #6 – General Purpose Letter

“Your Headline Goes Here In Sans Serif Type. It Should Be Printed In Bold In 12-24 Point Type Size”

You put a major benefit here in the subhead that compels the reader to read further

Dear Mr. Smith,

Here you write down a problem that the person you are writing to faces. This shows them that you know something about them.

Add fuel to the fire here by agitating the problem even further.

Here’s Where You Have A Sub Head Indicating How You Can Help Him

Tell him exactly how you can help him solve his problem.

- **Feature of your offer.** Corresponding benefit.

“Prove your case with a targeted testimonial.”

Sub Head That Leads Into Your Packages

Describe your packages here. Give them at least two options and no more than three options.

Subhead That Leads Into Your Call To Action

Tell your prospect exactly what you want him to do and create a sense of urgency.

Sincerely,

Your name

P.S. Reinforce sense of urgency here.

PPS. Most powerful testimonial here.