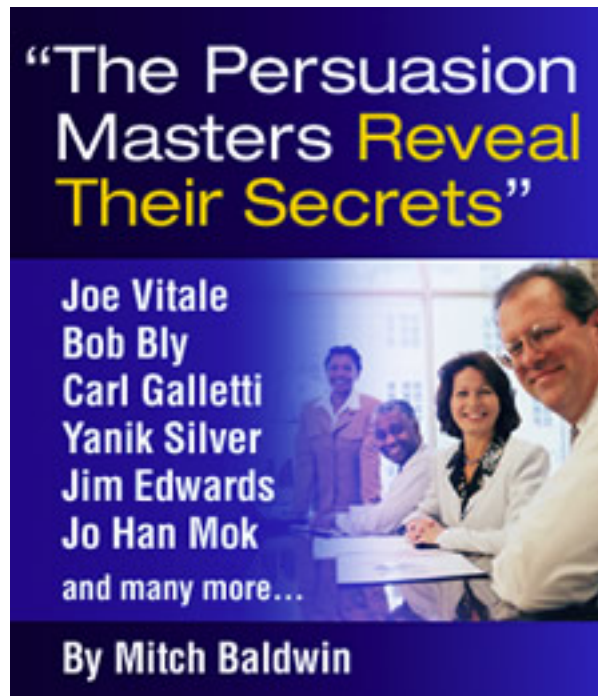


The Persuasion Masters Reveal Their Secrets.. To You



"How you can profit from the **SECRETS** of the masters of persuasion even if you don't know the difference between writing and copywriting!"

By:

Mitch Baldwin

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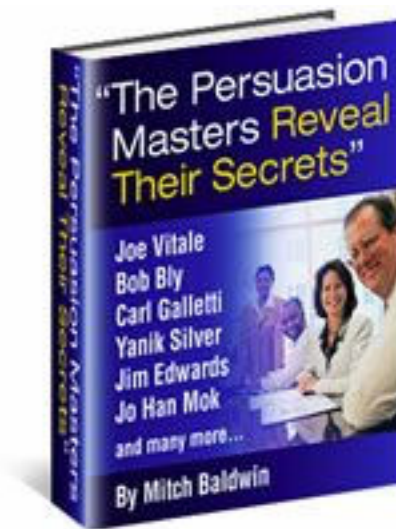
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the older version after installing a newer version will remove required files from the
newer version.

Acknowledgements

Please bare with me as this will be longer than an acceptance speech at the Oscars, I feel greatly indebted to all those involved. The success of this project is largely due to the contributions, suggestions, assistance, advice, time, friendship, mentoring and overwhelming support I have received from everyone mentioned and some that are not.

If I have forgotten to mention your name please accept my apologies, you too are an important part of this project.

First I must thank my family my parents have been there for me through thick and thin over the years and my gang at home who have put up with me missing in action throughout.

- Joe “Mr. Fire” Vitale – my mentor in so many ways, you are an inspiration to me each and every day.
You were # 1 on my list to approach and when you responded first to my questionnaire I did back flips convinced this project had a chance to succeed.
I bugged and pestered you after that and you have given this project the credibility it needed to succeed.
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benefited this project, without your advice this would be half the ebook it is.

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- Robert Boduch – an extra ordinary effort to keep Mitch happy. Oh what a pest I was...and what a gentlemen you are. It felt like you were talking directly to me when I read your answer to the last question. The quote you left us with at the end are words we should all live by.
- Larry Dotson – another from the Hypnotic School of thought. Hardly a day goes by where I don't read another one of your insightful articles on Internet Marketing in one of many ezines.
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- Brian Garvin – one of the first to respond to my request! An inspiration to all affiliate marketers on the Internet. Brian is climbing even higher mountains now that will surely lead us all to strive for more.
- Jeffrey Dobkin – asked thoughtful, professional questions from the beginning. I admire your style.

- John Colanzi – you are a great inspiration to me. I take strength from your success!
- Stephen Pierce – even your staff are wonderful. A very professional company you have and that's The – whole-Truth.
- Tom Schreiter – an inspiration to us all. This wonderful man has led the way for many of today's top marketers.
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- Steve Slaunwhite – a consummate professional copywriter and an absolute pleasure to deal with.
- Mike Lamb – your themoneyroomshow.com radio/Internet show has been a great source of information and inspiration. Your excellent interviewing skills and awesome guests (the world's greatest Internet marketers), have provided me with an A-Z Internet marketing education.
- Dan Kennedy – your reputation preceded you and you come as advertised. I'd like to bottle your energy and sprinkle a little on each day.

If you read all of the acknowledgements the one thing I would like you to take away from that is the incredible group of generous,

caring, supportive, helpful, wonderful people that have contributed to this project.

Please reward them by visiting their sites and building your own relationships with them.

Mitch Baldwin

December 2003

Introduction

You will find on the following pages and audios a wealth of information provided by some of the world's top marketing minds.

You may know some or all of their names and have read articles or books by them.

They are here to take you on a journey that includes their "Inside Tricks" and "Rare Secrets."

If you have an interest in becoming a top Internet marketer the contributors in this ebook have the real world experience, tools and ideas that are proven in the marketplace.

The format of this ebook is such that you can read in order of presentation or choose your favorites to read first. Each contributor has golden nuggets of information to share with you.

My wish for you is that you will gain a better understanding of in my opinion the most important skill required to be successful with your online business. That skill is "copywriting." As my friend and mentor Joe Vitale says "writing sales copy is magic."

The contributors in this ebook are going to provide you with the keys to unlock the door to success.

Once through that door it is up to you to take action.

To All Your Dreams...Make Them Come True

Mitch

Money from Word Magic

Foreword by Dr Joe Vitale

Writing sales copy is magic.

You take words that anyone has available to them, weave them into sentences, structure those sentences into a compelling letter and suddenly you can get complete strangers to part with their money.

THAT'S magic.

The bad news is that it's also hard work.

The good news is that a lot of that work has been made easier for you by the authors in this great book.

Rarely do copywriters get a chance to spill the beans on their magic formulas, their inside tricks, or their cherished secrets.

In this book, they tell all.

Anyone wanting to persuade people through the written word needs this book. They should read it, sleep with it, eat it, digest it, and maybe even memorize it.

After all, when you're talking about real magic, learning how to do it right is worth whatever time it takes.

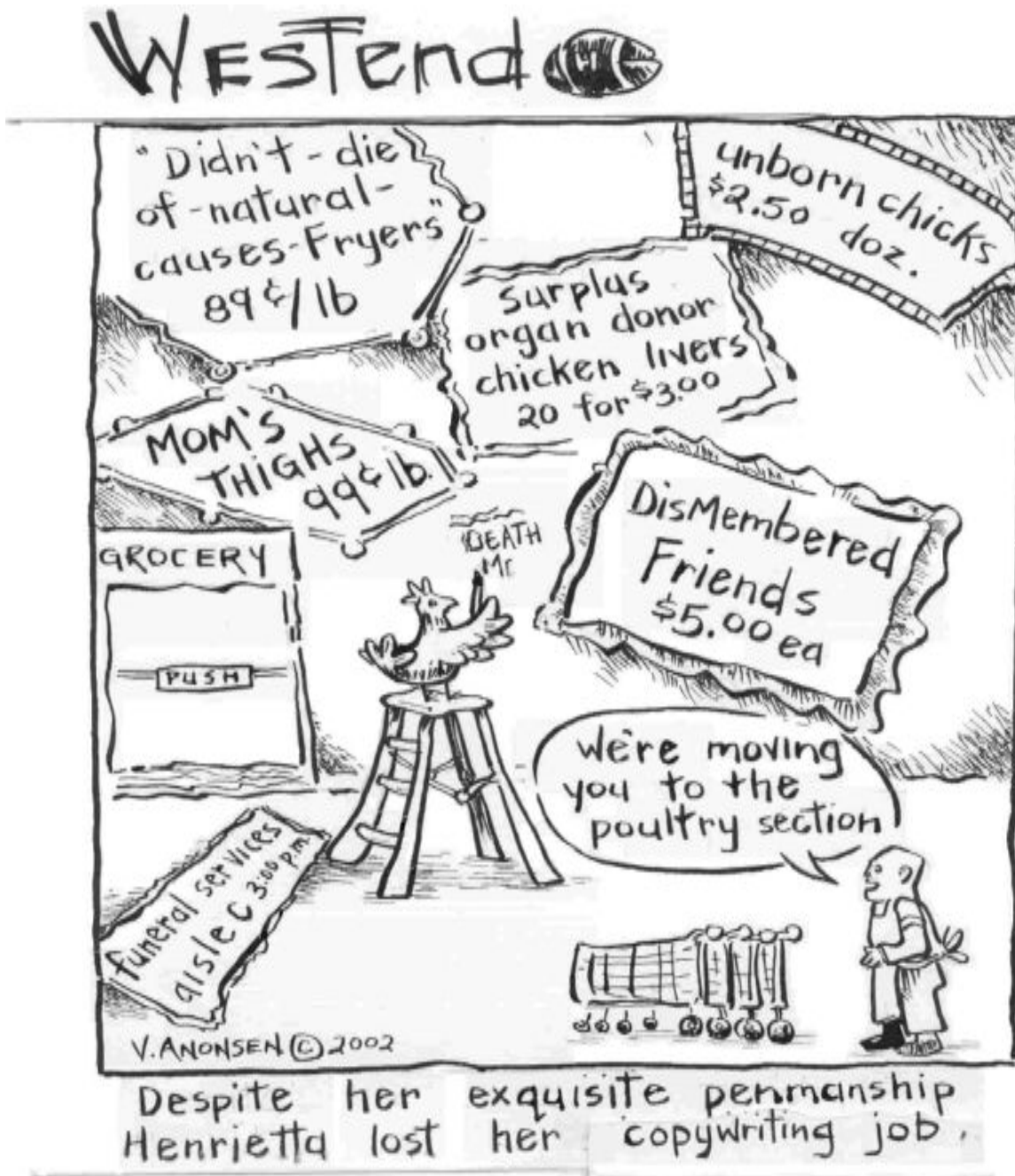
And since you can make tens of thousands to hundreds of thousands of dollars from any ONE sales letter you write, learning the secrets in this book may be the most lucrative thing you've done all year---if not in your entire life.

Enough said. You're in for a treat as the following wizards reveal their copywriting secrets for you.

Enjoy!

Dr. Joe Vitale
President, Hypnotic Marketing, Inc.
#1 Best-Selling Author - "Spiritual Marketing"
Author of way too many other books to list here
See <http://www.MrFire.com> for a real surprise

Victore Anonsen - Cartoon



Don Bice



Don Bice began his career in banking, becoming advertising manager of one of the largest banks in the west. Starting out on his own, he became a creative consultant for corporate trade shows and presentations, with clients like Sony, ARCO and IBM. Don also produced attractions for amusement parks with clients like Disney and Universal Studios.

Presently Don operates the Direct Marketing Training Center in Glendale, California, where he consults and publishes money making and marketing manuals for entrepreneurs.

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PM – who were your mentors?

Don – I don't really have a mentor in the strict sense of the word. I was most inspired by the late Eugene Schwartz, and I consider him the most knowledgeable copywriter I've ever encountered.

I was fascinated by his Parade Magazine ads as a kid, and of course had no idea who wrote them. Later, I received a direct mail piece advertising a book of his, and it identified him as the writer of the ads I thought were so great.

PM - What was your first copywriting job?

Don – I was drafted as an advertising manager for a bank in Texas. I was working in the computer division and someone decided I should be an advertising manager (surely there was something I could do better).

I had to learn a lot in a hurry. I went to the newspaper, radio and television stations and told them flat out that I knew nothing, but was willing to learn.

They took me by the hand and tried my hand at everything from locking up pages at the newspaper to editing at the television station. It was a great way to learn.

And so I was my first copywriting client, and my longest lasting client, because I'm still writing all my own copy today.

PM - Tell us a story about your beginnings in the business.

Don – My interest started as a kid. I was fascinated by pitchmen at fairs and department stores. If I disappeared downtown, my mother just looked for the

nearest pitchman in a store, and there I was. I would watch, learn the pitch and buy the chopper rather than a toy, and go home and practice the pitch.

I kept writing to a company in Chicago who made a lot of the choppers being pitched. It was Popiel Bros. I believe (father and uncle of Ron Popiel), asking for a copy of the pitches for all their products. Of course they never answered some crazy kid.

So after a few years in bank advertising, it was no wonder that I created a business doing presentations for corporations at trade shows and sales meetings. I found ways to build crowd stopping and dramatic presentations around their products.

Maybe this wasn't "pure" copywriting, but it required the same ability to gain attention, hold interest, turn features into benefits, and generate action...

PM - What is your routine before you begin to write, how do you get the creative juices flowing?

Don — I begin with total submersion in the topic. I make lots of notes about the product. Then, the funny part. I take a long hot bath. It lets all the information stew below the surface.

There are advantages to this. If I write a lot, I stay very clean.

PM — What tools do you use in your profession, technological and non technological?

Don — I always write at the computer. I use a Mac exclusively. My PC is just for running my business and crunching numbers. I do all my writing in pagemaker, a page layout program. It's not intended for this purpose, but I like to layout my letter as I write. For me, the appearance of the letter is very important, so I want

to know how the letter looks, where page breaks are, where the type size changes, and all that sort of stuff. Pagemaker handles that far better than a word processor.

I have a huge swipe file, but while I use it for headlines, I never use it for body content of the letter. It's not an ethical use, it's just that I find the offer and the product generate the flow of the letter, once you have the offer and headline.

PM – How do you know when what you have written is good?

Don – I never know until it has been mailed. The returns tell me if it's good or not. Everything until then is guesswork and meaningless. Other people's opinions are worthless. Results are all that counts in this business. My "greatest" letter in the opinion of fellow writers was the least profitable letter I ever wrote.

PM – What advice can you give to those that write copy or are starting out in the business.

Don – Don't spend time studying, reading one course after another. Almost all copywriting courses are the same. I haven't read anything new in years, just the same stuff over and over with a slant, usually a clever title.

There's nothing new, just slants by distinctive writers. So stop seeking the magic formula that creates the copy for you. Stop getting ready to write. Write. Nothing will make you a better writer than writing.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Don –

1. weak or no real offer
2. weak headline
3. too “me” oriented
4. no bullets
5. too many adjectives that reduce credibility

PM – what are the most over used words in a sales letter?

Don – I, my

PM – What do you look for in other peoples work?

Don – I look for clear and simple writing. Few adjectives, words that create images in the mind of the reader. Fewer adjectives seem to keep the letter grounded and give it a ring of truth. I think this is important in today’s skeptical market. And the fewer exclamation marks the better. (I wore out the exclamation mark key on my typewriter)

PM – Who do you admire from the past and present online and offline?

Don –

1. Eugene Schwartz
2. Gary Halbert
3. John Carlton

I can’t distinguish between online and offline copywriters. Only one thing counts, can they sell products, and all these folks have proven they can produce.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Don – Please see answer in question 21.

PM – What is the biggest misconception about copywriting according to you?

Don – You can learn to write good copy by reading how. Get started writing.

PM – What importance do you place on the headline(s)?

Don – Way important! But not, as some believe, everything. Who cares if a headline can make a 10% or 15% difference. A great headline must be followed by great copy, or the value of the headline was wasted.

PM – Where do most copywriters go off track?

Don – I have no idea. I can get so lost in the woods that I'm certainly not one to play tour guide.

PM – Do you follow a specific page format when you are writing?

Don – Yes. you can tell it's not this one ☺

For letters to my customers I use the same typestyle for headlines, a condensed san serif type. I don't like courier for body type, I prefer a proportional typeface

like American Typewriter or Lucinda Typewriter. I also reduce the width of the typeface to 90%. To me, it makes the letter easier to read.

I like white space in ads. I don't in sales letters. Especially the expansive leading that many writers use. My eyes fall through the white spaces between the lines, and it makes it very difficult to read.

PM – What is the most unique/strangest product, campaign or client of your career?

Don – I had to write a sales presentation for a company at the Electronic Warfare Association convention, The Old Crows it's called to soften its image. I couldn't say what the product was, what it was called, or what it did. It was top secret. My job was to convince those in my audience with top-secret clearance to go to a location to see this unnamed product perform this unmentionable demonstration. Did it work? I guess. I wasn't allowed to see it.

PM – Your advice to website owners writing their own copy.

Don – Do write your own copy. Get help with polish if you need to, but let your excitement show through. It sells in spite of a few flaws. Don't believe those who tell you online copy is different from offline copy. In my opinion, that's a myth furthered by those who have online courses for sale.

PM – What secret have you never shared that could help others?

Don – Write in short sessions spaced with mindless activity (I'm real good at the mindless activity part). A lot happens in these spaces. This is true for writing, or for idea brainstorming sessions. What happens beneath the surface during those spaces, will flow onto the paper when you return to writing.

Another — I decide the length of the letter before I begin. I favor long letters, so the decision is usually between 12, 24 or 32 pages.

Strangely enough, the letter always comes out to be a page to page and a half over the intended goal. Always. I then edit it down as I rewrite and polish the contents. It just always works that way. Something happens in the spaces again, I guess.

PM – Suggested reading for those that want to develop copywriting skills.

Don — I am not a person who will say you absolutely must read Robert Collier. In my opinion, it's just a piece that every copywriter recommends because they think they are supposed to recommend it. The truth is that there is nothing in the Robert Collier letter book that hasn't been said more recently and in more modern language. The best material from the "masters" has been "borrowed" by anyone who has ever written a book on copywriting.

My early favorites are

1. Breakthrough Advertising by Eugene Schwartz This is the most intellectual dense book on copywriting I've ever read. Ultimately unreadable and must be studied, and that's no fun.
2. Tested Advertising Methods — John Caples
3. Gary Halbert's early newsletter

Current favorites

1. John Carlton manual
2. Robert Boudoch's books on copy and headlines.

PM – Tell us your grandest moment as a copywriter!!!!

Don — When I first wrote a letter and tested it to a list of 1,000 and made \$28,000.00 in the two weeks that followed. Although this is “small potatoes” for some, for the first time it made me realize the “power” I had gained over time.

When strangers would give me this much money to get an information product they had never seen (and hadn't been written), it was a wakeup call for me. I realized the power wasn't in the words, but how they had been strung together. It was a turning point and I became much more serious about copywriting.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Don — I hate copywriting. Hate it. I love copywritten!
When it's done, it's a source of accomplishment, pride and profits.
But I never want to get started.

Bob Bly



Bob is the author of more than 50 [books](#) including *The Complete Idiot's Guide To Direct Marketing* (Alpha Books) and *The Copywriter's Handbook* (Henry Holt & Co.). His articles have appeared in numerous publications such as *DM News*, *Writer's Digest*, *Amtrak Express*, *Cosmopolitan*, *Inside Direct Mail*, and *Bits & Pieces for Salespeople*.

Bob writes sales letters, direct mail packages, ads, e-mail marketing campaigns, brochures, articles, press releases, white papers, Web sites, newsletters, scripts, and other marketing materials clients need to sell their products and services to businesses. He also consults with clients on marketing strategy, mail order selling, and lead generation programs.

Bob Bly holds a B.S. in chemical engineering from the University of Rochester and has been trained as a Certified Novell Administrator (CNA).

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PM - who were your mentors?

Bob — I have several, Sig Rosenblum, Milt Pierce, are the top two.

PM - What was your first copywriting job?

Bob — I was a marketing communications representative for Westinghouse in Baltimore.

PM - Tell us a story about your beginnings in the business.

Bob — It is told in great detail in my book Careers for Writers, Second Edition

PM - What is your routine before you begin to write, how do you get the creative juices flowing?

Bob — I get up around 6am, get dressed, have a bowl of cereal, drive 9 miles to the office, check email, answer it, and then start.

PM — What tools do you use in your profession, technological and non technological?

Bob — the usual: PC, fax, phone, voice mail, high-speed Internet access, Word.

PM — How do you know when what you have written is good?

Bob — I have two people who work for me who are experienced in direct marketing and copywriting and show everything I write to them before it goes to the client.

PM — What advice can you give to those that write copy or are starting out in the business.

Bob — see <http://www.bly.com> “For Writers Only” page and my companion site <http://www.selling-yourself.com> If you want to learn copywriting, read my book “The Copywriter’s Handbook”. If you want to make money as a freelance copywriter, read my book “Secrets of a Freelance Writer: Second Edition.

PM — What are the 5-10 biggest mistakes you see being made over and over by others?

Bob — trying to be creative or clever instead of selling the product.
Making conformance with branding requirements more important than writing to get the desired result.
Being concerned with “good writing” rather than “selling.”
Not reading the successful mailings of the clients and other leaders in the field to see what is working for that type of product.

PM — what are most over used and under used words in copy that you see?

Bob — **overused:** Beginning a sentence with “this” is weak

Under-used: You can never use “you” or “free” to much.

PM – What do you look for in other peoples work, what do you admire?

Bob – I admire direct mail copy that beats the control, and also that captures the big selling proposition in a pithy statement, e.g., Don Haupman’s “Amass a Harvard Graduate’s vocabulary in just 20 minutes a day” – Verbal Advantage.

PM – Who do you admire from the past and present online and offline?

Bob – Past: those eschewing creativity for creativity’s sake and writing copy that sells. Richness of specific product details in their copy. Copy that soundly addresses the core buying complex of the prospect.

Today: Ability to say old things in a new, compelling way.

Online: Those who realize that works offline also works online.

PM – What can today’s copywriter most learn from the masters of the past (Barton, Collier etc)?

Bob – read as many of their books as you can; an amazing number of copywriters have never read The Robert Collier Letter Book, for example. This is like being a chemist without looking at the periodic table.

PM – What is the biggest misconception about copywriting according to you?

Bob – that copy is “good” if it is cute, clever, or creative, and it is “bad” if it is not “creative.”

PM – What importance do you place on the headline(s)?

Bob – it is the most important part of the copy.

PM – Where do most copywriters go off track?

Bob – they do not study their craft enough, nor do they study what is working in the market today (e.g., they do not have a swipe file)

PM – Do you follow a specific page format when you are writing?

Bob – I fit the format of what I am writing. An ad has a different format than a direct mail letter than a magalog than a Web site.

PM – What is the most unique/strangest product, campaign or client of your career?

Bob – I was hired to write copy for a grave yard. The headline for the ad that immediately popped into my mind, but which I obviously did not use, was: “DEAD?”

PM – Your advice to website owners writing their own copy.

Bob – It’s OK to write copy for any Web pages that do not have a sales purpose and whose results cannot be measured. If you have a page selling a product and the conversion can be measured (e.g., a landing page or microsite for an ebook), and the copy you write does not give the desired results, you may want to hire a pro and test his version against yours.

PM – One secret you have never shared that you know could help others be a better copywriter.

Bob – get the client to test two leads and outer envelope teasers for a direct mail effort instead of just mailing one version – it doubles your chances of having a winner.

PM – What products, courses, ezines etc. do you offer and links to them?

Bob – www.bly.com --click on For Writers Only
www.selling-yourself.com

PM – Suggested reading for those that want to develop copywriting skills.

Bob – www.bly.com – click on Articles page and Books page

PM – Tell us your grandest moment as a copywriter!!!!

Bob – my second or third year freelancing, 1984 or so, when I added up my income for the year and it was over \$100,000.

PM – Any questions that you would like to ask of other copywriters?

Bob – do you worry that people have too much to read and either won't read your copywriter or your client's products if your clients are newsletter or book publishers, like many of mine?

How would you answer the question that you ask.

Your copy can no longer just present information, since information is now free and easy to get, thanks to the Web. But wisdom is still difficult to find, and if your copy promises and your products deliver solutions, people will still read and buy.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle

Bob – to be successful, you must define what success means for you. For me, it means doing what I want, when I want, and being paid very, very well for it. Others may have a completely different definition. I follow mine not theirs.

To learn more about Bob Bly's many books, articles and services please visit <http://www.bly.com>

Robert Boduch

Robert Boduch is a direct response copywriter, author, entrepreneur, and web evangelist based in the Toronto, Ontario area.

As a copywriter, he's helped boost the fortunes of numerous entrepreneurs, businesses, product developers and authors by creating advertising that sells. Currently, Robert's clients hail from 27 (and counting) different industries -- mostly in the United States, United Kingdom, and Canada.

In addition to regularly writing sales letters for both online and offline markets, Robert creates postcards, press releases, display ads, order forms, brochures, and other marketing materials. Each piece is designed from a direct response perspective to maximize results.

Robert has written and self-published 3 full-size copywriting manuals, including the best-seller Great Headlines Instantly and the recently released Winning Website Sales Letters. In addition to these titles there are numerous reports, tips booklets and articles, all dealing with various components of crafting successful copy.

Favorite activities include traveling, gourmet vegetarian cooking, shopping for books, and hiking the occasional forest trail. Free time means savoring a Starbucks cappuccino, or a Tim Horton's coffee -- while reading and researching human behavior and potential. Perhaps that explains Robert's experience with such things as fire-walking, spoon-bending and wood-breaking.

Robert Boduch

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PM – *who were your mentors?*

Robert – My mentors are numerous and include all the top copywriters – past and present. I've learned from carefully observing their work, reading their books and articles and studying notable passages and quotations. In some cases, a single paragraph has revealed such profound insight and brilliance that I've been able to take this key information and apply it to the tune of many thousands of dollars for my clients and myself.

Top copywriters, marketers, and advertising greats I learned from include (in no particular order): Robert Collier, Maxwell Sackheim, Claude Hopkins, David Ogilvy, William Bernbach, Rosser Reeves, Leo Burnett, John Caples, Eugene Schwartz, Jerry Fisher, Gary Halbert, Joe Sugarman, Drew Kaplan, John Carlton, Brain Keith Voiles, Ted Nicholas, Bob Bly, Dan Kennedy, Jeff Paul, Steve Manning, Tony Blake, Joe Vitale, Jay Abraham, Murray Raphel, Herschell Gordon Lewis, Jeffrey Lant, Dan Lee Dimke, Bill Jayme, Denny Hatch, Bill Bonner, and John Yeck.

Undoubtedly, there are a few people I've missed here. But I can tell that I've learned from them all – some more than others – and I'm grateful to each for their valuable contributions.

PM – *What was your first copywriting job?*

Robert – I remember being so excited about landing that first gig! I think the product was a book, written and self-published by a fellow in California. He found out about me through a product I was marketing at the time.

Landing that first job was a major hurdle I had to overcome -- and I was jazzed about it! Frankly, I had a hard time believing someone would actually pay me to write a letter.

But alas... it wasn't to be. My "client" flaked... and never went ahead with the project. I slithered back down to square one again. But thankfully, it didn't last long. As I recall, I landed a series of assignments shortly thereafter. Then I was on my way.

PM – Tell us a story about your beginnings in the business

Robert – I remember taking a course on marketing yourself as a copywriter. The instructor shared his "secrets" – secrets that apparently allowed him to build a thriving business in just a few short months.

The big idea was to offer your services free of charge – in order to build a "book" of references and testimonials. Clearly the thinking was that this collection of comments would build your credibility in lightening-like speed.

Clever? Perhaps. But it seemed somewhat fabricated and unauthentic. It's as though you were attempting to buy credibility. Clearly this was something that didn't sit right with me -- so I never followed through. I know other copywriters have done this to quickly build a seemingly impressive track record.

I can honestly say that every single testimonial I've ever used has come from a client who actually paid me for the writing services rendered. And that's something I feel good about. Yes, it did take me much longer than a few months to assemble a collection of client comments. But I'd be totally comfortable and confident in having any potential client talk to those folks I've previously served.

PM – What is your routine before you begin to write, how do you get the creative juices flowing

Robert – Interesting question! I don't know that I have any ONE routine. Sometimes I feel like a pitcher on the mound -- ready to deliver – but only after going through a series of quirky actions. I suppose there are certain steps I always take – but not necessarily in the same order. For example, I always

customize 15 to 20 questions – and send these off to the client. It gives me some background on the market, product, company, and competition. And it reveals an interesting inside perspective, so I get to know what my customer is thinking and what kind of results s/he's looking for.

Background research is a huge part of effective copywriting and it's always something I do thoroughly. It may be tempting to just go ahead and start writing. After all, this is the finished product for which you are being paid. But if you want to hit the mark, you've got to spend significant time understanding your target market, competition and product thoroughly.

I can't emphasize this enough. Gary Halbert put it this way... "When it comes to writing copy, far too much attention is paid to the actual writing and far too little is paid to ferreting out facts about that which the copywriter is trying to sell."

A key part of my research is to play the role of the recipient. I dim the lights, calm the mind and try to become one with my target market. I try to get into my reader's life and walk a mile or two in his shoes. Live as he lives. Do as he would likely do. Think as he might think. Read what he like to read.

The more I understand where my reader is coming from, the more I'm able to connect and persuade.

As I role play, I carefully record notes. This is crucial information that often reveals an effective approach -- one that cuts through the clutter straight to the heart and mind of my target prospect.

After gathering as much background information as necessary, the next step is to absorb it all. This usually means endless hours of reading... listening... and reflecting. After a few days of this, I usually start questioning my sanity. I get fidgety and agitated. After all, I've got a job to do... and what do I have to show for it? At this point, precious little is evident except for page after page of

scribbled notes. But these notes always contain gems -- valuable insights, observations, thoughts, benefits, comments, and key words.

At times it's very frustrating... particularly with a deadline looming on the not so distant horizon. My client is expecting a polished piece of copy that captivates, convinces, and compels readers to take action. But all I have at this point is a bunch of lined paper with handwritten notes.

It takes a lot of time to get all this down. But armed with this "inside" information, I know the writing will be a lot easier and more effective. It's good preparation to get the juices flowing. Well... that plus a fresh cup of Tim Horton's coffee.

PM – *What tools do you use in your profession, technological and non technological?*

Robert – Some of my tools are basic. For example -- I rely on notebooks, pens, and markers the way our forefathers relied on tree branches and sharpened stones. These are the tools I use to capture and record important details and information. They're handy, along with my laptop -- a decidedly more technical tool -- and provide great mobility. I'm easily able to pick up my background work and change work locations. I can work from the cedar deck just outside my office... at the park... in the library... or even at the local Starbucks or Second Cup. I always keep my notes in a zippered portfolio, so nothing gets lost.

Other worthwhile tools are my local library, as well as the main reference library in downtown Toronto. It's a bit of a drive, but when I just can't find it elsewhere, this massive resource centre almost always comes through.

Another tool I use often is my "swipe file" -- a collection of other ads, sales letters, brochures, flyers, and direct mail packages. If you write a lot of copy, sooner or later, you're going to run up against a brick wall, where your own

creativity takes a vacation. And sometimes this happens when you can least afford it. Nothing can help you scale such an obstruction as quickly and effectively as your own swipe file can.

The idea of using previously written pieces is NOT to copy the creative genius of others, but rather to unleash your own creative abilities in new directions. That's the real value of a reliable swipe file. Whenever I'm stuck, I read ad after ad... letter after letter... and headline after headline. It gets me thinking in fresh new ways and before I know it, I'm off and running again oblivious to the "problem" that stopped me cold just a short time earlier.

In terms of software, I like using MS Word for sales letters... and Adobe Pagemaker for postcards, brochures, booklets, order forms and the like. I'd be lost without these two reliable packages.

PM – How do you know when what you have written is good?

Robert – Another great question. I don't know about other copywriters... but I never really know. Sometimes I can rewrite and tweak a particular piece or passage forever... and still not be totally satisfied. I know the elements I want to incorporate, in most cases. But I'm always striving to make it better, more powerful, more persuasive, more direct, more focused. I'm never really sure that my best effort is enough. So what I strive to do is my very best – every time out.

Even when I think what I've written is acceptable, I'm always uneasy about what my client will say and most importantly – how the piece performs in the real world. After all... that's what really counts. Thankfully, when I've done my homework and given the entire project my complete undivided attention, it almost always works out and my clients are happy. How can I be sure? Most of them come back when they need another piece of copy written.

Sometimes it seems like I've tweaked a piece for days. It's easy to let this go on endlessly. So I've learned to rely on my own instincts to tell me when -- *enough*

is enough. When you've put yourself wholeheartedly into the project and you've gone over it section by section and make all those adjustments -- that's the time to move forward in faith.

PM – What advice can you give to those that write copy or are starting out in the business.

Robert – I suggest new copywriters focus on two primary activities. 1) Read every credible and helpful resource you can find on advertising and copywriting. By the way... this education never ends. You've got to keep reading, studying and applying that knowledge -- just as a doctor would to stay on top of her profession. 2) Write copy often. Do it at every opportunity. Always give it your very best effort and make constant and never ending improvement part of your mission. Continue to observe and learn from each piece you write so you'll make the next one even better.

Before you get too involved in the writing part, be sure to get a solid foundational understanding of what it takes to persuade with words. There are numerous books and tape sets available on the topic. If you need specific recommendations, feel free to send me an email (rboduch@rogers.com) and I'll share with you my own private list. But you can do this on your own by studying the masters, people, like Claude Hopkins, Ted Nicolas, Joe Sugarman, Victor Schwab, John Caples and many others. If you're not prepared to commit to continuous learning, then I suggest doing something else with your time.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Robert – Here are my top 3:

1. Underestimating the requirements. It takes every ounce of persuasion you can muster to get someone who's never heard of you (or your client) to willingly open up their wallets and send money. It's not an easy task,

though many seem to think it is. Often clients fall in love with their own products. They think it's the greatest thing on earth – something EVERYONE would want... something that will really “sell itself”. Of course in reality, this is all wrong.

What matters isn't what the inventor, author, or product developer thinks – it's what the marketplace thinks. If “everyone” is a prospect for your product, than really, no one is. And if you think your product is so good it will sell itself – think again. If that was the case, there wouldn't be much need for high-earning sales professionals and copywriters.

2. The misuse or lack of use of an effective headline. Headlines are the number one key to every magazine or newspaper ad, sales letter, postcard, flyer, brochure, yellow pages ad -- and every other type of promotional copy. If the headline doesn't stop people and interrupt their train of thought, capture their focus and call out to them – nothing else matters much... because the rest of the ad won't ever get read.

If you want to see just how common this error is, simply open a copy of your local Yellow Pages. Flip through this directory and you'll find more company names at the top of ads than you will effective headlines. These firms are spending hundreds and thousands every single month – and they're by and large wasting their money with useless headlines like “Victory Fire Equipment Inc” and generally impotent advertising. Check it out for yourself and you'll see what I mean.

3. Sales letters that appear too wordy or challenging to read. Don't get me wrong. I'm not against long copy – as long as it takes to get the sale, without boring the prospect. What I'm talking about are lengthy passages and paragraphs that cannot be easily consumed in one gulp. And the

biggest problem in this regard often occurs early in the letter or ad. Short, concise copy is best, particularly early on.

PM – what are most over used and under used words in copy that you see?

Robert – Hmmmm. I see the word “free” used a lot in sales copy. There’s no doubt it’s a powerful word... but it’s not always used correctly. Whatever is offered “free” should, of course, really be free of any additional charge or condition. It should coincide with the major product being sold. And it should enhance the product in some way. If it doesn’t, the value of the free offer is seriously reduced.

Another word that can be misused is the word “guarantee”. A true guarantee should reverse the risk. It should take any risk off the customer and place it squarely on the business. It should be clear, concise and overwhelmingly in favor of the buyer, if you want to maximize its full potential as a sales tool. But that’s not always the case.

As an example, I recently replaced the floors in my dining room and living room with pre-finished, solid oak planks. The packages shouted out – 25 Year Guarantee! But the “fine print” told another story. As it turns out, this “guarantee” has so many impossible conditions attached to it that the manufacturer was certain to (legally at least) keep any dissatisfied customers at bay. Anything less than ideal climate conditions daily, regular maintenance and next to nothing in terms of traffic, would void the warranty. Yet this company stresses its 25 year guarantee to lure customers. In my view, this is the wrong way to do it.

PM – What do you look for in other peoples work, what do you admire?

Robert — Vitality and originality. With vitality, the copy literally leaps off the page. You can't help but continue reading along with a heightened sense of interest. This kind of writing has an energy and genuine enthusiasm to it. You get the sense that the writer is one with the reader and keenly aware of all the problems and challenges the reader is faced with.

Originality does not mean breaking away from the tried and true. It means communicating in new and interesting ways. This means using unique headlines, sub-heads, bullet points and postscripts. Original angles, offers, and guarantees are refreshing and these are the kinds of things that attract my attention.

PM — *Who do you admire from the past and present online and offline?*

Robert — Robert Collier had an amazing ability to connect with his reader. He instinctively knew what to say and how to say it and turned sales letter writing into an art form. It didn't seem to matter to Mr. Collier what product he was asked to sell. Whether it was savings plans, raincoats, stocks and bonds, luggage, ties, or fertilizer, he'd find a way to cut straight to the heart and mind of the reader and sell millions of dollars worth in the process.

Today, one of the writers I admire most is John Carlton. Again, what I love about John's sales letters is he reveals an uncanny ability to quickly build rapport and make a strong connection with the reader. He really knows how to role play and it's this skill that I believe allows him to easily break down any defense mechanism and instantly gain a receptive ear. Another outstanding skill John Carlton possesses is the skill of writing powerful and provocative bullet points. His bullets have a tendency to jump right out at the reader and to trigger the "gotta have it" reaction.

Actually, anyone who can regularly command top dollar as a copywriter certainly has my respect and admiration. The guys that ask and get \$10,000 -- \$12,500

-- \$25,000 and more for a single piece of copy are obviously very talented and capable.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Robert – In my view, the greatest lessons to learn are lessons of effective communication. You can't be an effective communicator – in any format – if all you do is spit out words in an attempt to sell your product.

Communication is a two-way street. That means listening to others and allowing their feedback to guide you. In direct sales, feedback occurs in real time and the true sales pro adjusts her strategy accordingly. With copy, you don't have the luxury of instantaneous feedback, allowing you to shift your course. This means that you've got to find a way to connect with true prospects before taking a course of action in your sales copy.

By reviewing copy from any of the true masters of the craft, you'll notice an ability to get up close and personal – real quick. It's not about hyping a particular product, it's about clearly pointing out specific advantages and making a proposition that fuels a deep desire for ownership, making responding immediately simply irresistible.

The true pros possess a profound understand of human nature in general, and more specifically -- an in-depth understanding of the prospect. They know how to interrupt without annoying – something merchants of hype cannot possibly accomplish to the same degree. These advertising experts understand how to grab the reader's attention and not let go until the desired action has been taken.

When you understand human behavior, writing persuasive copy is a whole lot easier. Each of the legends of copywriting understood and applied these concepts very well.

PM – What is the biggest misconception about copywriting according to you?

Robert – The biggest misconception is that anything sells. This may be so on eBay... but if you want full value for your products on a consistent basis, you need a whole lot more than powerful and persuasive sales copy.

I've had prospects contact me expecting miracle results with products that were mediocre at best. They think that copy is the be-all-and-end-all. It isn't. Even the most skilled writer in the world can't sell a weak product. Here's the problem: if I can't get genuinely enthused about the product, I can't write sincerely and convincingly. I don't think any writer could -- without resorting to fabricated hype designed to separate people from their money. Success doesn't come from any one-time sale. It's about building lifelong friends, allies, customers, referrals, and fans. If you don't begin with a solid product that represents some unique advantage or opportunity, you're doomed from the start.

If the product is obviously flawed, clearly inferior, just like everything else on the market, or something that was appears thrown together, it doesn't matter. It won't sell by mere words alone. Whatever you write about it will come across as being a stretch. It's this kind of pure unadulterated hype that often gives advertising a bad name.

Starting with a winning product is essential. But having a terrific product alone doesn't mean you'll achieve great results with great copy. You also need to take that product and create a powerful offer. The offer is a key component of any direct-response sales piece and must be designed to trigger maximum immediate response.

Other factors such as reputation and credibility come into play as well. And you must have the resources to create, publish, manufacture, and distribute products, as well as provide quality customer service. Any weakness in the chain

can severely hamper a copywriter's efforts and cut into company profits. To achieve great results, you need several other things too in addition to great sales copy. Having all your ducks in a row enhances your chances for success.

PM – What importance do you place on the headline(s)?

Robert – Headlines are the most important single component of any ad, sales letter, postcard, brochure or anything else. When you think about it... this makes perfect sense. If the headline fails, nothing else matters much because it won't get an opportunity to make any impact on the reader.

Headlines are (or should be) the first text messages that a prospect sees. As such, they've got to work their magic to grab attention and hold it long enough to lead prospects into the body copy, where the full details are revealed. I like to try to combine the best attributes -- benefits, unique advantages, strong offers and guarantees -- to create a headline that grabs the immediate attention of the target prospect right away.

When I'm working on a piece, I spend a lot of time on headlines. In most cases, I write out several pages of possibilities... before eventually shaping one that works in a given situation. After a while, one or two headlines tend to stand out more than the others. Occasionally, these headlines are usable as first written. But for the most part, I'll take various components from several different possible headlines and combine them to create a hybrid -- hopefully one that's more arresting and powerful than the others.

PM – Where do most copywriters go off track (get it wrong)?

Robert – I can't speak for most, but I will say that I think some people forget they're essentially sales people -- not creative writers. The only way to make a lot of money from your copy is to move a lot of product. It's all about getting that all important response. This means interrupting otherwise occupied prospects enough to notice your important message, to read it through with

enthusiasm and most importantly – to take action on it NOW. It's about getting people to make a commitment, whether that means raising a hand to show interest, or whipping out a credit card and spend some serious cash. It doesn't really matter what you've written from a creative standpoint. If you don't get action – you lose.

That's how I approach my work. I'm well aware that my role is to sell more products. I know that's what my clients pay me to do. It isn't about being professional or looking pretty. I don't think it matters much to the client how "creative" their sales letters are – as long as they pay off handsomely. Results are the only accurate measurement of success.

PM – Do you follow a specific page format when you are writing?

Robert – No I don't follow a specific page format. But I do have a general plan that I use to help organize all the important information I've assembled. It's the same plan I share in my latest book linked below.

When I start writing, my main concern is to get every key detail down on the page. Once I've got the major components including significant benefits, special offer, added incentives, testimonials and the guarantee... I then start to shape the piece. Apart from the obvious things like placing the main headline at the beginning and the postscript at the very end of a letter, the specific page format can vary from one project to the next. For example, if the guarantee is truly exceptional -- something unheard of in the industry, I'll feature it more prominently early on.

PM – What is the most unique/strangest product, campaign or client of your career?

Robert – I would categorize this as a "strange" product. Many others might be offended by it, though I hope I don't offend anyone by mentioning it here. It

was a penis enlargement product – that’s all I’m going to say about it. What surprised me most was the size of this market. Within a relatively short period of time, my client sold almost 60,000 units. Strange, but true.

PM – What is your advice to website owners writing their own copy.

Robert – Educate yourself first. My new book is one and there are lots of other worthwhile resources to help you write your own copy. Read everything you can from credible sources. Don’t just accept what others tell you though. Be willing to kick an idea around a little. Try it on for size and see how it fits you in your particular situation.

If you want to write your own copy, be prepared to pay your dues by learning and testing as you go. Can you do it? Yes, you can. But it probably won’t happen overnight. If it does happen quickly for you – consider yourself a fortunate exception. For every one of those, there’s a thousand people learning how to do it one step at a time.

Once you’ve made the decision to write your own copy, focus most of your attention on your prospective customer. You already know your product better than anyone else – something that does give you a decided advantage as the copywriter. By it you want to write world class copy, (the kind that earns fortunes) I suggest you get to know your audience even better than you know your prized widget.

Love your prospect – not your product. Learn to think in terms of what they get from the transaction, rather than what you have to give. And always strive to supply more in “use value” than you ask in “cash value”. Do that and the sky’s the limit.

PM – One secret you have never shared that you know could help others be a better copywriter.

Robert – I can honestly say that I haven't kept any secrets to myself. If I held anything back, I wouldn't feel as though I was giving full value to those people who buy my info-products

PM – What products, courses, ezines etc. do you offer and links to them

Robert – Winning Website Sales Letters: <http://winningwebsitesalesletters.com>
Great Headlines Instantly: <http://headlinesecrets.com/>
New Services Site: <http://copywritingadvisor.com>

PM – Suggested reading for those that want to develop copywriting skills.

Robert – I have a huge list of worthwhile reading material for copywriters and my list keeps growing longer every month. Here are six great books to get you started. At last check, all were readily available.

The Copywriter's Handbook by Bob Bly
How To Write A Good Advertisement by Victor Schwab
The Robert Collier Letter Book by Robert Collier
Million Dollar Mailings by Denny Hatch
Tested Advertising Methods by John Caples
Advertising Secrets Of The Written Word by Joe Sugarman

PM – Tell us your grandest moment as a copywriter!!!!

Robert – I can't really pinpoint any single moment. But I will say that nothing sounds better than hearing the comments of delighted clients. When these good

people are happy with the work I've done, than I'm happy too. During the process of writing however, I can get a little cranky. I'm always concerned with how the piece eventually turns out. It's always a good feeling when my client feels that his/her investment in my services was well worth it.

PM – What question would you like to ask of other copywriters?

Robert – At what point in this questionnaire did you want to say – “Enough already”? Just joking Mitch. 😊

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle

Robert – Copywriting is a wonderful skill to learn. It's the kind of skill that much like direct sales, can ensure you of a steady flow of income. Even a basic understanding and application can keep you eating. A mastery of these skills and the sky's the limit as to what you can earn and accomplish. And the best part is... you don't have to leave home to earn a very good income. I wouldn't have believed it myself... but this is exactly what happened to me. With a computer and internet connection, I'm able to serve my clients anytime – regardless of where in the world they happen to be.

I think it was Gary Halbert who suggested that a copywriter is really just one sales letter away from a possible million-dollar fortune. Well, I bet there aren't too many sales jobs that offer that kind of payout -- *for a one-time only effort*. That's the magic of copywriting. You have the power to effect many people with words you compile just once – edits and rewrites notwithstanding.

Effective copy is essentially “salesmanship in print” as Claude Hopkins pointed out. But the trick is to not come across as a salesperson. Address an existing problem and present the best possible solution. You won't make many sales by

“pushing” products. You make sales by being a friend with a helpful and timely solution.

Getting the sale is the fundamental goal -- but in order to reach your destination, you must be heard with a welcoming ear. It's all about communicating effectively.

There are plenty of techniques, tricks and tactics to learn... and the learning never stops. Writing winning copy doesn't happen overnight. It takes time. But with each effort, each attempt, you learn something new. You gain experience – something you can't get from reading alone. The more you write the better and more effective your writing becomes. Just do it – with energy, enthusiasm and sincerity.

Whatever you choose to do in life, be passionate about it. I'll leave you with a favourite quotation. It's from columnist, Whit Hobbs.

“Success is waking up in the morning, whoever you are, however old or young and bounding out of bed because there's something out there that you love to do, that you believe in, that you're good at – something that's bigger than you are, and you can't hardly wait to get at it again today.”

Read Robert Boduch's Sales Letter here: <http://winningwebsitesalesletters.com>

Mike Buck



Mike Buck has been a self-employed direct response marketer since 1994. He has owned several businesses and has expertise in sales, copywriting, mail order, and Internet marketing.

Mike's copywriting abilities have generated as much as \$29,743 in royalties from just one sales letter. His contributions to one of his client's projects helped their company go from \$1 Million in annual revenues to \$4.2 Million annually within 2 years. And one sales letter he wrote generated over \$100,000 in business in the first 30 days.

He has written sales copy as a freelance copywriter for a variety of industries. He has launched a successful Search Engine Optimization division of an Internet Marketing firm. Mike currently works independently as an online information marketer. He also accepts client projects on a selective basis.

mike@MichaelBuck.com

PM - who were your mentors?

Mike — Bob Serling, Dan Kennedy, Gary Halberd and John Carlton

PM - What was your first copywriting job?

Mike — I wrote numerous sales letters for my own business before I did any freelance work. My first project for a client was probably my most unique...selling hand-crafted teak and mahogany Indonesian furniture.

PM - Tell us a story about your beginnings in the business.

Mike — It was late 1994. I was a struggling sales person...selling health club memberships. By struggling, I mean financially. I certainly wasn't struggling socially. Everywhere I went around town, I'd see someone I knew from the club.

Although the club provided killer sales training, my sales weren't cutting it. I was 21 years old and more interested in lifting weights and meeting girls.

One of my friends and co-workers had recently quit to start a mail order business, selling home business opportunity manuals via classified ads. I kept an eye on his results, and it wasn't long before he was making \$300 a day. Soon, he invited me to join him as a partner, and I took the opportunity.

The next day, on my day off, I quit my job (the last job I ever had). I told the health club manager that I could no longer afford to work there. He understood and wished me well.

My new partner and I refined our business by tweaking and testing new ads and improving our sales letter. Soon, we got the response rate from our sales letter up to 30% from the leads we generated. Some months we'd gross \$65,000 in sales.

At that point, I knew that I was developing a skill that would feed me for the rest of my life. I continued to enhance my copywriting abilities by studying top copywriters like Bob Serling and Dan Kennedy.

And as they say, the rest is history.

PM – What is your routine before you begin to write, how do you get the creative juices flowing?

Mike – I don't work within a set structure. Sometimes, I'll review the product or service, and list features and corresponding benefits for a bullet list. In the case of an information product, I just pull content from it to start the feature list, so the copy almost writes itself.

Other times, I'll ponder the product or service and begin to write whatever section of the copy "feels" right to me at the time. It might be the headline...it might be price justification, or maybe the offer.

Basically, I get out of my own way and let it happen.

PM – What tools do you use in your profession, technological and non technological?

Mike – I use Dan Kennedy's "Ultimate Sales Letter" as a copywriting reference tool.

When I'm reading sales letters, I take a highlighter to headlines and "power phrases" that I can use in my copy. Then I copy them down on 3"x5" cards for quick access later on.

I refer to a swipe file of past sales letters (others' and my own).

PM – How do you know when what you have written is good?

Mike – prior to testing...if I can read my work out loud without a hang-up, hesitation, or confusion of any kind, I know I'm mostly there. But first, every word and phrase must serve a purpose, or it's gone. And when I say "hell yeah!" to the entire piece, I know I'm ready to hit the market.

PM – What advice can you give to those that write copy or are starting out in the business.

Mike – don't do half fast work. Be sure that you read through and edit your complete work until you cannot find anything else to edit. At the same time, don't indefinitely postpone completion.

Study several great copywriters with a style that's similar in some way to yours. For example, if your style is aggressive, study Dan Kennedy and John Carlton. If you're systematic about your copy, Bob Serling is a great one to follow. I think you'll get more from your "mentors" if you choose them in this way. It worked for me.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Mike – price is not justified enough. Read a letter by Dan Kennedy, and you'll see a master at justifying price.

Weak Headlines

Not selling on emotion. I recently heard John Carlton say (and I'm paraphrasing), "Justify with logic. Sell on emotion."

Not painting visual images in your reader's head. Get your reader to feel, taste, smell, and experience the end result they will gain when they make the purchase.

With web copy, give several opportunities to click to the order form.

Not summarizing the offer properly on the order form. It should include the offer, testimonial(s), guarantee summary, benefits, etc.

Not testing one variable at a time to prove results.

PM – what are the most over used and under used words in copy that you see?

Mike – these would only be based on my opinion and not tested results. I would not want to say something is over used if it would be appropriate to a unique situation that I'm not at liberty to judge.

PM – What do you look for in other peoples work, what do you admire?

Mike – aside from results, I look for consistency in the work of others. Consistency in producing great work that can be modeled for my own success and development of my skills.

And above all, I look for integrity. I admire someone who is not willing to sacrifice their ethics for a measly buck.

PM – Who do you admire from the past and present online and offline?

Mike – past: David Ogilvy
 Today: Yanik Silver

Online: Michel Fortin, Terry Dean
Offline: Dan Kennedy, Gary Halbert

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Mike – timeless strategies, mostly. You know, the basics that never change.

PM – What is the biggest misconception about copywriting according to you?

Mike – that people are born with the skill, or that some can do it and others cannot. we all can write killer copy. It's just those who really want it who rise to the top.

PM – What importance do you place on the headline(s)?

Mike – headlines are almost everything. 'Cause if the headline doesn't get 'em, the rest doesn't matter.

PM – Where do most copywriters go off track (get it wrong)?

Mike – I think one area where a lot of people get off track is when they obey the grammar they were taught in school. Use sentence fragments (but not run-ons).

I also think that too many people think that a sales letter has to be written with certain elements in a certain order. You can tell when you read their work that they are trying to fill in the blanks, so to speak. That's okay when you're new. But as you grow, you should use the elements of copy in a way that works best, with a natural flow...as long as you don't leave anything out that will contribute to the sale.

PM – Do you follow a specific page format when you are writing?

Mike – it's a good idea to end a page with an incomplete thought, mid sentence. That way your reader is forced to turn every page. Also, be sure there's plenty of white space surrounding your copy. Don't crowd the page with text in a sales letter.

PM – What is the most unique/strangest product, campaign or client of your career?

Mike – probably when I wrote the copy for a wholesaler of Indonesian furniture. Handcrafted teak and mahogany stuff...very interesting.

PM – Your advice to website owners writing their own copy.

Mike – be interesting, never boring. Know your competitors, since they are easily accessible online, and be sure that you appear better than them in some way. But don't outright bash them, or you can appear inferior.

PM – One secret you have never shared that you know could help others be a better copywriter.

Mike – I never shared this one because not everyone believes or understands the power of it. But sometimes I meditate while thinking about a piece of copy. I imagine all sorts of things, like the reader responding to my copy, getting excited, and placing an order. I imagine the end result, and the means present themselves to me.

PM – What products, courses, ezines etc. do you offer and links to them?

Mike – I don't offer a course on copywriting (yet) because I know there are plenty of great ones out there.

PM – Suggested reading for those that want to develop copywriting skills.

Mike – Scientific Advertising – Claude Hopkins
 Tested Advertising Methods – John Caples
 The Ultimate Sales Letter – Dan Kennedy
 Ogilvy on Advertising – David Ogilvy
 Sales Letters by:
 John Carlton
 Dan Kennedy
 Gary Halbert

PM – Tell us your grandest moment as a copywriter!!!!

Mike – after writing a 16 page sales letter for search engine optimization services, I got an article published with a by line to direct traffic to the website. Starting at 6:00 AM the day of publication, the phone inquiries started pouring in.

I took all the sales calls and was busy every waking moment...taking calls, returning calls, putting calls on hold to take other calls. And there were plenty of email inquiries. It was a total frenzy and a natural high. After the first 3 days, I was able to catch my breath.

But I was still busier than a one-legged cat trying to bury a turd on a frozen pond.

My signature was at the bottom of the sales letter. And quite a few of the callers were surprised that I was the one who answered the phone. Some of them paid me compliments on the sales letter. A couple of them even told me it was the best sales letter they had ever read. And by the end of the month, we had secured over \$100,000 in new contracts!

It was a heck of a ride.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Mike – since you're reading this, you obviously have an interest in copywriting. Don't let it remain an interest. Study it. Write ads. Write sales letters. don't let your frustrations get to you. Persevere. If you can write a good sales letter, you'll never be broke.

Dan Kennedy called copywriting the most valuable skill one can possess. I think he's right.

As you get better (and you will) it gets more fun, and more profitable.

Regardless of what I was selling, copywriting has enabled me to work for myself for the last 9 years (and for the rest of my life to come). It has given me the freedom from what I call "modern-day slavery": commuting to and from a job where you're paid just enough to hang on to your job and little enough to make your company as much money as possible.

Thanks to my copywriting skills, my time is my own. In fact, I took the last 5 months off to enjoy the end of my wife's pregnancy and the beginning of my daughter's life. I couldn't ask for a better lifestyle.

Joel Christopher



Joel Christopher is known among internet marketers as "The Master List Builder." In less than three years Joel has grown his subscriber base from zero to more than 120,000 readers.

Considered the ***No Nonsense Netguide for Newbie Netpreneurs***, his "Access-2-SuccessZine" is instrumental in providing service to the Newbie marketer.

Joel learned his skills from the 'University of Hard Knocks' and by modeling other successful businesspeople and entrepreneurs.

Joel is a consummate entrepreneur who wants to share his passion for self employment with others because of the time freedom it offers. A thriving Internet business can be operated from anywhere in the world on your time schedule.

Joel was a successful physical therapist for 13 years before becoming a full-time Netpreneur.

And more recently the Co-Author of the Amazon.com International Best Seller 'Mining Online Gold With An Offline Shovel'

The Success Consultants
joel@masterlistbuilder.com
<http://www.SuccessAccess.com>
12007 Shotgun Way
Helotes, Texas
1-877-232-4002

PM – who were your mentors?

Joel – Marlon Sanders, Jay Abraham, Maria Veloso and Ted Nicholas

PM – What was your first copywriting job?

Joel – I did not have a copywriting job, I just decided to write a newsletter 3 and a half years ago and learned how to write good copy by trial and error.

I then modeled the successful writers.

PM – Tell us a story about your beginnings in the business.

Joel – in the late 90's I started using the Internet as a way to keep in touch with family and business associates. Recognizing the business and marketing potential of the Internet, I started an online business in late 1999 and launched it on January 1, 2000.

Finding there were no websites at the time geared towards providing a step-by-step guide to succeeding online for aspiring Internet entrepreneurs, I created one.

SuccessAccess.com exists to offer 'Beginner Internet Marketers' and 'Newbie Netpreneurs' a step-by-step Internet business success guide to starting, growing and expanding their online business.

PM – What is your routine before you begin to write, how do you get the creative juices flowing?

Joel – my creative juices are much better at night. Somehow, my best ideas and sentences come out at night. I guess it's because I'm more nocturnal.

I have a notebook where I write my ideas for topics I want to write about. I write any idea that comes to mind and try to organize them according to the topic. Then, when I'm ready to write copy, I just look at my idea notebook/journal.

Then I type and type according to what comes out in my head. I then take a break for at least an hour. Then I go through it and edit my writing at least 3-5 times that same day.

PM – What tools do you use in your profession, technological and non technological?

Joel – idea notebook/journal for my ideas and topics
Great Headlines Instantly ebook by Robert Boduch
Roget's Thesaurus
Notepad
PushButtonSalesLetters.com

PM – How do you know when what you have written is good?

Joel – after reviewing it at least 3-5 times and I can “hear” myself talking from what I'm reading. When I read that my writing is in the same tone as my normal conversation/speaking, I know it's good.

PM – What advice can you give to those that write copy or are starting out in the business.

Joel – learn from the best of the best by modeling the successful writers in the world, both living and deceased. You never stop learning. And you learn the most by doing it. Writing, Writing, Writing.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Joel – Bad Headlines

No Headlines

No call to action

Limited or no benefit statements

Long sentences

PM – what are most over used and under used words in copy that you see?

Joel – most over used: FREE

most under used: YOU

PM – What do you look for in other peoples work, what do you admire?

Joel – grabbing, emotionally-laden and action-oriented copy. I also look for 'fluidity' of prose – how words and sentences easily flow into the next one and the next one and the next one that makes the reader want to read the whole letter or article or copy in one sitting.

PM – Who do you admire from the past and present online and offline?

Joel – Marlon Sanders, Ted Nicholas, Maria Veloso, Terry Dean and Paul Myers

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Joel – that the power of well crafted words will always be universal and pervasive regardless of the time in history.

PM – What is the biggest misconception about copywriting according to you?

Joel – I used to think that great copywriters are born and uniquely talented in nature. Now I know, the best copywriters worked hard to train and teach themselves how to become one.

PM – What importance do you place on the headline(s)?

Joel – very high. Most important part of my copy.

PM – Where do most copywriters go off track (get it wrong)?

Joel – using fancy words and long sentences with no clear benefits.

PM – What is the most unique/strangest product, campaign or client of your career?

Joel – most unique for me is writing copy for high ticket items to be sold via email.

PM – Your advice to website owners writing their own copy.

Joel – web copywriting is not the same as offline copywriting. Learn from Maria Veloso (Editor Note: Maria wrote much of Mark Joyner's campaigns so she

should know) through her copywriting course at
<http://www.MasterWebCopywriter.com>

PM – One secret you have never shared that you know could help others be a better copywriter.

Joel – write sub-headlines in addition to headlines.

PM – What products, courses, ezines etc. do you offer and links to them?

Joel – best-selling audio ebook

“How To Be A MasterListBuilder and Triple Your List in 99 Days or Less

<http://www.MasterListBuilder.com>

Best-selling Hard Copy Book:

“Mining Online Gold With An Offline Shovel”

<http://www.MiningOnlineGold.com>

“MasterListBuilder Workshop Video and Audio Home Study Package”

<http://www.MasterListBuilderVideos.com>

PM – Suggested reading for those that want to develop copywriting skills.

Joel – “Magic Words That Make You Rich” by Ted Nicholas

“Scientific Advertising and My Life In Advertising” by Claude Hopkins

“The Robert Collier Letter Book”

“Amazing Ad Copy Secrets” by Marlon Sanders

“Tested Advertising Methods” by John Caples

PM – Tell us your grandest moment as a copywriter!!!!

Joel – copywriting is still a new craft and skill for me and I continue to learn more and more everyday, so every copy I write no matter how long and no matter how short is a grand moment worth celebrating.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Joel – there is one skill that is worth many times the money and effort and time you put into it. It's the ability to communicate well and build instant rapport and develop long lasting trusting relationships.

The ability to weave words to compel the reader to ponder, to feel something emotionally strong and to take action is one of them.

Another is the ability to personally interact and capture an audience of one to 10,000 through personal verbal communication and public speaking.

My ability to communicate with my list members through article and Web copy writing as well as my ability to address a big audience in public has made me live the independent and comfortable lifestyle I've always dreamed of.

Read Joel Christopher's Sales Letter here:

<http://www.MasterListBuilder.com>

John Colanzi



John is one of the most prolific ezine article writers on the Web and has been producing articles for his own ezine and a multitude of others since 1999.

John Colanzi is the editor and publisher of the Business Tips Newsletter <http://www.thesimplesystem.net> and has helped thousands of ordinary individuals profit from the Internet.

Subscribe now at: <http://www.thesimplesystem.net> and receive instant notification when John releases his latest book, "Confessions Of An Ezine Writer."

John Colanzi

<http://www.thesimplesystem.net>

PM – who were your mentors?

John – I studied every ad I could get my hands on. I guess if pressed for an answer I'd have to say Melvin Powers was the first author I read.

His book on mail order has pages of ad campaigns and headlines.

PM – What was your first copywriting job?

John – my first job was an email course for a marketing site. I wrote a training series on how to use the program to maximum advantage and why the program was so powerful.

PM – Tell us a story about your beginnings in the business.

John – I'm not a full time copywriter. I do a lot of different marketing methods based on writing and they all revolve around my ezine writing.

I'm an ezine writer first and everything keys off that.
Email courses, ebooks, everything is basically a variation of my ezine writing.

Writing short how to articles was my basic training ground.

PM – What is your routine before you begin to write, how do you get the creative juices flowing?

John – it may seem strange, but I get tons of ideas all the time. I place them in the back of my mind and let them percolate. Then when one of the ideas hatches, I just sit down and write.

I just write non stop and then email a copy to my friend Jan from the Rim Digest and she edits them.

If I try to write and edit at the same time, I lose my train of thought. I just sit at the keyboard and let the ideas flow.

PM – What tools do you use in your profession, technological and non technological?

John – I'm fairly primitive. I just sit at a word or notepad and write.

I have access to various software products for copywriting, but I just use them to learn from. My actual writing process is just fingers to keyboard.

PM – How do you know when what you have written is good?

John – I don't judge my own writing. I let Jan do that. It's strange. Sometimes I'll write something I'm not really satisfied with and others really like it. Other times I'll write something I really like and there's no feedback.

I've given up on judging my own writing.

PM – What advice can you give to those that write copy or are starting out in the business.

John – study everything you can and start a swipe file. Study mail order ads, emails, classifieds. Sometimes I even study spam. Even spam occasionally has a headline that will make me open the email.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

John – they use canned ads that everyone in their program is using. They don't always give enough considerations to their headlines. They don't write from the reader's wants, needs and desires. They don't get inside the reader's head. They don't create pictures in the reader's mind. A picture is worth 1,000 words.

They don't call for immediate action.

PM – what are most over used and under used words in copy that you see?

John – I try to keep the word I to a minimum unless I'm relating myself to the reader. The words that should be used the most are variations of ways to say I can help you solve your problem. There are many ways to say it, but it must be said.

We're all in the problem solving business.

PM – What do you look for in other peoples work, what do you admire?

John – I admire writers who grab me fast and have me reaching for my credit card.

PM – Who do you admire from the past and present online and offline?

John – there are many great copywriters out there. It would be hard to name one. I guess Robert Boduch's work is a good place to start.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

John – I think sometimes modern copywriters try to get to cute. I remember a few years back when all the dot com ads during the Super bowl bombed.

They seemed to be more interested in showing how slick they were then selling the product. I still see that on TV.

Sometimes I'll see a commercial and never really know what the product is.

PM – What is the biggest misconception about copywriting according to you?

John – that's a hard one. I'm still learning every day. I guess it would be thinking you've got it down. You can never learn enough.

PM – What importance do you place on the headline(s)?

John – the headline is 90% of the sales copy. You should spend the majority of time on your headline.

If your headline hasn't grabbed them, the rest of your sales letter is wasted.

PM – Where do most copywriters go off track?

John – I have to catch myself on this all the time. I have to make sure I'm writing to the reader's interests and not mine.

I also have to catch myself because I can tend to get wordy. Short and to the point is much better.

PM – Do you follow a specific page format when you are writing?

John – I don't do it consciously, but in the back of my mind I'm always thinking headline...body...benefits...closing or call to action.

PM – What is the most unique/strangest product, campaign or client of your career?

John – I don't think I've met them yet.

PM – Your advice to website owners writing their own copy.

John – always have an objective reviewer look over your work. I may not always like what I hear, but the outside review is usually right and I need to make some corrections.

PM – One secret you have never shared that you know could help others be a better copywriter.

John – I don't think it's a secret. I love what I do. The Internet is my passion. When the fun's gone, so am I. I keep vowing to do less, but the keyboard keeps calling me.

PM – What products, courses, ezines etc. do you offer and links to them?

John – I publish the "Street Smart Marketing Newsletter" and offer all new subscribers a lot of Free software. My latest addition is the Free 3 Minute Headline Creator.

My main web page is at: <http://www.johncolanzi.com>

I'd be a bad promoter if I didn't mention my own book "Motivational Magic"
<http://motivational.internet-profits4u.com>

PM – Suggested reading for those that want to develop copywriting skills.

John – Secrets of A Freelance Writer by Bob Bly

How To Write A Good Advertisement by Victor Schwab

PM – Tell us your grandest moment as a copywriter!!!!

John – I think it was my first assignment. I had never looked for work as a copywriter, they asked me. I guess the first time you do anything is the most memorable.

PM – what question would you like to ask of other copywriters?

John – I'd ask how to keep copy short and to the point?

PM – how would you answer that question yourself?

John – I'm still working on that. I tend to say to much and then have to keep cutting it down.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

John – I just flat out love to write. I didn't get started until my late 40's, so there is no age barrier.

My health declined in my late 40's and writing saved me from depression and being flat broke. I love the Internet and I love to write.

Read **John Colanzi's** Sales Letter here:

Complete Money Making Site Setup FREE!

Dear Friend,

Do you want Stone Evans to customize and install a brand new money making website that's ready to take orders and pull in profits for you right now?

He did it for me and now he can do it for you FREE!

That's right! Within 24 hours, you can have your own professional website setup and making money for you! And the truth is, it really works! Get all the details at:
<http://www.thesimplesystem.net/pluginprofitsite.html>

I sincerely encourage you to give this a shot!

John Colanzi
<http://www.thesimplesystem.net>

P.S. It's actually the same site I'm using to make money from the comfort of my own home right now! Plus, it's a lot easier than you think.. especially with all the work that Stone Evans will do for you FREE! Get all the details at:
<http://www.thesimplesystem.net/pluginprofitsite.html>

Jeffrey Dobkin



Jeffrey Dobkin is the author of the books, *How To Market A Product For Under \$500!*, (demonstrates how an entrepreneur or small business owner can single-handedly bring a product to the attention of a national marketplace in under 6 months, for under \$500), and *Uncommon Marketing Techniques*, (270 pages of tips and tactics of successful marketing and direct marketing methods. Written in his own information-rich style, this explicit how-to book contains over 33 of Mr. Dobkin's most requested articles on small business marketing.) He is a specialist in direct response copywriting.

He analyses and tunes-up client's letters; writes powerful, response-driven sales letters, TV commercials and scripts; persuasive catalog copy; and exceptionally hard-hitting direct mail packages. He also analyzes direct marketing packages, ads, catalogs, and campaigns. Mr. Dobkin is an acclaimed fun and funny speaker (on humor, and on marketing and direct marketing) and a direct marketing consultant. Call him at 610-642-1000 for free samples of his work. Or fax your letter offer (610-642-6832) for a free evaluation.

Both his books are available at some bookstores, libraries can order them for you, or you can buy them directly from the publisher - call 800-234-IDEA. These books are completely filled with tips and techniques to make your marketing faster, cheaper, more effective - and fun. You never learned this stuff in college! Mr. Dobkin cuts right through the theoretical crap and demonstrates a wealth of practical how-to direct marketing techniques. To place an order, or to speak with Mr. Dobkin

call 610/642-1000. Fax 610/642-6832. Phone orders welcome - Visa, M/C, AMEX. From The Danielle Adams Publishing Company, Box 100, Merion Station, PA 19066. Or visit him at www.dobkin.com.

PM – who were your mentors?

Jeff – I have no heroes. Sniff. Sad - but true. The simple reason: most writers are unknown. When I draft a successful mail piece, and it rolls out to 10 million people, no one ever sees my name anywhere on the piece. Most writers experience this - so you don't get to see who wrote what. We are the unsung heroes of the direct marketing universe.

I have a lot of respect for Bob Bly. He works hard, always presents his best work and is fair and honest in all his dealings. He's also written over 25 books (probably more by the time you read this) and has recorded more instructional audio tapes than I can count. He also enjoys his work.

PM – What was your first copywriting job?

Jeff – I wrote ads for myself for a product I invented (a motorcycle burglar alarm) shortly after graduating college. God, I was a terrible client. I gave myself a short deadline, then complained when the copy wasn't done on time. Luckily, I paid my bill promptly and that was the start of a beautiful relationship between myself and my other self - and the art and science of writing advertising and direct marketing copy.

PM – Tell us a story about your beginnings in the business.

Jeff – It was a cold day in the winter of '92. I was tramping through the jungles of deepest Africa, tramps tramps tramps, when suddenly in a clearing I saw a... Sorry, wrong story. The copy I wrote in the above question number 2, was better than the copy I bought from a copywriter at an ad agency. Since I had no copywriting training or experience, and always suffered through English with barely passing grades in college, I wallowed in self-doubt about whose copy to run, and if mine was actually any good. I finally ran mine, which made me a quasi-professional.

That self-doubt stayed with me for years. Since then, I've learned three things: it's tough to get an honest opinion about your copy from a friend (they all think

you're great, unless of course your stuff is really, really terrible) and pizza tastes like the box after it's been on your desk for about a week. (However, the pepperoni remains tasty for an additional 2 days.)

PM – What is your routine before you begin to write, how do you get the creative juices flowing?

Jeff – I procrastinate as long as I can, then I panic as the deadline approaches. With a few days left, I block out sections of copy at a fast pace, then get away from it for an hour or two. I go back and add copy. I do this several times until I have way too much copy to fit into the allotted space. Then I panic again at the amount I've written, so I start editing severely. When I'm close to finishing, about 80% done, I print it out and edit the hard copy with a red pen. I do this three or more times, depending on how much time I have and how tight I want the end product. Copy is never final until it's shown to a client as a final draft, or printed.

As a professional copywriter, I don't have the luxury of "being in the mood". I face deadlines all the time and must write through any blocks I face. When I get stuck, I work on a different job, then come back to where I was stuck and start writing from a fresh perspective. I learned this trick from Bob Bly.

PM – What tools do you use in your profession, technological and non technological?

Jeff – I used to write everything out long hand, then give it to a typesetter (with spec's) who set it on an AM machine and a Photo Typositer. Sometimes I'd give it to a firm that would set it in lead on a Linocaster. Wow, remember those days? Now it's much faster on a Mac. I use Appleworks for drafting copy, and PageMaker for layout. I also spec my own type and do my own layouts.

PM – How do you know when what you have written is good?

Jeff – I let the copy go for a day or so - and see how it sounds when I see it fresh. That's when the really bad spots jump out at me - so while this won't necessarily tell me when it's good, it'll tell me when it's bad. I continue to smooth and polish it, but all and all, I only really know it's good when it draws a great response.

I never hand in anything that I'm not satisfied with, so I work on a project until I'm happy with it -- and I'm a tough critic (although a lousy speller). I know it's good when I see it a couple of months - or years - down the road, and it still looks and sounds fresh. I have ads and articles over 15 years old that I still wouldn't change a bit.

PM – What advice can you give to those that write copy or are starting out in the business.

Jeff – Start writing. Keep writing. It's a big field, write for any segment of it that you choose. It would be helpful to have a mentor - I missed that growing up. It would probably also help to start out working for someone else, and let them pay for your mistakes while you learn. Work for someone really really smart.

Also - read whatever you can on making a living by writing. There are some tremendous books out there on writing professionally (Bob Bly, Steve Van Yoder, Joe Vitale). Even my book, "How To Market a Product for Under \$500," is very instructional on creating direct marketing material, ads, copy platforms, headlines. I'm also big on direct marketing letters.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Jeff –1. People don't send me enough money. Besides that, 2. writers don't say "call" enough. 3. If the price point is high,

showing it too early. 4. Writing too long a package when all that is necessary is a letter. 5. Not sending a letter in every package. 6. having the opportunity to include additional pieces in a letter that will kick up response (lift note, gift certificate) and not doing it. 7. Not including features as well as benefits (some technical people like to see features, not just the “you’ll feel good when you use this” benefits.)

PM – what are most over used and under used words in copy that you see?

Jeff – Most under used: Call and get.
Most over used: I.

PM – What do you look for in other peoples work, what do you admire?

Jeff – I admire smoothness and polish. Good transitions, and since most of my writing is direct response - always directing the reader to the order form or the telephone. I also look for a writer that blocks out his or her own art - like in a letter: someone who calls each line ending, each paragraph, page break, bolds, caps, italics and so forth.

PM – Who do you admire from the past and present online and offline?

Jeff – Never paid much attention to who wrote what, or other writers - unless they were really good or really bad. Being a writer is like being diggin a ditch: no one knows who you are, and someone else gets all the credit for the hole. With my work, no one knows which piece I’ve written, and someone else makes all the money if it’s successful. So, I never really know who wrote what - but I have a heck of a large swipe file of great ideas and people’s successful copy. It’s just unknown who wrote most of it.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Jeff – Learn what works, then write like that. No use reinventing the wheel. If you receive a package that has been mailed to you for years - it's a tested entity. Copy from the best, until your own packages become the control. Wow, how profound. I'm starting to sound like my parents.

PM – What is the biggest misconception about copywriting according to you?

Jeff – I thought everyone can write. Some people just can't.

Also - writing copy is one thing. But since I write in the direct marketing arena a lot, creating the right package for a product - the right length, the correct offer, bringing both the correct benefits and the features forward in the correct order is another. This is where the art of copywriting meets the science of showing the best parts of a product first and getting the maximum response.

Since I work with both traditional sales objectives, and also write pieces that don't have sales as a final objective (corporate pieces, annual reports - you know, relationship building stuff) I think knowing how to pace the copy and aim it in the right direction to the right audience are also part of the art form. I see that area flawed in some writers' abilities.

PM – What importance do you place on the headline(s)?

Jeff – The headlines are important to attract the 1. correct reader 2. into the rest of the package, ad, press release, book, or whatever you have. The success or failure of the piece depends to a good extent on a great headline - but you knew that.

One of the best articles I've written - also the hardest to write a great title for - was "Driving Up Response Rates with Booklet Titles." I'd be happy to send a copy of this article to anyone requesting it on their letterhead (no emails, please) to Jeff Dobkin, Box 100, Merion Station, PA 19066 - and including a large SASE. It talks about the headline as both interesting customers, yet also limiting readership only to those who are likely purchasers - so you don't have to send out a lot of expensive literature to people who would just collect it. I have a rule for writing great headlines. It's from an article I wrote called, strangely enough, "The 100 To 1 Rule." This article appears in my book, "Uncommon Marketing Techniques." It is the Jeff Dobkin 100 to 1 rule for writing great headlines: write 100, go back and pick out your best one. Hey, I didn't say you'd like it - I just said it was effective.

PM – *Where do most copywriters go off track (get it wrong)?*

Jeff – With hundreds of thousands of writers, there are some that just should be in other professions. Poor reasoning, incorrect use of selling or buying sales structure, followed by grammatically incorrect writing and the wrong mix of copy points. Some writers should just stay in bed. I see lots of copy go south by not asking for the order enough times. I feel - if you don't get an order or a phone call, most of the time you didn't do your job. Once in a while, sales takes a back seat to subtly, and a non-sales copy platform is the way to go. You've got to know when to bring this kind of writing forward (like in relationship building, and writing to objectives other than straight sales.)

PM – *Do you follow a specific page format when you are writing?*

Jeff – I open a page of blank letterhead. If the copy is longer, I use a nice looking footer I designed for my article layouts. By the way, my letterhead (and footer) - I've been using them for years - they're just black and white - and print right from the computer, and I wouldn't change a thing. That's how I know

they're great. Same as some of my writing - they have withstood the test of time.

PM – What is the most unique/strangest product, campaign or client of your career?

Jeff – This question.

PM – Your advice to website owners writing their own copy.

Jeff – This compares to an attorney representing himself in court: he has a fool for a client. Unless you are professional and talented, get the best copywriter you can buy, then give him enough room and leeway to write. However - if you have no specific objective to your site, it doesn't matter what you do.

The internet is the home of the short attention span theater. Writing for this medium needs to welcome people in initially, and direct them to where you want them to go. Where they go can be longer. In general, you have less time on the web, however I've seen some longer copy work quite well, and I can't figure out exactly why. I think the Internet was young then - it's tougher now.

PM – One secret you have never shared that you know could help others be a better copywriter.

Jeff – If you're having a hard time starting, or if your copy just isn't coming out right, go back and cross out your first sentence. Actually, I tell this to people all the time. Still, it's a great tip. If you're really having a bad day - go back and cross out your first paragraph. Send me a dollar every time you use this.

PM – What products, courses, ezines etc. do you offer and links to them?

Jeff – I have two books, both helpful to writers if they are doing any sales or are in marketing or direct marketing: “How To Market a Product for Under \$500”, and “Uncommon Marketing Techniques.” I also offer an audio course (120 Cassettes) with 2 large workbooks on direct mail and classified ads called “The Intelligent Testing System.” I have a third book on the way, “Forget Theory, Here’s What Really Works!” Most of this is on my site at www.dobkin.com. The member’s only section is now open to everyone - and some of my funnier stuff is posted there.

PM – Suggested reading for those that want to develop copywriting skills.

Jeff – Bob Bly’s stuff is great. So is Joe Vitale’s. Some of my writing on writing would be helpful. Read everything you can on writing copy.

PM – Tell us your grandest moment as a copywriter!!!!

Jeff – Well, Baby Jesus was just born, and these three guys show up bearing gifts. We were in a manger, and I was covering the story... Oh, you’ve heard that one.

PM – What question would you like to ask of other copywriters?
Please also answer the question that you ask.

Jeff – This is kind of like the rhetorical question “Can God create a mountain so big even He can’t move it?” I can think of lot’s of questions, but none that I can answer...

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Jeff –You’ve got to love to write. Unfortunately, I don’t - but I like it when I’m done. It’s like banging your head against the wall - it feels so good when you stop.

When people come up to me and say how they want to start being a writer and I say let me see something you’ve written and they say I haven’t written anything yet, heellllooooo: you’re not off to a good start, are you. Just start. Start writing anywhere. Everyone has a first rough draft. Then continue.

Get experience and training from someone who is successful. Have a mentor; or work for someone really really bright. Learn the tricks of the trade, and learn how to make money doing it. While money isn’t the answer, it can sure buy you a lot of great toys until you find the answer.

There are a lot of places you can specialize as a writer: direct marketing, books, TV scripts, commercials, academic, ad agency, government, magazines, editorial work just to name a few. It’s a huge field - almost limitless. Find what you like to do, then start writing in that direction. Have fun, and be fair and honest in all your feelings, including what you write about. Keep out of trouble, and buy my books. Oops - a plug for “How To Market a Product for Under \$500”, and “Uncommon Marketing Techniques.” Sorry - it slipped out. Really, though - buy them.

Read **Jeffrey Dobkin’s** Sales Letter here:

<http://www.persuasionmasters.com/dobkin.pdf>

Larry Dotson



Larry's been writing and marketing since December of 1995.

Since then he's authored and co-authored over 40 e-books and 150 articles on business-related subjects that have been published in many ezines.

Many people consider him to be a mystery. People likely say or think something like; "He's the guy that writes all those business tip ezine articles." or "He's the guy that always co-authors with Joe Vitale."

Larry's journey down the hypnotic road has been forged by his study of Joe Vitale's books and heightened by his interest in hypnosis. Larry eventually created his own hypnotic products beginning with "The Hypnotic Swipe File" and now co-writes books with Joe Vitale. Larry also has a hypnotic e-zine, "Hypnotic Selling Strategies Ezine."

Larry is married and comes from Ohio.

Larry Dotson
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PM – who were your mentors?

Larry – Joe Vitale, Yanik Silver, Bob Bly and many more. Many people in this ebook ;)

PM – What was your first copywriting job?

Larry – I've only done copy for myself. The first full sales letter I wrote was for an Internet marketing private membership web site I started. It sold so well, I went part time at my real job and eventually quit.

PM – Tell us a story about your beginnings in the business.

Larry – I was bored one year on Christmas vacation, so I went out and bought a computer. It was like \$5000. I started surfing and said to myself "I can make money doing this!" I just started learning everything I could about online marketing, business and copywriting.

PM – What tools do you use in your profession, technological and non technological?

Larry – I use many different strategies. The usual one is to remove all the distractions and put myself in the prospect's shoes. It's not that hard because I usually write copy for people like myself.

PM – What tools do you use in your profession, technological and non technological?

Larry – Microsoft Word, HTML software, Adobe, a swipe file, a variety of copywriting info products and I outsource my graphics work.

PM – How do you know when what you have written is good?

Larry – I usually ask other experts their opinions before I publish it and/or when my sales letter has high conversion ratio. If it doesn't I'll tweak it till it does.

PM – What advice can you give to those that write copy or are starting out in the business.

Larry – Read this whole ebook. Don't give up. There is a lot of competition out there. You just have to find your niche. Take any criticism constructively. Don't be afraid to ask experts for help.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Larry – 1) No guarantee. 2) More features than benefits. 3) Weak headlines. 4) Not enough sub headlines. 5) No call to action.

PM – what are most over used and under used words in copy that you see?

Larry – "Free" is the most used. "You" is the most under used.

PM – What do you look for in other peoples work, what do you admire?

Larry – Hypnotic stories that make me feel closer to the person or product. They entertain me while they persuade me to buy.

PM – Who do you admire from the past and present online and offline?

Larry – I admire anyone who attempts it. It can be frustrating and challenging.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Larry – Don't be afraid to use old copywriting tactics because people's emotions don't change.

PM – What is the biggest misconception about copywriting according to you?

Larry – That there is a certain magic formula or system you should follow. It depends on a variety of issues: the product, audience, market, offer, situation, etc. Don't be afraid to try something new.

PM – What importance do you place on the headline(s)?

Larry – Very important, if you don't grab the person's attention then there is no chance they will buy.

PM – Where do most copywriters go off track?

Larry – Liking their ad more than their prospects do. They fall in love with it, don't test it, don't change it and lose sales.

PM – Do you follow a specific page format when you are writing?

Larry – No, what ever works best with the particular product or offer.

PM – What is the most unique/strangest product, campaign or client of your career?

Larry – Unique - Writing ads with Joe Vitale for some of the ebooks we co-authored.

PM – What is your advice to website owners writing their own copy.

Larry – Place your copy on a professional looking web site. Don't have a banner ad for another product right above your sales letter.

PM – One secret you have never shared that you know could help others be a better copywriter.

Larry – If you're not sure your ad is good enough ask a few experts or prospects to critique your ad. You'll be amazed at the things you never thought of.

PM – What products, courses, ezines etc. do you offer and links to them?

Larry – The "FREE" Hypnotic Selling Strategies Ezine and way too many copywriting/marketing ebooks to mention here. Visit: <http://www.ldpublishing.com>

PM – Suggested reading for those that want to develop copywriting skills.

Larry – Many of the ebooks listed at my web site (above) and throughout this ebook.

PM – Tell us your grandest moment as a copywriter!!!!

Larry – When I got my first sale from the first sales letter I ever wrote.

PM – What question would you like to ask of the other copywriters?

Larry – None, I would just like to thank them all for sharing their knowledge and stories.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle

Larry – No one copywriter has all the answers - learn from them all.

Read Larry Dotson's Sales Letter here:

<http://www.ldpublishing.com/viralwriting.html>

Jim Edwards



Jim Edwards is a dynamic and entertaining speaker who has developed, marketed and operated outrageously profitable online businesses for both himself and his clients since 1997.

Jim writes TheNetReporter.com, a syndicated newspaper column helping “non-technical” people use the Internet for both fun and massive profits!

Jim is a frequent guest speaker nationally at conferences and seminars on such subjects as search engine and directory traffic generation, “shoestring online marketing”, ebook writing and promotion... and much more!

He is the author and co-author of numerous highly successful e-books and “info-products”, including:

- [eBook Secrets Exposed](#)
- [How to Write and Publish Your Own Outrageously Profitable eBook... in as little as 7 Days](#)
- [The Lazy Man's Guide to Online Business](#)
- [33 Days to Online Profits](#)
- [Selling Your Home Alone](#)
- [26 Key Typing Tutorial](#)
- [The TEN Dirty Little Secrets of Mortgage Financing](#)
- [NEWEST MP3's, ebook, software: "Web Law Clinic"](#)

Audio Bonus

We have a nice surprise for you and a bit of a change from the format of most ebooks you are used to reading.

Jim talks to you about the business, what he does and what you must do to be successful.

Jim was nice enough to invest 28:58 of his time for a one on one audio interview and you can download the mp3 here.

[Jim Edwards Talks To You](#)

You will need an mp3 player, if you don't have one you can get one here

[Real One Player](#)

[Windows Media Player](#)

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Read Jim Edward's Sales Letter here: www.turnwordsintotraffic.com

Michel Fortin



A direct response copywriter, Michel has an uncanny knack for writing clearly, persuasively and vibrantly. His track record speaks for itself. He was instrumental in selling millions of dollars worth of products and services for a wide variety of clients stretching 200 different industries.

But Michel's selling and writing skills did not appear overnight. In fact, they stemmed from a personal, burning desire.

From Humble Beginnings

Born with a minor disability, Michel was abused by an alcoholic father who could not accept that he "failed." As a result, he lived a secluded childhood fighting an overwhelming fear of rejection. One day, a quote inspired him.

The quote was from Thoreau, which said, "Do what you fear and the death of that fear is certain." So, he plunged into sales in order to fight his fears. But his lack of sales forced him to file for bankruptcy at the still young age of 21.

Fueled by his unique ability to write persuasively, Michel finally discovered the key: Positioning. By using compelling copywriting and lead generation techniques, he began to attract qualified clients.

The result? Michel became the top sales producer for a Fortune® 500 company. In the last decade alone, he generated over \$25 million in sales for numerous employers and clients all over the globe.

“The Copywriter’s Copywriter!”

Today, Michel is a sought-after direct response copywriter, even writing copy for the world’s top copywriters and marketers whose reputations would shrivel if their followers ever found out someone else wrote their own copy.

He is also a dynamic, in-demand speaker, and regularly talks at multi-day bootcamps, seminars and conferences internationally — some charging as much as \$1,000-3,000 a seat to attend!

Michel and his articles have appeared in over 500 publications, including Internet.com, Home Business Magazine, Web Promote, Wealth Building Magazine, Office.com, Marketing Power!, Sales and Marketing Management Magazine and many others.

He has also appeared as a featured guest on several talk shows and radio programs, including Small Business Heroes and The Mike Litman Show.

Author, Editor and Publisher

Michel is the author of several books, including the freely available The 10 Commandments of Power Positioning, 101 Power Positioning Tips and Power Positioning Dot Com.

Michel publishes a free, monthly email newsletter, The Profit Pill. In it, he reveals copywriting tips, techniques and resources. He is also the publisher of a paid subscription newsletter, Copy Doctor: The Cure For Ailing Response.

In 2001, Michel was inducted in the Who’s Who Historical Society, a prestigious and highly recognized organization that documents and publishes the biographies of the world’s most prolific business professionals since 1928.

Operating as the Success Doctor™ since 1997, Michel's consultancy is based in Ottawa, Canada, where he lives with his wife Rhonda and daughter Megan.

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PM – who were your mentors?

Michel – I started out in this business almost entirely by fluke. The long story short is, I grew up with an abusive, alcoholic father, which caused me to suffer some debilitating, emotional difficulties as a child. I was extremely fearful of rejection. Somewhat of an agoraphobic.

I still am.

But I wanted to overcome this fear. And in order to do so, I decided to fight them head-on by jumping into the world of sales. (I mean, what better way is there to fight the fear of rejection?)

But at first, of course, I was a miserable failure. I even declared bankruptcy at a very young age because I was making loans upon loans just to pay off the rent.

Nothing worked. I sold (or tried to sell) everything... Vacuum cleaners. Insurance. Seminars. Musical instruments. Cars. Cosmetics. Food. Clothing. Electronics. Temp services. Fundraisers. Construction. Even Tupperware! You name it, I sold it.

Then one day, I came across a book by Dan Kennedy, “No B.S. Sales Success.” This is the book that *changed my entire life*. In fact, a statement Dan made in that book was the crux of my career. It said, “Prospecting sucks!” Followed by, “Positioning, not prospecting.”

With that powerful pearl of wisdom in mind, I changed my approach, became an expert in my field, used my writing skills to create lead generation ads and free reports, and later became the top selling representative at a Fortune 500 company.

The rest is history.

PM – What was your first copywriting job?

Michel – As a copywriter, my first copywriting job was writing a direct mail piece for a hair replacement company. They sold hair pieces, hair transplants and hair loss prevention treatments. The business in particular offered one-on-one consultations with people suffering from hair loss.

With every consultation, a prospect would fill out a lengthy form. These forms were required for the patient's consultation, of course. But they were also used as sales tools in discovering more about the prospect prior to the consultation.

Anyway, unused forms were simply filed away. And over the years, that company amassed thousands upon thousands of prospect forms. I quickly realized that we were literally sitting on an untapped gold mine that's just begging to be excavated!

So I convinced my employer to hire a database entry clerk. She entered all of these names and addresses into the computer. And I wrote a direct mail piece to be mailed out to each one of these people, offering them some gift if they decided to come back.

We even followed a triple-mailing sequence, as taught by Dan Kennedy. Of course, the results blew us away: a 16% response. When you factor in sales of products and procedures averaging \$2,000-3,000 apiece, it's not too shabby!

(And of course, my employer was absolutely giddy.)

I later wrote more ads, more mailings and the script for a 30-minute infomercial on hair replacement. The company later began to open franchises all over North America, and my job was to travel to each one of these and train the new

franchisors on selling these types of products. I even wrote a bulky sales training manual for them. And I also wrote their ads and so on.

While I may not be the source of this company's newfound growth, I was certainly instrumental in the process. It was a tremendous learning experience for me.

PM – Tell us a story about your beginnings in the business.

Michel – Well, after that hair replacement job, I knew that I was limited in what I can do. That limit, of course, was called a “paycheck.” I knew I could use my talents and writing skills to make a lot more money for myself. After all, I’m a salesman. (And further negotiations with my previous employer proved fruitless.)

So I went out on my own. And I decided to call myself “The Success Doctor.”

At first, I did a joint venture with a local print shop, which also offered conference room rentals. But they were having a tough time filling spots and renting the room out.

So I offered free seminars on sales and marketing at the print shop using those same conference rooms. These seminars were offered to small businesses using the print shop — and they were already getting quite a bit of traffic from that area of the business.

While I offered those seminars for free, there were benefits for both of us. For the print shop, the benefit was the fact that people would get a taste of the conference room (and they were also offered special offers if they attended).

For me, the benefit was promoting . . . Me! (But it was more than that. I was promoting myself to a hungry, eager and highly qualified audience to boot.)

But unlike the print shop, I didn't have anything in way of special offers or discounts to offer. So in order to entice people to come to the seminars (and generate leads for my business), I used another Kennedy-esque strategy: I promised seminar attendees a free report on how to build their business.

The printer would print these booklets for free. It was called, "The 10 Commandments of Power Positioning: Magical Marketing Strategies for Creating Endless Streams of New, Repeat and Referral Business."

That joint venture became the springboard for my freelance career.

At the time, I was already introduced to the online world since, as a child growing up literally locked inside my bedroom and trying to tackle this fear of rejection, I had a computer with which I used to surf Bulletin Board Services (or BBSes).

Enter 1997. I went online, registered "SuccessDoctor.com," created a website and digitized my free book — which people can access, download and distribute freely. (By the way, it's still available from my website to this day.)

And now, here I am.

PM – *What is your routine before you begin to write, how do you get the creative juices flowing?*

Michel – Reading.

Writing is second nature to me, so the writing process itself is never an issue. But coming up with an angle, a good platform, a "hook" before I begin to write, is where I need help sometimes. And reading does help me a lot.

I surf the web a lot to get ideas. And I also refer to my swipe file often, too. I have a large cabinet filled with copies of sales letters, direct mail packages, advertorial-style ads, dog-eared spiral-bound books from the masters, etc.

I'm a night owl, too. I do my best writing at night. So I spend most mornings reading email, surfing the web, reading my swipe file, reading newsletters and books from other great copywriters and taking my sweet time. But later in the morning and until later at night, I write my pants off.

PM – *What tools do you use in your profession, technological and non technological?*

Michel – I use Atomica.com (since changed to GuruNet). It's a dictionary, thesaurus, encyclopedia, translator, medical dictionary, style guide and web search tool, all-in-one. And it works in the background with hotkeys.

In other words, here's how it works. With any document, web page or software, I simply select the word with my mouse and press the hotkey... And bam! Atomica pops a small window with results from the dictionary, thesaurus and so on.

Powerful little tool when you're writing.

Next are "bookmarklets." A series of applets (i.e., small applications) that are added to your web browser's bookmarks, hence the name "bookmarklets." I use a few of them (such as conversion tools and calculators, among others).

But one I use a lot is "word count." You see, I charge mostly by the word. And most of projects (about 70-80%) consist of rewriting long copy web sales letters. So when I get a request for a quote, I visit the web page, highlight the text, click on the word count bookmarklet in my browser's bookmarks, and instantly get the word count.

For tips and ideas, I have an extensive library of materials and a huge swipe file. It contains tons of reference manuals, like, “Power Words” by John Carlton, “1001 Best Headlines Ever Written” by Carl Galetti, Dan Kennedy’s “The Ultimate Sales Letter” and Dan’s “Copywriting Clinic: 97 Strategies For Writing Copy That Gets Results.”

(These are just a few of many I consult on a regular basis. Most of them have dog-eared, highlighted, scribbled on, coffee-stained and note-filled pages!)

I’m an avid “lifelong learner,” and I urge everyone to be the same. I have most of the timeless classics, such as Hopkins, Collier and so on. I also have more recent books and courses — if not everything! (I spent over \$100,000 in my self-education since I started this career, which is about 12 years ago.)

I have tons of tapes, books, CDs and videos. From Nightingale-Conant to thousand-dollar mega-courses from the masters, such as: Dan Kennedy’s *Copywriting Seminar-in-a-Box*, Gary Halbert’s *Copywriting and Automatic Profits Seminar*, John Carlton’s *Kick-Ass Copywriting Secrets*, Michael Masterson’s *Six-Figure Accelerated Copywriting Course* and so on.

But again and more importantly, I have a cabinet (and several megabytes on my computer) filled with copies of ads, letters, direct mail pieces and web sales letters. It’s my swipe file. And every good copywriter has a swipe file.

But the best of the best, if you want to call it that, is my membership in Dan Kennedy’s Inner Circle. I learn more from this than from any other material, book or swipe file combined.

PM – How do you know when what you have written is good?

Michel – Results, pure and simple.

If my copy converts, then I'm happy. And sometimes, as strange as it sounds, educating my clients to understand and internalize this concept is often quite a challenge. Why? Because many of my clients only want what looks good. But what looks good doesn't make you money... It only entertains at best.

Of course, I don't score a "homerun" with every "swing," too. I'm not perfect. And some copy I write does fail. And sometimes, it fails miserably. But I also offer guarantees, including free rewrites if the copy stinks.

That's why I often try to keep up with my client's results, even helping them in the tracking process, in order to ensure they're getting the results they want.

But I also have a self-interested goal in doing that: besides earning royalties in some select cases, once I find something that really works and the client happens to be on "cloud nine," I then ask for samples I can use in my promotional efforts along with a stellar testimonial.

(Why not? This is the opportune time to ask for one!)

PM – What advice can you give to those that write copy or are starting out in the business.

Michel – Write.

Simple, isn't it? Just write!

I mean, if you need samples, write your own stuff. Write for fictitious ads or companies (of course, indicate that they are when asked). Or write for a discount in exchange for testimonials, referrals or samples. Even write for free, if you have to. But above all, write a long copy salesletter to promote your own services, along with your own book.

(I mean, how can you promote yourself as a copywriter when you can't even write your own promotional materials?)

When writing your own sales letter, write your unique selling proposition, your USP, too. If you don't have one, create one. Position yourself in the marketplace as different, not better. Copywriting is a lucrative career but also a very competitive one. So you need to offer something unique — or something ordinary but with a unique twist.

While the competition is indeed ferocious, there's still a lot of room for good copywriters out there. Not just because of the demand, but also because there is only a small handful of copywriters that are truly "worth it."

They are worth it because they all have written direct response copy. They all have a track record with documented results. And they all have a USP of some kind.

And that precludes most copywriters.

So, the bottom line is to start writing. Write. Write some more. Write some more again. Write for free if you have to. Write at a discount in exchange for a dazzling testimonial. Write that testimonial for them and get them to sign it, if need be. But just write!

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Michel – Throughout my research, I'm always surprised when I stumble onto ads, websites or direct mail pieces that seem to offer great products and services but desperately lack or fail in certain important elements — elements that, with just a few short changes, can help multiply the results almost instantaneously.

Generally, I have found that there are six common mistakes they make.

1) They Target the Wrong Audience

Often, this is the number one cause of the copy's failure. (And it has nothing to do with the copy in the first place!) A lot of people go into business with the presumption that their ads or sales letters should target everyone and their pet, without knowing if the prospect is qualified for the offering beforehand.

They shoot in the dark with the mere hope that some of their shots will haphazardly hit the target. Bad move.

Online, it's no different. Traffic has been long touted to be the key to online success, but that's not true. If your site is not pulling sales, inquiries or results, then why would it need more traffic? The key is to turn curious browsers into serious buyers.

Target your market by finding responsive prospects or centering on a major theme, benefit or outcome so that, when you find qualified prospects and make your pitch to them, your hit ratio will increase dramatically.

2) They Don't Grab the Reader's Attention

According to an article published in "Home Business Magazine," research by an on-hold phone message marketing company found that people start hanging up when put on hold for more than 20-30 seconds.

I venture to say that it's probably less when it comes to reading ads or sales letters. If your copy doesn't pull them in right from the "get-go," you'll lose them. Quickly.

Of course, this comes back to that age-old AIDA formula. But I'm still amazed when I see clients who say they followed the formula but their piece smacks of bulk mail, their headline is outright boring and their lead makes you want to fall asleep.

The Internet is no different. People don't read copy. They never do. They always scan. If they have to wait to find something that interests them, they won't. So, don't try to impress them with entertaining graphics, funny cartoons and dazzling, cutesy, clever copy. If you do, they'll click away at the drop of a hat.

Online, as offline, you need a strong, compelling and riveting headline. You need to grab your reader "by the collar." And you need to take them "by the hand."

3) They Do Not compel Others to Act

I can go through a great discourse about the benefits of direct response versus institutional advertising, such as the fact it's easier to test, track, measure, or the fact that results are tangible, quantifiable and quick.

But to be brief, here's the crux: while some sales letters, ads and websites are well-designed or laid out, provide great content, present a fantastic offer and so on, their call to action is downright stale and limp. It's worse still when there's no call to action! (And I've seen quite a few of those.)

The lack of some kind of call to action is probably the biggest mistake I see.

Even on the web or with some plain brochure, you still need to ask the prospect to do something — even if it's at the very least just to keep reading. But it would be a terrible waste of real estate and advertising dollars if you don't get the reader to do something, especially to identify themselves to you as interested, qualified and genuinely interested prospects.

Answer this million-dollar, skill-testing question: “What exactly do you want your readers to do?” An effective sales message starts with a clear objective that will lead to a specific action or outcome.

If your copy is not meant to, say, sell a product, gain a customer, generate a lead or obtain an inquiry for more information, then what exactly must it do? Work around the answer as specifically as possible. And the converse is also true. The mind hates confusion. If you try to get people to do too many things, they will do nothing.

Provide clear instructions on what to do, where to do it and how to do it.

4) They Lack Scarcity

Jim Rohn once said that, “Without a sense of urgency, desire loses its value.” People fear making bad decisions. And with scams, schemes and snake oils being more and more rampant these days, they do so even more when contemplating any new offer.

Consequently, they tend to procrastinate and do so even when they’re interested. While some sales pieces offer great products and services, they do not effectively communicate a sense of urgency that compels readers to act.

Use takeaway selling in order to stop people from procrastinating and get them to take action now. In other words, shape your offer — and not just your product or service — so that it is time-sensitive or quantity-bound.

More important, give a reasonably logical explanation to justify your time-sensitivity or else your sales tactic will be instantly discredited. But do push for quick action in some way. Put a deadline or a cap on quantities sold. Limit a certain bonus or premium. Don’t give people a chance to procrastinate. Because if you do...

... They will.

5) They Lack Guarantees and Testimonials

Speaking of the fear of making bad decisions, today's consumers are increasingly leery when contemplating offers. While many professionally-looking sales letters and websites may have an ethical sales approach and offer proven products or services, the lack of a guarantee will still cause most readers in the very least to question their offers.

Guarantees and testimonials help to reduce the skepticism around the purchase of your product or service and give you almost instant credibility. So, help remove the risk from the buyer's mind and you will thus increase sales — and, paradoxically, reduce returns as well.

Don't be shy in adding testimonials. Lots of them.

6) Their Copy is Stale, Limp and Anemic

When writing copy, the lack of human interaction takes away the emotional element in the selling process. A sales message must therefore communicate that emotion that so empowers people to buy.

However, many of the offers I've seen failed to answer a person's most important question: "What's in it for me?" It should cause a person to think: "Wow! This is something I can't pass up! Where do I sign up?" Sales copy must be effective enough to make its offer irresistibly compelling.

Some pieces get so engrossed in describing companies, products, features or advantages over competitors that they fail to appeal to the visitor specifically. Businesspeople are often so tied to their business or products that they get tunnel vision and fail to look at them from their prospects' perspective.

Be benefit-rich. But more important, be ego-driven. People buy on emotion. Even when selling to other businesses, people are the ones Okaying the deal and signing the checks. People are people. And people always buy for selfish reasons.

In fact, use bullets a lot. Bullets are captivating, pleasing to the eye and clustered for greater impact. And they're wonderful for delivering important benefits. They usually follow the words "you get" or "reasons why," such as "with this product, you get," or "here are the reasons you should buy now" followed by a bulleted list of benefits.

So, tell the reader what they are getting out of responding to your offer. Don't make generalized claims that only make your offer look suspect, such as "we're the best," "we're the fastest" or "we're number one." Speak in their language, at their level. Use mental imagery that paints vivid pictures in their minds.

If you do, you'll have a great headstart.

PM – *what are most over used and under used words in copy that you see?*

Michel – For one, it's the overuse of adjectives and superlatives. I'm guilty of that, too. Believe me. But I think that many copywriters take their readers for granted. We think that using puffed-up language that's hyped-up, embellished and glamorous will push the sale.

It only turns people off.

In fact, research shows that copy with the best pull power have a higher concentration of verbs over adjectives. So try to use more verbs in your copy than adjectives. Replace adjectives and superlatives with action phrases or verbs that express the same idea.

The next problem I see is copy using convoluted, complex, highfalutin language. Ego-stroking corporate-speak (i.e., the seller's or business owner's ego, not the client's) doesn't sell product. In fact, it amuses me when I see copy that uses a third person, high-horse approach. The fact remains that businesses and companies and websites and committees and so on are NOT the ones that fork out the money.

People do.

PM – What do you look for in other peoples work, what do you admire?

Michel – People who are “real.” Dan Kennedy, Gary Halbert, John Carlton fall in that category. No B.S., no pussy-footing around, no fluffed-up puffery, no sugar-coating. I like that, because in my life and in my copywriting work, I often need a good dose of reality.

I'm not talking about being crude, using profanity or being too laid-back that you appear as if you were on anti-depressants. I mean copy that goes “for the jugular,” is down to earth and is straight to the point. I absolutely love their work because of that.

PM – Who do you admire from the past and present online and offline?

Michel – Dan Kennedy, of course. I owe my whole life and success to him. Others are already mentioned. But a few more include Bob Bly, Sam Robbins, Brian Keith Voiles and Joe Vitale.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Michel – The basics. Tried and true fundamentals. Trust me when I say most copywriters today need to get the basics. I’m often guilty of that, too. When I begin to deviate from the core competencies of response-inducing, lip-licking, toe-curling copy, I go back to those books for a refresher. Collier, Hopkins, Kennedy (John E.) and Karbo are my favorites in that respect.

PM – What is the biggest misconception about copywriting according to you?

Michel – The biggest misconception is that copywriting is about selling a product or service. It’s not. Copy is about selling an idea. The idea that you have the solution to a prospect’s most pressing problem. The idea that you’re the only one who has that solution. And the idea that your solution is limited.

PM – What importance do you place on the headline(s)?

Michel – The headline is everything.

In all his teachings, John Caples was most adamant about headlines and about testing headlines. And I feel the same way. You might have great copy, a great offer, a perfect pitch and the most highly sought offer product or service. But if you’ve got a crappy headline, you’ve got nothing. Zero. Zip. Zilch.

Caples usually spent 75-80% of his copywriting time coming up with a great, strong, heart-stopping headline. When David Ogilvy wrote his famous headline for the Rolls Royce ad, he could have wrote, “No external noise can be heard while traveling at fast speeds.”

Instead, he pondered and tinkered and wrote several headlines, until he came up with, “At 60 miles an hour, the loudest noise in this new Rolls Royce comes from an electric clock.”

The difference between both headlines is not in the obvious or in the length or in the words. It's in the message.

My friend and UK copywriter Alan Smith once noted that the final headline Olgilvy came up with is very specific. It's also very pithy, and every word earns its keep. But it is also very detailed in itself – even though it makes the case in only 18 words. It tells us everything in one single swoop: exact speed, make of car, type of noise and the core benefit, which is sound reduction.

That's a great headline.

While length is not the issue here, the issue is the pitch. If you can read a headline and stop, in other words if all you had was the headline and nothing else, and if that headline could generate at least inquiries for further information, then you've got a great headline.

PM – Where do most copywriters go off track (get it wrong)?

Michel – Not relating the copy to their audiences at an intimate level.

I don't mean personal, educational or socio-economic level. I mean at a level that people can easily digest, internalize and appreciate the message. A level they can identify themselves with.

They fail to use words and phrases that help to paint vivid pictures in the mind. When people can visualize the process of doing what you want them to do, including the enjoyment of the benefits of your offer, you drive their actions almost instinctually.

But there's more to it than that.

In order to direct your readers' actions, you must also direct their minds. And that needs the use of mental imagery and picture words. Guide the mind and you guide the action.

The question a copywriter should always ask is, "Will the reader truly understand the meaning of (and behind) the message?" In other words, will the message be decoded in the same way it was encoded? In the way it was intended?

Too many sales messages describe the products they are selling or use a language that only the sellers understand. More than likely, prospects in these cases do understand the content but they do not fully grasp what these products can do for them specifically.

Why? It's because the mind thinks in relative terms. Specifically, the brain processes information by visualizing what it's being told and comparing the given information to things it can remember, relate to or understand.

The brain, according to *Psycho-Cybernetics* by Dr. Maxwell Maltz, is a goal-seeking mechanism. If I told you not to think of a white flower, you would still think of one because I directed your mind by giving it a goal. But if I told you to think of a pink one, you would then not think of a white one.

Keep in mind, words are not messages. They are symbols.

If I asked you, what's the difference between a chair and a table? You might say, "One is to sit on and the other is to write on." That answer is wrong. If you came up with that answer, it's because you're thinking in relative terms.

You are describing each individual product and its respective function, but not the difference. The difference *is* "function." For example, what's the difference between a tennis ball and a soccer ball? Not that one is small and the other is big, or that one is yellow and the other is white. The difference is "size" or "color."

You see, if you came up with the same answer, you are not really specifying the difference. You are only relating (or at best implying) the difference by describing and comparing the two.

The mind thinks in relative terms.

And that's why it's important to use picture words, mental imagery, comparisons, metaphors and analogies with your copy so that the mind of your readers can easily interpret and fully appreciate what is being communicated to them.

I call these **UPWORDS** (which stands for "Universal Picture Words or Relatable, Descriptive Sentences").

It means words or sentences that paint vivid pictures in the mind of as many of the readers within your target audience, and describes the message in a way that relates directly to them.

Our brains have a tendency to translate messages into their visual equivalents in order to appreciate what they are being told. Like Mark Twain once said, "The mind thinks in pictures."

For example, if I told you to think of a garbage can, you're not going to think of "G," "A," "R," etc. You're going to visualize a garbage can. So the more I describe it to you as well as the more senses I engage in my description, then the more realistic it becomes in your mind, including its color, smell and texture.

During a televised newscast, a reporter, flying over the scene of a forest fire in her station's helicopter, was asked, "How big is the fire?" In a voice partially drowned by the whizzing sounds of helicopter blades, she said, "It's over 140 acres of land, which is about 200 football fields back to back."

Help your readers to paint the kinds of pictures you want them to paint. The more vivid the words paint, the easier it will be for the mind to decode the message you are conveying into something your readers can understand, appreciate, relate to and, above all, act upon.

PM – Do you follow a specific page format when you are writing?

Michel – I like to follow two different formulas. The first is Bob Bly's formula of the "4 P's." It's "Promise," "Picture," "Prove" and "Push."

Essentially, your copy can be chopped up into three big sections. The first, top third is where you make your promise, and that includes the headline, the subheadline and the "lead" (the introductory part of your copy).

The second third is where you prove it - where you show how you intend to keep that promise. This includes building credibility, describing the benefits, offering guarantees and testimonials, and so on.

The final third is to push the reader to take action. This is where you lay out your offer, list premiums or bonuses, add a sense of urgency and make a call to action.

The second formula I use is Dan Kennedy's "Problem-Agitate-Solve." You declare (or remind) people of a problem they have — or the problem that may exist without the benefits of your offering.

You agitate them by growing the problem. In other words, you expand the problem by "digging the knife deeper" and make them feel more irritated about it. You increase their level of distaste about it. You magnify the problem and the urgency to solve it.

And then, you solve it. You present your offer, your solution. The bigger the problem is, the greater the solution will appear and the greater the need for it will be.

PM – What is the most unique/strangest product, campaign or client of your career?

Michel – I once wrote the copy for a dating guide. (In fact, I'm still involved in the project, with an infomercial in the works.) You know, it's the kind that shows you how to pick up women (or men), find the love of your life, how to date successfully, and all that jazz.

Sounds pretty common, right? But the uniqueness about it is several things.

First, it wasn't written by some psychologist or love guru that tells you we come from different planets. It's not written by some 10-time divorcee who's finally "got it." And it's not some cheesy, chauvinistic, quasi-pornographic list of overused pick-up lines that will only get you more liquid splashed in your face than a deep-sea diver.

In fact, throughout researching this project, I found that the author had something really unique. A "hook," if you will. It's the fact that he's not some metaphysical, new – age psycho – analytical love doctor. It's the fact that he was, of all things...A veteran, Hollywood bartender!

That might sound a little pretentious, but hear me out. Who would better know the sob stories, success stories, secrets and best "killer" approaches to meeting, asking out and dating the opposite sex than a bartender?

For close to 15 years, he was a confidant, a friend and a good listener to over 10,000 single men and women that went to these bars looking at finding the love of their lives. He's heard it all, seen it all and watched it all.

Again, it all comes down to the positioning concept. If you have a great USP, or if you can find one or manufacture one, writing good copy comes almost as a natural byproduct. Instinctively, in other words.

Needless to say, I had a lot of fun writing that copy.

PM – What is your advice to website owners writing their own copy.

Michel – Follow the “3 C's.” Express your offer as clearly, as convincingly and as compellingly as possible.

You need to denominate, as specifically and as quantifiably as possible, the value you offer. What you bring to the table. You need to express your offer — including your USP, your value, your expertise — in terms that relate directly to your market.

In other words, don't focus on how better or unique you are. Focus on how your uniqueness directly benefits others. And when you write your copy, make sure you clearly express how that value directly benefits your prospect to the point they can almost taste it.

Forget things like “best,” “fastest,” “cheapest” and other, broad claims like those. Because the worst thing you can do, second to making broad claims, is to express those claims broadly.

Be specific. But also, be emotional.

If you want to tell people how better or different or superior or original your offering is, make sure you express those claims in your sales message in a way that directly benefits your buyer by appealing to his or her ego.

Yes, people buy on emotion. They always have and they always will. They only justify their decision with logic, and rationalize their feelings about your offering and their opinions about it, with logic.

Once you accept and internalize that fact, you'll clearly have the first rule of copywriting (or selling, for that matter) down pat. (Plus, you'll also gain an edge over 98% of all other businesses and copywriters out there.)

Even when selling to multinational *Fortune*® 1000 corporations, the buyers are still people, not companies. Purchasers are people. Decision-making committees are made up of people. C-level executives are people.

They are human beings.

And people buy for personal desires, selfish reasons and self-interested motives. Why? Because people are people. Period. It's been that way for millions of years. And nothing's changed.

So don't try to sell to some inanimate object called a "business." A business is just bricks and mortar — or a bunch of computer chips, in the case of online businesses. Remember that it's not businesses that fork out the money. It's people.

Your job is too express your offering, your benefits, your value — and everything else in between — in terms that trigger their emotions, press their hot buttons, jerk their tears, tug at their heartstrings and nudge them into taking action. Now.

Don't try to use convoluted, highfalutin language or corporate-speak when writing copy. It won't work. I promise you. Instead, be real. Be personal. Be emotional. And make copywriting your number one priority — or hire an expert.

Ultimately, keep in mind this important tip: different words mean different things to different people.

PM – *One secret you have never shared that you know could help others be a better copywriter.*

Michel – As I said before, write. What I also mean by that is, don't stop and edit. Just write. Keep writing. Don't read. Don't pause. Don't think. Because if you stop and think, you unconsciously switch your brain to editing mode and the perfectionist in you takes over.

And perfectionism is like a lawyer: it can kill a good pitch.

Follow this rule: "Go crazy. Edit later." You see, even the best writers have editors. When you write, you want your creative juices to flow. Don't stop or pause along the way. You'll get to that later. Grammar, typos and style should be the last things on your mind.

And when you're done and then start editing, the first thing you need to look at is, "Does it make sense?" Then, "Does it make the case?" Then, "Does it keep me riveted or make me wander?" And then, "Does it sell so well it makes me want to buy my own product?"

When you edit the second time, you'll fix the typos and grammar. In fact, you're probably better off having someone else proofread it for you, anyway.

Here's a tip: write your message. Don't stop along the way. Then read it back. Rewrite what's loose or detracts from the pitch. If any part of your copy doesn't help the pitch in any way, chop it out. Then when you're done — and only when

you're done — fix the bad grammar and the loose spots. To help you, read it again to yourself... Out loud.

Record yourself, if you can. And if you notice that you verbally slip or stumble or stutter or slouch along the way, then you know you will need to rewrite that part. And if you ever stop and think along the way as you're reading it, then you need to rewrite that part, too.

Why? Because “copy is like a greased chute,” as Dan Kennedy says.

Prospects buy on emotion. Just like stopping while writing your copy is bad, your prospects should never stop and think. If they do, then logic takes over. And logic is a precursor to procrastination. Their fear of making a bad decision takes over. Their natural inclination to think of every possible negative situation takes over. Their “what if” mentality takes over.

And if that happens, you force them to lose the momentum you gained thus far.

Here's a tip I learned from Gary Halbert. It's to record an actual sales pitch between a salesperson of the product you're writing for, and a prospect. Hopefully, it's a successful sale, too. Then you simply have the presentation transcribed. After that, you massage it, edit it and cut out all the extraneous fat.

(If you're the salesperson in your own business, then record yourself. Or ask a competitor to make its pitch to you and record it as well (of course, you're doing it for personal, educational purposes only).

You will glean tremendous insights from the recording — not just from the message, the handling of objections, the questions, the flow, the pitch and the close, but also from the “meta-message,” i.e., the subtle nuances, the inflections of the voice, the emotions behind the words, the different slants used, etc.

PM – What products, courses, ezines etc. do you offer and links to them?

Michel – Of course, I offer copywriting and critiquing services

www.SuccessDoctor.com

I publish a free ezine, *The Profit Pill* www.TheProfitPill.com

I publish a paid newsletter, *Copy Doctor* www.CopyDoctor.biz

(Contributing editors for *Copy Doctor* include John Carlton, Joe Vitale, Bob Serling, Maria Veloso, Russ Phelps, Alex Mandossian, Yanik Silver and others.)

My latest book is *Power Positioning* www.PowerPositioning.com

And my newest course is *Sales Page Secrets* www.SalesPageSecrets.com

And my upcoming audio book is *Magnetic Copy* www.MagneticCopy.com

PM – Suggested reading for those that want to develop copywriting skills.

Michel – Sure. My favorites are...

Of course, everything from [Dan Kennedy](#)

But I also like Bob Bly's *The Copywriter's Handbook*, Joe Karbo's *Lazy Man's Way to Riches*, Bob Bly's *The Online Copywriter's Handbook*, *Net Words* by Nick Usborne and *Web Word Wizardry* by Rachel McAlpine, among many others.

But for diehard, hardcore "how to," see...

Jack Forde's *Copywriters Roundtable* www.JackForde.com

Bob Bly's *Selling Yourself as a \$100,000-a-Year Copywriter* www.selling-yourself.com

John Carleton's *Kick-Ass Copywriting Secrets* www.marketingrebel.com

Gary Halbert's *The Gary Halbert Letter* <http://www.thegaryhalbertletter.com/>

Paul Myers' Talk Biz News www.TalkBiz.com

Marlon Sanders *Amazing Formula* www.AmazingFormula.com

Yanik Silver's *Web Copy Secrets* www.WebCopySecrets.com

PM – Tell us your grandest moment as a copywriter!!!!

Michel – My greatest moment was when I reached a 3,360% increase on the conversion rate of one salesletter (i.e., it went from a fraction of 1% to a double-digit conversion). In fact, the client often conducts seminars around the globe to small business owners, and mentions my name and evangelizes for my service every single time.

I get mad at him sometimes because I'm constantly flooded with referrals! (But I won't tell him that.) ☺

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle

Michel – If there is one skill I encourage you to learn and spend the most time learning is indeed copywriting. No other skill will make you more money than this one. It is the one your entire business — and chances of success — will hinge upon.

The more you learn your craft, then the more of an expert you become. And if you become an expert, not by claims or specification but by implication and the natural extension of being unique, valuable and committed to lifelong learning, then business will gravitate to you almost effortlessly. Even magnetically.

A mentor once told me: “Don't be a consultant. Be an expert in the field you consult on. Don't be a speaker. Be an expert in the area you speak about.”

To that, I would add: don't be a businessperson (or a salesperson). Be an expert on the product you sell — or the market you sell to. And more important, don't be a copywriter. Be an expert on the field you write in, the product you write about and the market you write to.

Read **Michel Fortin's** Sales Letter here:

<http://CopyDoctor.biz/>

Editor's & Michel's note: Originally written by Bob Serling, rewritten by Michel Fortin since taking over the business from Bob Serling.

Carl Galletti



Carl Galletti has risen to the top of the world of direct-response advertising and is now considered by many to be one of the best freelance copywriters and marketing experts in the country. As an author and professional speaker, I've had the pleasure of working with him for more than a year and I can attest that he is.

Carl is unique as a copywriter because his marketing skills are at least as valuable to his clients as his copywriting skills. As the great ad man, Tom Collins, has said:

"I was enormously impressed by Carl's direct-response copywriting skills, his poise and maturity, and the solidity of his marketing thinking...In my experience, it is not common to find all three of these qualities in one person."

Tom is one of the all time greats of advertising copy and has, himself, been called "one of the greatest copywriters of all time" (by Ed Nash in his book Direct Marketing, McGraw-Hill). So, he should know.

In fact, many of the top people in direct response advertising turn to Carl to write copy for them. One of them is direct marketing expert Gary Halbert, author of The Gary Halbert Letter, a newsletter on copywriting and marketing. During his past two marketing seminars in which sixty people paid \$6950 each to attend, Gary selected Carl to be a part of a handful of the best copywriters in the country who would write ads for the people attending. Here is what Gary told his attendees:

"CARL GALLETTI is, perhaps, the most serious student of the masters of marketing I've ever encountered. Tom Collins, who is the co-founder of Rapp & Collins, the third largest direct response agency in the world, considers Carl a copywriting genius. Now, after reviewing a collection of his work, so do I!"

"How good is he? Well, to give you a clue, I've decided to hire him myself!"

And Gary is one of many who considers it a good move to hire Carl nowadays. Jay Abraham is another. Jay is considered to be the top marketing consultant in the country. He charges \$3000 per hour for his telephone consultations and his seminars cost as much as \$20,000 for five days. Carl has written several direct mail sales letters for Jay.

Carl's client list is diverse. He has worked with authors, professional speakers, publishers, computer companies, contractors, executive search firms, printers, training organizations, jewelry manufacturers, schools, health technology firms, and the American Red Cross.

Anyone can benefit from Carl's advice and copy. As the author, Paul Hartunian, has said:

"Carl Galletti is a whiz! It's that simple. He has had an incredibly steady flow of great ideas for me. He's a brilliant copywriter and a marketing genius. If you should ever meet Carl, don't let him get away. With his talents and abilities, he'll be able to help you make some major advances in your life."

Although Carl started writing copy back in 1968 (his first direct mail letter pulled an incredible 4% response!), Carl is really an entrepreneur at heart. Perhaps that's why he's so good at what he does. He understands the needs of the entrepreneur -- and isn't that what every successful business person really is?

In 1976 he started one of the pioneering personal computer companies. Two of his Protégés went on to make history in the personal computer field. One was responsible for putting Epson America on the map in the United States (spear-headed by negotiating the deal with IBM to use the Epson printer for their first personal computer). The

other was responsible for igniting the IBM clone market by being the first to provide the critical software needed to make non-IBM computers compatible with IBM personal computers - which resulted in his acquiring a personal windfall fortune of \$48 million!

Before becoming a freelance copywriter and marketing consultant, Carl spent several years working for the largest oil company in the world, as well as a highly regarded market research firm. He also served as Executive Vice-President for a Madison Avenue advertising agency.

Carl has also worked with some interesting creative talent, such as Ken Kerr, who has this to say about Carl's work:

"As creative director of Epcot Center and all the Disney theme parks, I've had the good fortune to work with some of the best, including Steve Spielberg, George Lucas, Jim Henson and other very talented, although lesser known, people. Many of them are very talented writers and marketing experts."

"These days, when someone needs a good copywriter, the first one who comes to mind is Carl Galletti. He knows how to write the kind of copy that gets results. In my opinion, he's one of the best you can get at any price. So, it will surprise you when you find out how reasonable his rates are, especially when you consider how much money you'll make from his work."

Well, that's about it. You can see by these recommendations and experience that you are getting someone who really knows how to write the kind of copy - and how to come up with the kind of marketing ideas - that will make you money.

Sincerely,

Dr. Rob Gilbert

Editor: Bits & Pieces

Professional Speaker
Author: Gilbert On Greatness

Audio Bonus

We have another nice surprise for you.

Carl Galletti talks to you about his “The Copywriter Protégé Program.”

Listen to one of the “World’s” greatest copywriting coaches, Carl Galletti

Carl was nice enough to invest 52:27 minutes of his time for a one on one audio interview and you can download the mp3 here.

[Carl Galletti Talks To You](#)

You will need an mp3 player. If you don’t have one, get a “free” one here.

[Real One Player](#)

[Windows Media Player](#)

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Read Carl Galletti’s Sales Letter on the next page:

"If You Would Like to Write Direct Mail Sales Letters That Could Make You RICH, Here Is a 100% Guaranteed Way For You To Learn How In The Shortest Possible Time..."

From: Carl Galletti, Copy Coach

Dear Friend,

You've studied how to write direct mail sales letters and web site copy and by now are clearly disappointed as you try to write your own. You know you could be doing a whole lot better.

Obviously, the skill is within your reach. It's just that test results from your own letters are NOT NEARLY as profitable as you had imagined. And you may even doubt if they ever will be.

Well, it doesn't have to be that way anymore because NOW there is a better way to master the skill of writing direct mail sales letters (or any advertising copy for that matter).

**Right Here On This Page You Will Discover
A Sure-Fire Way To Gain The Letter Writing Skill
That Could Make You MILLIONS!!!**

You may even be able to write letters like the legendary greats - people like...

Robert Collier himself, who wrote letters that brought millions of dollars through the mails -- in the days when a million dollars was an order of magnitude greater than today. Or...

Gary Halbert, who wrote a single page letter which brought in 7,300,000 orders and generated \$58,900,000.00 in CASH sales. Or...

Gene Schwartz, who wrote a letter for a health book, The Encyclopedia of Natural Healing, and sold 1,980,000 books at \$25 each. Yes,

THAT'S NEARLY \$50 MILLION DOLLARS!!!

Or maybe you just want to get paid to write letters for other people - like I do. Right now my fee for writing a direct mail package is \$6,500.00 plus 5% of the gross sales.

You could do the same. If your sales letter generates \$1,000,000 in sales, you get \$56,500.00 (\$6,500.00 for the up front fee plus another \$50,000.00 from the sales). Not bad, huh?

Sure, But What About ME?

Of course, you may be saying to yourself, "Sure Carl, maybe you can produce results like that, maybe the great copywriters and other professionals can produce results like that, but what about me?"

That's a good question. To acquire the writing skills that will make you successful, you will need the following:

1. Access to the SECRET techniques that are known to produce results
2. An effective system of conveying these techniques to you
3. An experienced copywriter who also knows how to coach you through the trouble spots, should they come up. And...
4. A willing and open mind on your part.

I can provide you with the first three. You only need to provide the last one.

I can assure you that, as long as you have a reasonable command of the language you are writing in...

You Can Learn How To Write Powerful, Persuasive Sales Letters That Will Bring In Thousands, Hundreds Of Thousands...Yes, Even MILLIONS Of Dollars!!!

Some of my Copywriter Protégé students have gone on to become some of the most powerful writers in the business. You can too. It's easy once you know my secret techniques and methods.

How Much Can YOU Expect to Make?

In case you're wondering how much you can expect to make once you know how to write effective sales letters, let me show you some typical figures.

First, beginners start at about \$2,500.00 for a typical direct mail sales letter. The industry average is about \$6,500.00 for the same type of letter and can go up to \$15,000.00 or more!

Personally, I charge \$6,500.00 plus 5% of the gross sales generated by the letter.

By the way, in case you're wondering why someone would pay you all this money just to write a letter, the answer is simple:

They expect that your letter will make THEM a LOT OF MONEY And if you are any good, it will.

If you would rather not deal with clients, that's OK too because then you get to keep ALL the profits - not just 5% of the gross. If your letter produces \$1,000,000.00 in sales -- if it is your promotion -- your typical profit from such a letter could be \$300,000.00 to \$400,000.00!!!

And because you will be writing the letter yourself, you SAVE the \$6500.00 up front fee.

Regardless of how you decide to use your new letter writing ability, you will find that you can pretty much have the freedom to live life as you choose.

You can work where you want, when you want. And you can make just about as much money as your ambition dictates. In essence, what you become is a direct mail entrepreneur. And as one you are never more than a successful test away from making a bundle.

Of course, getting your successful test is the hard part. But once you get a profitable test mailing, you send it to the rest of the list (this is called a "roll-out" - there are usually another 50 to 100 thousand, and in some cases as much as several million, names on the list). Then, you settle back and get ready to count the piles of MONEY coming through the mail. Many successful tests result in "roll-outs" that produce...

MILLIONS of Dollars in Profits!!!

And you can roll-out to the list gradually so the profits from your sales finance the rest of the mailing. That is one of the many great things about making money with direct mail.

Whatever you decide to do with your new skill, know that you will always be in demand!

As most businesses discover all too well, you can't just get anyone to write a direct mail sales letter and expect it to be profitable. In fact...

**There Are Only A Handful Of People
Who Are Able To Write Effective Direct Mail Sales Letters**

There is a very good reason for this.

Until now the only practical way to learn how to write a profit-producing sales letter was to try to get the skill out of a book. Sometimes that worked. However...

For each person who succeeded with this method, there were HUNDREDS, maybe even THOUSANDS, who did NOT. That's why there are only a handful of people who are successful at writing really effective letters. And that's why there is so much demand for good letter writers.

Listen, nearly every day, people from all over the world contact me to order books on writing copy for ads and/or sales letters.

Why? Because they know just how valuable it is to be able to write copy that sells.

They want this skill and they want it badly.

Yet, too many people who are trying to learn how to write copy from a book - any book - are unable to take the knowledge from that book and transform it into a working skill they can use. One of the things I discovered was that it was not because of the book. I know, I sell the very best books on the subject. Yet readers are often unable to translate the book into the actual skill. Why?

Well, what I discovered is that most people needed SOMETHING MORE. Getting their letter writing skill out of a book was not working for them. I know from experience that it takes a great deal of time and a lot of hard work.

There Had To Be A BETTER Way

And that is why I have been researching this subject for the past 12 years. After many years of researching, experimenting and developing...

I MADE AN AMAZING BREAKTHROUGH

It means BIG MONEY for you because, for a very limited time, you can profit from my discoveries. Listen carefully. There are many things which you can NOT get out of any book.

Take riding a bicycle for instance. No matter how much you read about riding a bicycle, you will not be able to actually ride one until you get up on one and try it. Think about it.

Ask yourself this question: Could you explain to someone else how YOU BALANCE yourself when you ride a bike? Of course not. It's quite impossible.

Yet, as a beginning bike rider, once you learned how to get your balance, riding a bike was easy.

Books are great once you have the basic skill. Once you can ride a bike, you get a lot more out of reading the books written by expert bike riders. These books give you the more advanced techniques and secrets. They show you how to become an expert. But they can not get you started.

It's the same thing with copywriting (the name given to the art and science of writing advertising copy).

Sure, with bike riding you can practice yourself and eventually get the hang of it, but it sure helps to have dad or mom or someone else right there showing you how it's done and holding you up as you practice.

Then one day it just seems to click. Dad lets go and you start riding the bike. And once you've learned...

YOU NEVER FORGET

Among the many things I've discovered in doing my research is that the program which produces the BEST copywriters in the shortest possible time requires TWO VERY IMPORTANT ingredients.

INGREDIENT #1 - The first ingredient the program needs is an instructor who has actually mastered the copywriting techniques and is capable of showing you how it is done...

- Someone who has had the first hand experience that you can NOT get out of a book...
- Someone who is successful at writing direct mail ads, sales letters and other types of advertising copy...
- Someone who can "customize" your learning experience so you get what you need most and when you need it most...
- Someone who can point out what is really important and what is NOT.
- Someone who can keep you on the right track and keep you moving toward your goal. And, finally,
- Someone who is available for phone consultations!

In essence: a personal coach who can give you all the benefits of both a one-on-one and a self-study approach to learning how to write copy.

INGREDIENT #2 - The second and most important ingredient is a METHOD that actually produces results. A method that actually turns you into the copywriter you've always wanted to be. This is not easy. It is one thing to know the "rules" and "techniques" of copywriting and quite another thing to WRITE effective ads on your own.

I searched long and hard for the right method. But none existed. So, I decided to develop my own method using pieces of the puzzle which I had collected from many different sources -- including some which were fully outside the field of direct mail yet had a significant influence nonetheless.

Then I added some significant additions based upon my own unpublished experiments and discoveries. The end result? Modesty aside. What I have produced is...

A Method Of Teaching Direct Mail Copywriting That Is Far And Away The VERY BEST That Has EVER Been Developed

I decided to call it...

THE COPYWRITER PROTÉGÉ PROGRAM

In this program, I use my special techniques to guide you toward rapidly developing your ad writing skill. I show you how to become the best direct mail copywriter you can be. And IT WORKS!!!

It doesn't matter how good or bad your copywriting is NOW. My method will transform you into the best letter/ad writer you can possibly be... and much, much better than you could ever be through the use of any other method. How effective?

Take Bob Scheinfeld, for example. Just a few short weeks after starting my Copywriter Protégé Program he wrote his first letter promoting a seminar idea he had.

One Saturday morning he mailed his sales letter to a small customer list of only 190 people. By the close of business on Monday, 19 people had already responded and signed up for his seminar! And, by the time the seminar rolled around, 75 people had signed up!!! That's an amazing...

39.4% RESPONSE!!!

These were PAID seminar attendees. Wouldn't you like to be able to get that kind of response?

Well, I would also like you to. And that is why I love doing this program... to see people like you and Bob do so well.

This program is MUCH more than just an audio/video approach. You will also benefit from the new and unique techniques which I have developed especially for this program - techniques which you can NOT get anywhere else.

These techniques really work. They work for beginners and seasoned professionals alike. In fact, one of the major benefits of these techniques is that you can use them for the rest of your life, constantly improving your copywriting skills every time you use them.

You may be wondering just what these techniques are. Well, I can only reveal them to you when you are accepted into this program. All I can tell you now is that these techniques are so revolutionary that I am choosing to keep them secret.

In fact, to participate, you must agree to NEVER divulge these proprietary secrets to anyone else.

I assure you that this program is new and different. The ability you will gain is NOT something you can get out of any other book, seminar, or tape program. In fact,

THERE ARE TECHNIQUES IN THIS PROGRAM THAT YOU HAVE DEFINITELY NOT EVER TRIED OR EVEN HEARD OF BEFORE!

Then, to make sure the program worked, I personally coached dozens of copywriters using it. After doing this for several years, I knew exactly what each and every aspiring copywriter needed to know to master the art.

So, then I did the entire program at an intensive 4-day seminar and had it video taped.

Now, on 25 hours of video...

I Reveal All The Secret Copywriting Techniques That Will Get You Results

as well as the Secret EXERCISES I've developed for QUICKLY getting you from novice to expert copywriter.

And to make it even more useful, I have also put the audio onto 25 audio tapes that you can listen to in your car or while you are doing something else.

Plus, you get a copy of the overhead slides used.

What Is So Special About This Course?

Look, the world is filled with experts who haven't a clue about how to teach someone else to do what they know how to do. But for some unknown reason I've been blessed

with a natural gift for teaching my copywriting skills to others. I don't exactly know why but I seem to be extremely effective at it.

And I would like you to benefit from learning this skill. That's why I developed the audio/video version of the course.

You will benefit from the special techniques I've developed. These techniques really work. They are actually able to multiply your ability to write copy and to do it in the shortest possible time.

At a practical level, I recommend you devote two hours a day to the program, at least during the first 30 days. After completing this program, the results you get from your sales letters and ads will be just as good, if not BETTER, than any professional copywriter you are ever likely to hire.

Plus, you'll SAVE thousands of dollars in copywriting fees by doing it yourself.

And you won't have to travel to some expensive seminar to learn it.

All the work you do can be done in the comfort of your own home. Or anywhere else you choose.

All of your contact with me will be over the phone or through the mail. If you have your own FAX machine or email account, we can also use either or both of them, but it is not required.

Essentially, we will be working together much like a master craftsman might work with a beginning apprentice or much like a world-class coach might work with an Olympic athlete.

You will use the video tapes to progress through the program. Then, if you have any questions or if you have any difficulty, just pick up the phone and call me. These phone calls are an extremely important part of the program. The closer you follow my advice, the faster you will advance.

And remember, the faster you get up to speed, the sooner you can be making all that money with your own ads and sales letters.

After you complete this program, you won't have to remember any formulas or rules. You will gain an ability that every good copywriter has, which is a gut "feeling" for good copy.

Just as a professional composer "knows" good music and how to create it, you will "know" good copy and how to write it.

Here Is Just Some Of What You Will Learn:

(Please note: some of these things you will learn are as a result of using the method I have developed, others you will learn from our consultations, and still others you will learn as a result of the SUPPLEMENTARY MATERIALS I give you as part of this program.)

What follows is only a PARTIAL LIST!

- How To Apply Basic Copywriting Principles To The Internet
- 111 Effective Direct Mail Appeals
- How To Solve Every Letter Writer's Greatest Problem
- Direct Mail Alchemy: A Secret Comparable To Turning Lead Into Gold!
- A Simple Technique That Gets Up To 20% Response From Your Direct Mail
- Anatomy of a Million Dollar Sales Letter
- How To Get Testimonials And Use Them To Boost Sales
- A Breakthrough Approach To Organizing Your Letter So It Practically Writes Itself
- 11 Ways To Formulate A Unique Selling Proposition
- How To Create A Powerful Central Selling Idea
- What You Need To Know About The Internet To Make Your Copy Work
- How To Create An Offer That Is Irresistible
- A Secret Technique That Multiplies Sales From Your Letter By Up To 600% - Maybe Even More!
- How To Guarantee That Your Letter Is Received, Read And Responded To
- Where To Get The Best Ideas For Your Ad's Central Selling Theme.
- 21 Ways To Improve Your Ad... After You've Done All You Could To Make It Your Best
- The Greatest Money-Making Secret Of All Time
- The Best Bargain Offered by the US Post Office and How You Can Make BIG BUCKS from it!
- How To Become An Instant Expert On Just About Anything
- How To Get The Best Clients
- How To Get Your Clients To Pay In Advance
- The Most Important Part Of Every Letter You Write
- Why You May Not Want To Write For A Client And How You Can Make A Hundred Times More Money By Turning Down Client Work
- 3 Simple Techniques For Generating The Best Money-Making Ideas For Your Own Letters
- How To TRIPLE Your Letter Writing Income Without Increasing Your Letter Writing Workload
- A List Of Words You Must NEVER Use In Any Of Your Letters
- Who Makes The Best/Most Profitable Clients And Where You Can Find Them
- The Magic Triangle And How It Will Skyrocket Your Own Personal Fortune

- One Simple Sentence You Must Never Forget If You Expect To Ever Be Successful
- How To Get The Federal Government To Finance Your Growth
- The 7 Magic Steps To A Winning Direct Mail Sales Letter
- The Most Effective Way To Fill Your Mailbox With Orders... And Your Pockets With CA\$H
- How To Put Selling Power Into All Your Sales Letters
- How To Use A Little Known Technique To Boost Your Direct Mail Response Rate Into Double Digits - this is a very successful technique I used to get up to a 15% response. The most amazing part of this technique is that the copy took all of 15 minutes to write but actually has little if anything to do with the response. To my knowledge, no one but me is currently using this technique.
- How To Get A Government Agency To Bank Roll A Major Mailing
- How To Get FREE Publicity - A 77 minute tape done by the people who run RADIO-TV INTERVIEW REPORT. These people are experts on getting you free publicity through radio telephone interviews as well as live Radio and TV interviews. I have at least five clients who have used this publication very successfully, appearing on Donahue, Sally Jessy Raphael, Heraldo, and many lesser known but very profitable shows.
- How Direct Mail Can Increase Your Sales And Profits
- Functions Of Direct Marketing - The 6 Most Important Points To Keep In Mind When Planning Your Direct Advertising.
- 10 Advantages Of Direct Marketing
- Effective Formats For Direct Mail
- 25 Profitable Ways To Use Direct Mail
- The 7 Cardinal Rules For Direct Mail Success By Ed Mayer ("Mr. Direct Mail")
- 6 Ways To Use Business-To-Business Mail
- The Cost Of A Sales Call
- 5 Common Mistakes To Avoid
- How To Successfully Reply To Inquiries
- How To Address Business Mail
- Which Class Mail Should You Use?
- Direct Mail Opportunities For Retail Stores
- 24 Direct Mail Ideas
- Famous Ad Man Offers 11 Tips (John Caples)
- How To Use Direct Mail As A Fund Raiser
- How To Sell Direct By Mail
- How To Use Direct Mail For Market Research
- How To Start Your Direct Mail Project
- How To Increase Your Direct Mail Results
- 18 Point Checklist For Direct Mail Promotion
- The Best Months For Direct Mail Response
- 10 Vital Elements In Direct Mail Record-Keeping
- What Kind Of Results Should You Expect?
- What Pays In Direct Mail

- How To Produce A Catalog Effectively
- 16 Ways To Effectively Use Catalogs And Brochures
- How To Get Started On Your New Catalog Or Book
- 20 Ideas For Preparing A More Effective Catalog
- Choose The Right Format For Your Catalog, Book Or Brochure
- Should You Use A Self-Cover Or Separate Cover For Your Book?
- 5 Suggestions For Producing Effective Order Forms
- 6 Suggestions For Writing Catalog Copy
- 20 Questions That Will Improve Your Catalog And Direct Mail Copy
- How To Prepare Copy For Typesetting
- 10 Suggestions On Preparing Your Copy
- 19 Steps On How To Prepare Camera Ready Copy
- Artwork And Design, Screens And Tints, Enlargements And Reductions
- What You Should Know About Foreign Distribution
- What You Should Know About Your Copyright Notice
- Basic Elements Of Good Design
- How To Prepare Photographs
- How To Save Money In Artwork
- How To Buy Your Printing
- What Quantities To Order
- Eight Common Mistakes That Must Be Avoided
- Planning Schedule For Planning Your Next Printing Job
- Printing Catalog With Prices For Books, Catalogs, Brochures, Flyers, Self-Mailers And Tabloids
- How To Prepare Camera-Ready Art
- Paper And Ink Samples for Direct Mail, Catalogs, Brochures, Flyers, etc.
- How To Profit From FREE Publicity
- Postage Information
- How To Motivate Yourself And Others
- How To Get Merchant Status To Handle Credit Card Orders
- Twenty-Seven Proven Ways To Answer Objections For Salespeople: Sure-Fire Ways To Overcome The Toughest Objections You'll Ever Get
- Proven Sales Ideas You Can Use!
- Special Report: "How To Get Anyone To Fall In Love With You Almost Instantly." And how this report can make you a much better letter writer.
- How To Get Other People To Finance Your Mailings
- How To Get More Than 24 Hours In A Day
- Sixteen Reports By Famous People And How To Get Them For FREE As Give-Aways. Famous people include: Walter Cronkite, Malcolm Forbes, Bill Cosby, Kurt Vonnegut, James Michener, Garrison Keillor and others.
- The Greatest Direct Mail Secret Of All Time
- The Prime Motives That Make People Buy From You
- What Are the Essential Elements in Every Good Sales Letter and How You Can Use Them To Entice The Prospect To Buy From You RIGHT NOW!
- The Almost Magic Technique That Transforms You Into A Copywriting Genius

- The Very First Thing You Must Do Before You Ever Write A Word of Your Sales Letter
- How To Capture The Skills of The Very Best Copywriters and Make Them Your Own

WHY YOU ARE UNLIKELY TO GET THIS TRAINING ANYWHERE ELSE

All modesty aside, you are NOT likely to get this training anywhere else or from anyone else -- here's why. As you already know, there are very few copywriters who are really good at writing sales letters. Now, from that group take out all those who are too rich or too arrogant or otherwise unwilling to share their secrets with others...

Take out all those who are too busy to devote time to -- or lack the patience for -- the intensive one-on-one attention required...

Take out all those who haven't the slightest clue about how to teach their skills to others...

Take out all those who haven't done the research and experimentation necessary or who don't have enough interest to develop a working training method.

And who do you have left?

I dare say that WHO you have left is only one person! Me. Carl Galletti. And that's very good for you because before this you had no one with this type of program. Or any other program that could even come close to matching the effectiveness of this program.

The reason I am saying this is NOT to brag BUT to show you that I am someone who is capable of delivering what I am promising in this letter.

Let me continue just a little longer. Again, NOT to brag BUT to assure you of my qualifications.

- I am an acknowledged expert in the direct mail field.
- I am an acknowledged marketing expert
- I am an experienced entrepreneur
- I have been very successful in coaching others and in fact have been trained by the world's foremost expert on personal coaching.

All of these things are important for the person who will be delivering this training. If you need any more information on me, take a look at my [Short Bio](#).

I have a knack, a talent (and a past history) for transforming other people into successes.

For example, a few years ago, after seeking my advice, four separate clients became first-time millionaires, all in the same month!

Another went from being heavily in debt and living with his parents (of necessity) to buying both the car of his dreams (a Porsche) and the home of his dreams (a big, expensive house at the top of a mountain in Palos Verdes, California - a very exclusive community).

Another went from being a teaching assistant at a college to starting his own company. The proof of his success is documented in one of the books sitting on my shelf. It shows that his stock in the company is worth...

\$48 MILLION!!!

Could you be just as successful as these people?

Well, THAT I can not guarantee. I CAN say that I will be trying to exceed my previous successes and this much I can tell you: The training you will be getting will be a LOT better than what they got.

ACCEPTANCE STRICTLY LIMITED

Naturally, I will have to limit the number of protégés I accept into this program because I give a lot of personal attention to each protege and can only devote a portion of my time to it. So, as soon as I reach capacity, I have to turn away new proteges or put them on a waiting list (with a downpayment to hold their place).

So, if you are interested in taking this program NOW, you should respond quickly. After all spots are filled, I will have to turn away any further applicants.

Get in on this amazing new program and get in on it SOON because...

You May Never Have Another Opportunity Like This

As my other projects take up more and more of my time, I will be limiting the amount of time I can devote to this program. That means I will have to either raise the price or reduce the number of applicants I can accept. Eventually, I may even have to stop taking any more applicants into the program. So, take advantage of this opportunity. You may never have another chance like this.

Now let's get down to the bottom line here. How much will this complete program cost?

Well, there are several worthwhile and valuable "boot camps" you could attend that would cost you \$5,000.00 to \$20,000.00 (plus the cost of traveling, room, meals and

incidentals) and the most personal attention you would get is maybe an hour on a "hot seat."

At this rate something like THE COPYWRITER PROTÉGÉ PROGRAM would cost you about \$50,000.00!!!

But you won't have to pay anything near THAT amount.

In fact, your registration fee will only be \$4997 - a rather small sum when you consider what it would cost you to hire a copywriter -- even a bad one.

(Since one year of unlimited telephone consultations is part of the bonus package, you will also be expected to pay for the long distance calls you make to me for these consultations. But don't worry about huge phone bills because most of the training you need is on the audio/video tapes. My time permitting, I place no limit on the length or number of calls. You may call me as often as you need and I will make every effort to devote as much time to each call as your needs require. I only ask that you not abuse this privilege and that you allow me to balance our time together with my other duties and other protégés.)

During both the "on-phone" AND "off-phone" segments you will be personally guided through the maze of obstacles every aspiring copywriter must walk. A journey which would otherwise take you many years to get through, if ever you did get through.

You will benefit from the secret techniques which I have discovered and which will transform you into a copywriting genius. These skills you acquire will serve you for the rest of your life and, when put to use, will multiply your personal fortune and skyrocket your success.

This audio/video course consists of 25 (approx. one hour each) video tapes, 25 one hour audio cassette tapes, copies of the overhead slides and other miscellaneous materials.

RESPOND NOW AND GET THESE EXTRA BONUSES

If you act quickly, you will get the following bonuses:

- 2 FREE Co-Writes where I will actually co-write an ad with you (Value: \$3,000.00 each or \$6,000.00 total)
- Product Marketing License. I often find that prospective protégés are searching for a good product to sell. Or they need a good back end or front end product to the product they are selling. That's why this license is included as a bonus. It allows you to market two products selling for \$297 and \$4997 respectively. These products are drop-shipped for you. You keep \$200 and \$1000 respectively - just for making the sale! Plus, you also get marketing materials that you can use as-is or modify. (Value: \$2995.00)

- 1 Year Unlimited Telephone Consultations with me. There are no limits on how many times you call. Discuss copy, list selection, computers, information publishing, mail order, whatever. If you have ever experienced one of my \$250/hour consultations, you know how valuable this is. (Value: \$4995.00)
- 3 FREE Ad Critiques where I will evaluate an actual promotion that you have written and give you specific advice and instructions on how to improve it (Value: \$495.00 each or \$1,485.00 total)
- A thick, bulging pile of SECRET materials worth hundreds of dollars if you could buy them (but you can't). And when you consider how much they will be worth to you in increased income, they are easily worth thousands of dollars. This package also includes Bob Scheinfeld's letter that produced a 39.4% response! (Value: \$1,000.00)
- A set of direct mail sales letters that form a complete promotion which is currently earning \$60,000.00 to \$100,000.00 each and every month. You can use this as a model for your own promotion. (Value: \$1,000.00)
- Neil Brown's Special High-End Promotion. This promotion gets up to a 90% response. It will get you past hundreds of other people competing for the attention of the top executive/buyer in a company. (By the way, the day after Neil revealed his system to protégés at the seminar - which was captured on tape for your benefit - he received an order for more than \$65,000 from one of his letters!!!) One user currently brings in \$85.71 in profit from every dollar he spends!!! (Value: \$1,000.00)
- Money-Making Sales Letters by Robert Madge. 22 successful sales letters spanning 12 campaigns that made millions of dollars. Use as models for your own letters. (Value: \$295.00)
- The Wealth Builder's Roundtable (6 month subscription). Three of the hottest wealth-building brainstormers get together on a regular basis to give you ideas that could make you rich. Features Carl Galletti, Dr. Rob Gilbert and Paul Hartunian. 12 one-hour audio cassette tapes. (Value: \$195.00)

So, you get:

- The Copywriter Protégé Program (Value: \$4,995.00)
- Two Ad/Sales Letter Co-Writes (Value: \$6,000.00)
- Product Marketing License (Value: \$2,995.00)
- One Year Unlimited Phone Consultation (Value: \$4,995.00)
- Three FREE Ad critiques (Value: \$1,485.00)
- Thick bulging pile of Secret Materials (Value: \$1,000.00)
- The \$150,000/Month ad campaign sample (Value: \$1,000.00)
- Neil Brown's Special High-End Promotion (Value: \$495.00)
- My Marketing Made-Easy Workshop (Value: \$297.00)
- Money-Making Sales Letters by Robert Madge (Value: \$295.00), and
- The Wealth Builder's Roundtable (Value: \$195.00)

The Persuasion Masters Reveal Their Secrets

A TOTAL VALUE OF \$23,752.00!!! For only \$4997. And be prepared to receive a VERY BIG PACKAGE. It weighs over 30 pounds!

You get 25 hours of videos, 50 audio cassette tapes in albums and hundreds of pages of training materials and software on CDROM.

Don't miss out on these valuable extra BONUSES. Respond NOW while it is fresh in your mind.

Just Pick Up The Phone And Call Me At:

(928) 649-2407

You can pay with VISA, MasterCard or American Express. Or you can send a check or money order. If you order this way, however, you may still want to call me to I have space left in the program. I will hold your spot for 3 days while your check or money order is being sent.

To be sure it arrives on time your best choice is to send it by an overnight service like Federal Express or at least by Priority Mail.

You can also FAX or email me your [application by selecting it here](#) but the best way is to first give me a call.

Do it NOW: (928) 649-2407. I'm waiting for your call...

My Very Best to You,

Carl Galletti

Carl Galletti

P.S. - Please note that I have placed a link [to SAMPLE Sales Letters I have written \(CLICK HERE\)](#) so you can assure yourself that I REALLY DO know what I am talking about. You know, sometimes my protégés say it best. So take a look at the quote from a letter one of my protégés, David Martin, recently sent to me. It's at the top of this site.

Frank Garon



As a former New Jersey truck driver for over 15 years, Frank spent over \$10,000 trying all kinds of different home based businesses. Nothing worked. He wound up going bankrupt.

To make a long story short, he was finally exposed to the correct way to do Internet Marketing and things changed quickly. He was able to quit his job, and come home to work full time. He went from making \$14.25 an hour to making over \$130,000 a year without having any products of his own.

He's an average person who figured out all this crazy Internet stuff – and he is very happy to share. You won't get hype or a big sales pitch. So if you are serious about having someone help you, we need to talk!

He currently publishes the InternetCash Planetgram with over 35,000 subscribers...and the Cash Giveaway letter with 19,000 subscribers. If you want to make money online, and you're an average "Joe," then call Frank Garon at (610) 398- 0870.

Audio Bonus

We have yet another nice surprise for you

Frank talks to you about what it takes to succeed online, what he did that you can do.

Frank Garon was nice enough to invest 50:07 minutes of his time for a one on one audio interview and you can download the mp3 here.

[Frank Garon Talks To You](#)

You will need an mp3 player, if you don't have one you can get one here

[Real One Player](#)

[Windows Media Player](#)

Read Frank Garon's Sales Letters below:

Frank Garon is America's Coast-To-Coast Internet Income Trainer!

Visit his sites at :

<http://www.InternetCashPlanet.com>

<http://www.hypnoticblueprint.com>

<http://www.frankgeorgejoel.com>

Be sure and get your FREE Website review and traffic building Consultation from Frank -

<mailto:webmaster@internetcashplanet.com?subject=Free-Consultation> or call to make an appointment at 610-398-0870 today.

Frank also wants to give you a chance to win \$25,000 of his hard earned cash to build your Internet Business. You can enter to win for FREE at <http://www.cash-giveaway.com>

Brian Garvin



Brian Garvin is one of the top Affiliate Marketers in the world today with an incredible following.

As seen on National TV, Radio, Magazines and the Internet Marketing Super Conference, Brian has an eye for Picking out the winners and being the first to announce hot programs before they launch.

Brian has developed niche software that is providing the tools people desperately need to succeed in Internet Marketing. He has also been and is consistently one of the top sellers in any program he gets involved with. Brian has helped thousands succeed on-line, and he can certainly show you how to do the same! [Subscribe to A+ Marketplace!](#)

Brian offers you a **Special Bonus** today of “3” hours of audio in six segments. Included is "100 questions to ask yourself before you join any opportunity pdf." Go here to get yours now: <http://briangarvin.com/audio>

PM – who were your mentors?

Brian – Well I liked Terry Dean's ad copy. I guess I was a super fast learner and just picked up on things real quick. I first learned just by reading hundreds of sales letters for different products people offered all over the web.

PM – What was your first copywriting job?

Brian – Well I've always worked for myself and written my own ad copy for all my sites. Here are a few..

<http://OptinLightning.com>
<http://LightningTrack.com>
<http://LightningPopup.com>
<http://BrianGarvinSecrets.com>
<http://PennyPerLead.com>

I've never launched a site to this date which hasn't made me at least \$10,000.00.

PM – Tell us a story about your beginnings in the business.

Brian – I started out selling a Reprint Rights CD-ROM. Then made a deal with someone and started selling software. Then got involved in Network Marketing. Things started taking off for me when I started selling Opt-In Lightning. It was a huge hit, and I still sell many of them to this date.

PM – What is your routine before you begin to write, how do you get the creative juices flowing

Brian — I always like to take a drive to Hollywood before I start writing. The purpose is to eliminate any preconceived notions in my head before I get going. And I always like a cup of hot cappuccino by my desk. And as a rule I close all other windows and don't answer email when I'm involved in writing ad copy. Finally, I like to do it in the middle of the night, where there is zero distractions. This way I can just have fun with it and write without interruption.

PM — What tools do you use in your profession, technological and non technological?

Brian — I use a high powered text editor to write my ad copy. You can find it at <http://fookes.com>. I also use WS_FTP to upload files at <http://ipswitch.com>

PM — How do you know when what you have written is good?

Brian — My websites and ad copy have made me hundreds of thousands of dollars over \$700,000 in the past three years. Plus I'm now working for the guru of gurus, who makes \$125,000,000 and rising per year on a project so secret and so large I'm not at liberty to discuss the specifics. You don't get mobilized by someone of this caliber unless your stuff pulls, know what I mean? These details and my being partnered with this person will be released at a later date and made public in a few months, maybe Sept. 2003.

What's my job? Ad copy. Everything from solo, newsletter and top sponsor ads, email follow-ups, internet marketing training, powerline series, etc..

PM – What advice can you give to those that write copy or are starting out in the business.

Brian – Personally I never read one book on copywriting in my entire life. I learned by reading good ad copy that pulled and used it for ideas. So that's what helped me. But since I'm now employed writing ad copy, I should probably at least scan briefly through some of the best copywriting books to date, although something tells me I'll never get around to it. I have people tell me my copy is so great, and these are 7 figure earners. In fact, I've seemed to really cut out a niche for myself as someone who can write pulling ad copy.

Many people subscribe to my A+ Marketplace and tell me they signup under me in different programs just so they can use my ad copy. That's one of the benefits of being on my newsletter list, is for every program I send out you'll get top rated ad copy, nicely formatted and "ready to blast".

You can join my list free by sending a blank email to subscribe@garvinweb.com.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Brian – It's the same stuff over and over.

- a. Bad Formatting
- b. Incorrect Grammar
- c. Focusing on hype vs. Features & Benefits
- d. No call to action

- e. No bonuses
- f. No P.S. Statements
- g. No or terrible USP's
- h. Terrible Headline

PM – what are most over used and under used words in copy that you see?

Brian – Hmm.. this is a really hard question for me, because I look more for copywriting rules being executed properly verses certain words or phrases.

PM – What do you look for in other peoples work, what do you admire?

Brian – I look for people who follow the basic rules but are creative in the way they execute them and integrate them into pulling ad copy.

PM – Who do you admire from the past and present online and offline?

Brian – I really loved Joe Kumar's new ebook. In fact, he kept bugging me to be in it, but for time reasons, I was so swamped I didn't have a chance to get it all done. It's pretty popular so I feel bad about not making it in there. But I'll be doing a bonus with him someday soon hopefully. Joe is a young Singaporean that I feel has huge potential to be a long term player.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Brian – Well I think that most people could learn valuable lessons studying the patterns of other successful writers. But my philosophy is if you're trying to learn copywriting properly and you're in Internet Marketing, don't study someone's theory from 100 years ago or even 20 years ago. Learn from people who are selling big right now today. People like Terry Dean, Yanik Silver, myself, people who have learned to write ad copy and create websites that pull in tens of thousands of dollars consistently.

PM – What is the biggest misconception about copywriting according to you?

Brian – I think the biggest flaw is people simply not willing to go for it. I mean I really think people are afraid to sell on the net period. I know I was until I started doing it.

You have to be sharp and think on your feet. Don't make the big mistake and be a professional researcher. Anyone can write good ad copy if they just study other successful sites and mimic the patterns or work to improve to make them even better.

PM – What importance do you place on the headline(s)?

Brian – I think the Headline is the most important part of the page. You have ONE objective and one objective ONLY when writing the headline. To gain their interest so they don't end up leaving your website.

PM – Where do most copywriters go off track?

Brian – I think I answered this above. They just stray from the fundamental rules. You can stay within the fundamental rules and get VERY creative, but don't fall outside them or you can get hammered by your competition. Let me give you some of these very fundamental rules.

- a. Headline
- b. Sub-Headline
- c. Features and Benefits
- d. Unique Selling Proposition (USP) (why should they buy from you)
- e. Testimonials
- f. Call to action (order by xx date, sense of urgency)
- g. Guarantee
- h. Reminder Call to action
- i. P.S. Statement

PM – Do you follow a specific page format when you are writing?

Brian – Everything I do is right off the top of my head. Sometimes I work with a set of notes or I'll hit a few other sites for ideas when writing ad copy. Like there's some ad copy I'm writing now for a mentoring program with a 9 figure income earner that costs \$3,500.00 up front and \$597.00 per month for a minimum of 12 months. Writing copy for that isn't easy but it's a good learning experience.

PM – What is the most unique/strangest product, campaign or client of your career?

Brian – I think my current job is the most unique. It requires I really be sharp. Writing powerline series' can be tricky. So can writing ad copy for such a high ticket item.

PM – What is your advice to website owners writing their own copy.

Brian – My advice is to read every sales letter you can find. And when YOU write focus on features and benefits and avoid the hype.

PM – One secret you have never shared that you know could help others be a better copywriter.

Brian – My secret that I haven't shared before. Hmm.. Okay.. Write a bunch of notes in a text editor first. Gather everything together there. Then, most everything regarding the ad copy after you've done your research can be written within 1-2 nights by following the basics and cut and paste.

PM – What products, courses, ezines etc. do you offer and links to them?

Brian – Self Experience is the best teacher. Try it yourself. That's what works for me.

PM – Suggested reading for those that want to develop copywriting skills.

Brian – Read every sales letter by Terry Dean, Yanik Silver, Ted Cuiba, Jonathan Mizel, Mark Joyner and myself you can find. Follow the rules I've described above and you'll be there in my opinion!

PM – Tell us your grandest moment as a copywriter!!!!

Brian – I think it was when I wrote the ad copy and sent out the ad on Concorde when it first came out. The ad wasn't about Concorde at first, it was about me leaving to Orlando for a TV Infomercial shoot. When I released the ad, I was in Florida a day later and my Upline called me and told me I already had 72 people placed under me. I was floored. It was also the exact same email that got a ton of hitters placed under me, was all over the Internet and got Concorde to where it is today. I made over the last year about \$170,000 from the ad alone. It sure was a Hallmark moment.

PM – What question would you like to ask of other copywriters?

Brian – At what point is your veil of fear broken? What I mean is, when do you stop worrying about whether or not your site will turn out as you've predicted and when you're just having fun.

Please also answer the question that you ask.

With me, this fluctuates with every piece of ad copy I write.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Brian – The group of people I'm working with all say, "I'd hate to do your job". This is referring to writing ad copy. To some it can be very monotonous and boring. For me, I've developed a love for it and take pride in each sales piece I do. For some reason, I don't have to worry about conversions. I just follow the rules and it all seems to happen for me.

So I guess my word of advice is hang in there, study ad copy from people who are writing it and you'll get everywhere you want and need to be in the field of your choice. You can study some ad copy I send through my ezine by Subscribing to A+ Marketplace. You can do this by sending a blank email to subscribe@garvinweb.com.

Read Brian Garvin's – Sales letter here: <http://briangarvinsecrets.com>

Brian Garvin
info@garvinweb.com

Dan Kennedy



Phoenix-based entrepreneur-extraordinaire wins international recognition as a "millionaire-maker," helping people in dozens of different businesses turn their ideas into fortunes

Entrepreneur Magazine says that Dan Kennedy has "at least 101 moneymaking ideas for any business owner."

'Millionaire-Maker' Dan Kennedy moves with remarkable ease from one very different field to another, working with clients in 62 different businesses, industries and professions, earning as much as \$250,000.00 in a single month providing unusual direct-response advertising and direct marketing advice, strategy, copywriting and marketing materials, video production and infomercials, and profit improvement systems.

Kennedy's clients include everything from sole entrepreneurs to huge corporations. Here are just a few examples - there's the husband-and-wife couple who came to Dan with an idea, a mountain of debt, and failing advertising. Less than two years later, they have zero debt and a home-based mail-order business generating over 200 000.00 a month at about a 40% profit margin. Or, there's the now-giant Guthy-Renker Corporation, famous for its celebrity infomercials with Victoria Principal and Vanna White, and its Tony Robbins infomercials. Guthy-Renker is a 200-million dollar+ a year business now, and Dan's been a key member of their brain trust since their very first infomercial (Think And Grow Rich). Or there's U.S. Gold, a company that has twice increased its sales by millions with Dan Kennedy provided marketing breakthroughs. And the list goes on and on and on.

Kennedy is the "hidden genius" behind full-page magazine advertisements you've undoubtedly seen, direct-mail campaigns you've received and TV

infomercials you've seen. In addition to all the advertising and direct-mail Dan prepares for his own products, services and businesses, there are hundreds of clients using marketing materials Dan has prepared for them. His full-page ads have appeared and do appear in magazines like Inc., Success, Entrepreneur, Money-making Opportunities, Nations Business, the airline magazines, the tabloids, USA TODAY, The Wall Street Journal, and countless trade magazines. One of his client's full-page ads is now in its 10th consecutive month, appearing in over a dozen national magazines. In any given month, clients spend over 1/2-million dollars running ads, much more mailing sales letters, and still more airing infomercials that Dan has developed.

And, Dan is one of the most popular, in-demand speakers on marketing-related topics. Ironically for a marketing guru, Kennedy gets almost all of his clients with no marketing! Some come to him after hearing him speak - in 1995, he addressed over 200,000 people, including audiences of thousands in many cities, in his 5th year on tour with famous motivationalist ZIG ZIGLAR. Others come after getting and reading one of his books available in bookstores, receiving his newsletter or listening to his cassettes. But most are referred to him.

KENNEDY'S "NO BS" APPROACH AGGRAVATES MANY, BUT ENRICHES THOSE WHO ACT ON HIS ADVICE

Kennedy is not easy to do business with. He maintains a grueling schedule of speaking, consulting, writing, managing his own business, and producing infomercials, so he's rarely in his office, almost never takes incoming calls - new client-candidates are usually asked to submit information by FAX before getting a telephone appointment with him, he's militantly resistant to having his time wasted and has "fired clients" on occasion for doing so. He is blunt, straightforward, and almost totally lacking in diplomacy.

He's also expensive. Most new client relationships begin with one-day consultations at \$5,600.00. Consulting by the hour is usually \$800.00. If a relationship progresses beyond that, he not only gets fees, he gets royalties tied

to the client's revenues linked to his contributions, for as long as the materials or systems he provides are used. As a result, Kennedy routinely gets sizeable royalty checks every month from many clients, for work he did months or even years ago.

Still, he has a number of clients who have been with him for as long as ten years, including some who simply will not make a marketing-related move without his guidance.

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PM – who were your mentors?

Dan – None. I never apprenticed, worked in an agency or had any sort of mentor relationship. Instead piecing my approach together via observation, reading everything I could lay my hands on having to do with direct-response.

PM – What was your first copywriting job?

Dan – Two almost at the same time, one for a custom bowling ball company, another —coincidentally for Numa International, the family heritage company that grew out of the original Haibert business, both *in* Ohio, where I lived at the time. I was either 19 or 20 years old, I forget which. I got \$500.00 for the Numa job and thought at the time it was the closest thing to stealing without a gun I'd ever seen.

PM – Tell us a story about your beginnings in the business.

Dan – I started after about a year doing more traditional advertising, with a small agency of my own, about 18 months after graduating high school, (In between, I had my one and only job, in sales,) I quickly realized that traditional, institutional, image or brand advertising was very good for the agency but a very poor and, by design, unaccountable investment for the client, At the same time, I'd long been interested in mail-order and *had*, in fact, run my own mail-order ads successfully while still in high school. Since direct-response is, in essence, mail-order style advertising, whether for that purpose or for retail, manufacturing, professional practices, I put 2± 2 together, and went down the road of long form, emotion based, offer driven copy. In short, I got there as much by moving away from what did not work as by moving toward what did.

PM – What is your routine before you begin to write, how do you get the creative juices flowing?

Dan – There is no way to be as prolific and productive as I need to be if I am dependent on, as you put it, “getting creative juices flowing”, and I do not approach copywriting as a “creative” process at all; for me, it is a mechanical process; assembling pieces from my subconscious and actual files, pieces of already tested and proven copy, stitching it together and smoothing out the seams. My informal comparisons with other pro copywriters indicate I do about five times as much work as they do, so speed is extremely important to me. As it is to my clients. I even use Psycho-Cybernetic techniques (I wrote the book, *THE NEW PSYCHO-CYBERNETICS*) to put my subconscious to work solving copywriting tasks while I sleep, and typically go from bed to keyboard to output in under 15 minutes first thing in the morning. It is my opinion that people attempting to write their own copy are best served by forgetting all about creativity. I suppose I should add that good raw material is important, so what I gather from the client and gather or have gathered for me from competitors, historical examples and media is very important. Also, with each passing year I am less likely to take a project outside one of the product or business categories with which I’m extremely familiar, so I have little or no learning curve before writing. 90% of my clients in the past 3 years have been in one of three categories.

PM – What tools do you use in your profession, technological and non technological?

Dan – Technological tools are least important, and the idea that a computer makes a copywriter is as insane as thinking a jet plane makes a pilot, yet it seems to be popular. My most important tools are my physical and subconscious swipe files, built and organized over years. Also, good reference books. A thesaurus, the **WORDS THAT SELL** thesaurus, Hatch’s **MILLION DOLLAR MAILINGS**, Dartnell’s **GREATEST SALES LETTERS**. I have about a dozen such books I turn to over and over again for a jump start.

PM – How do you know when what you have written is good?

Dan – When it tests profitably and meets or exceeds the targeted objectives. No one's opinions ever matter the client's, mine or anyone else's. Only results.

PM – What advice can you give to those that write copy or are starting out in the business.

Dan – There's a lot of work a person can do to teach themselves this business. Taking 100 make-believe projects and finding and adapting 100 headlines for each one. Writing by hand, not computer, out entire direct-response ads as-is, to program the subconscious. I could name fifty more such exercises but frankly, nobody'll do this work. I did, but I've never found anyone else who will. There are mountains of seminars and courses on tape on this subject to study, including mine, John Carlton's. Build reference or so-called swipe files. Find a pro and volunteer to do research and rough draft work for them for free. But here's the big secret virtually every top copywriter has hard core, nose to nose, toes to toes direct sales experience in their background, like selling vacuum cleaners or fire alarms or water purifiers or encyclopedias,, cars, insurance. If you don't have that experience, get that job and do it until you get good at it.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Dan – Mistake: writing copy without thorough understanding of the targeted prospect. The 'who' is infinitely more important than the thing being sold. Mistake: thinking that the prospect is too sophisticated for proven, emotion driven copy. Mistake: failing to offer overwhelming quantity and quality of proof. Mistake: weak or vanilla or confusing offer. By far the biggest mistake has to do with my answer to #7; not writing within a reliable selling structure or formula, which usually reflects a lack of selling experience and know-how.

PM – what are the most over used and under used words in copy that you see?

Dan – Lousy question. FREE is a much used but not overused word, because it works. The challenge here is to use the right words in the right place for the right reason, not to rule out words for being over-used. I will say that you need to make certain things more interesting - guarantees, for example. Just saying “satisfaction guaranteed” is boring. Saying “if you don’t agree this is the single most valuable book you have ever purchased or read in your life...” is more interesting. The other tip regarding language is to be conversational, which usually means violating English teachers’ rules of grammar, and to use the language the targeted prospect uses. If you can’t sound like them, you can’t sell to them.

PM – What do you look for in other peoples work, what do you admire?

Dan – I admire winners, and carefully analyze them. I admire bold salesmanship. But if the copy itself is so impressive it is noticeable, it may distract from making the sale. Certainly the worst thing for copy is an award.

PM – Who do you admire from the past and present online and offline?

Dan – All the past greats are worthy of respect and study. When you remember that mail-order had to happen without credit cards, without 800 numbers, without web sites, etc., you have greater respect for that copy; it worked under much more difficult circumstances. Joe Sugarman is speaking at my 2004 Customer Appreciation Conference. Joe was the first guy to accept credit card orders via an 800 number from space ads. Everybody before him had to get people to mail in checks or money orders. So if you look at mail-order copywriters from 1960, 1950, their work had to be super powerful.

I have personally helped create a lot of very good, current copywriters. Jeff Paul, Bill Glazer, Yanik Silver come to mind, but may or may not be known to you or your readers. There are hundreds of my students writing their own copy for their own businesses very successfully. unnoticed other than in their own niches. Of the pro freelancer's, I have often said that, pound for pound, dollar for dollar - caveat: when you can get him to really focus and invest 100% Gary Halbert is the best living copywriter. In my specialized categories, I think I'm the best. John Carlton is very good. Gary Biencivinga, very good. In certain categories, I have guys only writing copy for their own businesses who are just as good, though. Dr. Greg Nielsen, for his chiropractic practice, as example. And I think it's important for the person in a business to realize he probably does not need to match my skill level to get the results he needs, because he'll probably be competing against the ignorant.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Dan – Everything.

PM – What is the biggest misconception about copywriting according to you?

Dan – That it is creative, which I addressed earlier. It isn't. Or shouldn't be.

PM – What importance do you place on the headline(s)?

Dan – Well, the war is one or lost with the pre-head, headline and subhead, in the sense that this is the ad for the ad. and it must suck the reader in and convince him to read further. However I also think a lot of people who talk about copywriting over-rate its importance. I've certainly seen ads with mundane

headlines work. I've used sales letters with no headlines at all and been successful. It can't carry all the water. I'd also comment that most rules about headlines are b.s. — for example, many emphatically insist a headline should never exceed 7 or 10 words, yet some of my most successful ads and letters, that have made millions, have very lengthy headlines. On the other hand, on two occasions I've hit home runs with one word headlines. You can forget the rules.

To the degree that the headline reflects and summarizes a compelling theme or idea, it's very important. Ted Nicholas' instruction about uncovering the hidden benefit and using it for the headline is a very good approach. Telling a before/after story ala "They Laughed..." is another good approach. Frankly, I don't think the headline is the most difficult part of copywriting at all. There are too many good, reliable fill-in-the-blank winners to choose from.

PM – Where do most copywriters go off track (get it wrong)?

Dan – See #8, What are the 5-10 biggest mistakes you see being made over and over by others?

PM – Do you follow a specific page format when you are writing?

Dan – I'm not sure I understand the question. I do pay a lot of attention to the cosmetic appearance, the choice of typestyles, type sizes, boldfacing, underlining and so on, and I believe that is nearly as important as the copy itself. I think I exert more control over it than most copywriters. And I tend to get the look right as I go, not afterward. I try to *never* write to fit pre-determined number of pages or word count. I usually write within a chosen sales structure or formula, such as problem/solution.

PM – What is the most unique/strangest product, campaign or client of your career?

Dan – I have avoided the really wacky assignments and, as I said earlier, become a specialist in only a few product categories. I've written copy to sell a \$2,000.00 coffee pot. I have coaching members who write their own copy very ably, in some unusual businesses; Larry McIntyre, who charges \$8,000.00 to find American men foreign brides comes to mind. And God knows I've had some strange clients in rather ordinary businesses. But my cocktail stories are actually few. To make a lot of money for clients and for myself requires a number of rather strict disciplines, including avoiding pioneering, and sticking to situations where there's a high likelihood of success based on a lot of 'knowns.'

PM – What is your advice to website owners writing their own copy.

Dan – Ignore 90% of what you see and 99% of what any web designer tells you. Copy is copy regardless of media. That screws up a lot of folks. They think the media is in control, so somehow the Yellow Pages is different from an infomercial and that's different from a web site. Bullshit. Oh, by the way, people need to get that the Internet is not a business. It's just another media.

PM – One secret you have never shared that you know could help others be a better copywriter.

Dan – I may or may not have such a secret But. If I had such a secret, I still wouldn't share it. Especially in YOUR publication. But I'll tell you this: I am relatively rare among freelance, pro copywriters in that I have built my own businesses, marketed my own products, and continue to invest my own money in my own promotions based on my copywriting ability. I think you more quickly become a better copywriter when you are risking your own rent money. You also have more credibility with clients.

PM – What products, courses, ezines etc. do you offer and links to them?

Dan – You can find my copywriting courses as well as other info products at my publisher's catalog on line, at dankennedyproducts.com. You can subscribe to my NO B.S. MARKETING LETTER and get info about me, my copywriting services, seminars, etc. at my site, dankennedy.com. You can buy my ULTIMATE SALES LETTER book in bookstores, Kinkos or at amazon.com. Just for the record, I do not use e-mail, and my site does not accept e-mail. If you need to communicate directly with my office, FAX 602-269-3113.

Editor's Note – Dan's not kidding, fax and phone are how we communicated with his office for Dan's contribution to this ebook. You've been warned twice now!

PM – Suggested reading for those that want to develop copywriting skills.

Dan – I listed books earlier. There are a number of them listed and reviewed at dankennedy.com. But beyond all the books on advertising and copywriting, I urge reading books on selling, ranging from old classics like 'How I Raised Myself From Failure To Success In Selling' to Zig's 'Secrets Of Closing The Sale.'

PM – Tell us your grandest moment as a copywriter!!!!

Dan – The first time my fee and royalties from a single sales letter exceeded \$100,000.00. That was quite a few years ago, and I've fortunately repeated that a number of times since. Actually, most days have grand moments, because this is a pretty darned good way to make a living. I celebrate clients' results, and I have quite a few who've gone from virtually zero to millionaire status and more riding copy I've provided. But I think it was Mark Twain who said "Anybody who writes but for money is a blockhead." I suppose that's why I've never been able to keep a diary. Actually, one of the most interesting and daunting things about

direct-response copywriting vs. all other types of copywriting is the fact that no opinions matter, and sales results accurately and often harshly tell the whole truth and nothing but the truth about the finished work.

PM – What question would you like to ask of other copywriters?

Dan – When I hang out with other copywriters, we don't really talk about copy. Again, it is actually a very mechanical process. I always ask them about new discoveries, as they ask me. But frankly this isn't the romantic or creative or interesting work that outsiders think it is, and talking about it would be like assembly line workers in a factory talking about tightening bolts. I do run a mastermind group for information marketers — there are 15, each paying me over \$8,000.00 a year; we meet four times a year. Most of them churn out a lot of copy for their businesses, some also hire copywriters, some hire me. Within the structured meetings, we compare notes, examples of what's worked in their businesses, new tests, new mailing formats, and so on. But we are only discussing copy within context of marketing strategy.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Dan – The passion, if there is that, is to make a sale. A great copywriter is a salesman at heart, by natural disposition and/or by such intense and thorough training, he lives to sell. I think most honest ones would tell you the actual writing itself is a chore, pure and simple. As to lifestyle, well, it has quite simply made me rich, made it possible to work and live pretty much as I choose, to make money at will, and to be choosy about who I work with. When you objectively consider that, for example, my fee to write a sales letter is larger than the advance 90% of all authors get for writing entire books, and roughly

equivalent to 30% to 40% of the typical college professor's salary for an entire year, that it may represent one to four days' work, and I'm a guy with zero college, it's pretty amazing.

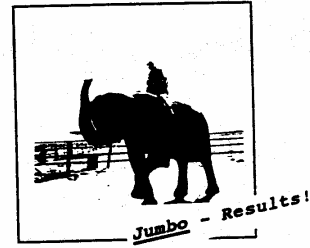
There are two things anyone can learn that guarantee, absolutely guarantee they can do well financially no matter what; learn to sell, and learn to sell via words put onto paper. I've been very fortunate to develop those skills. I once had the CEO of a big Fortune 500 company tell me he'd realized they were paying me more per hour than they were paying him. I said: "And your point?" Truth is, he knew how to do a whole lot of things I was clueless about but I knew how to do the one thing he couldn't: put words on paper that brought in customers. Without that, everything he knew wasn't worth a nickel. If somebody's reading this, pondering what skills they ought to take the trouble to master, these are the two to get. You can hire everything else done for you at bargain rates.

Dan Kennedy
fax **602-269-3113**
602-997-7707
5818 N. 7th Street #103
Phoenix, AZ 85014,

Read **Dan Kennedy's** Sales letter starting on the next page:

From Dan Kennedy:

I want to give you the tapes of my latest Marketing & Moneymaking SuperConference, which people paid \$2,997.00 each to attend, free.



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1 Book, 2 Critique Certificates,
Telephone Consulting & Coaching,
a veritable truckload of
moneymaking information and
assistance.....ALL FREE.....
and all you have to do to get all of it
is say "maybe."**

Have I finally lost my mind?

Dear Friend,

Although you have purchased my books or tapes or attended one of my seminars in the past, it has been brought to my attention that you are NOT getting my monthly NO B.S. MARKETING LETTER (full to the brim with advice that directly boosts your income, fast) — and I cannot allow that situation to continue, so.....

I am going to bury you in "bribes", just to get you to test-drive my Marketing Letter (and Inner Circle Membership).

Listen to this: all you have to do is say "maybe"try 3 Issues of my Letter. If that doesn't hook you for life; if you can't see the profit from continuing, you can change your "maybe" to an emphatic "no", and get a full refund plus ten bucks for your trouble. (Details later in this letter.)

Now, let's take a look at the pick-up truck load of "stuff" I have piled up, ready to rush to your doorstep - FREE! - "stuff" that will stimulate your marketing-mind, grease your greed glands, electrify your enthusiasm,

Page 1

point you to overlooked opportunities in your business, hand you ready-to-use and incredibly powerful strategies for magnetically attracting lots of new customers or clients.....selling more, more often to current customers.....one way or another, creating a FLOOD OF MONEY rushing toward YOUR door.

If you are interested in doing what you do faster, easier, more profitably, then you will not be able to resist everything I've bundled together for you here.

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PACKAGE FROM MY MOST RECENT
SUPERCONFERENCE - WHICH PEOPLE PAID
\$2,487.00 EACH TO ATTEND.....**

My Marketing & Moneymaking SuperConferences are legendary. People come from as far away as Australia, New Zealand, England, Korea and Japan to attend. Who attends? The #1 real estate agent in the entire RE/MAX organization. One of the most successful chiropractors in America. Every imaginable kind of small business owner. Owners of pharmaceutical companies, printing businesses, carpet cleaners. The CEO of an INC.-500 Fastest Growing Company. Entrepreneurs of every stripe. From small towns, big cities; new start-ups, giant companies. EACH PAYING \$2,997.00 TO ATTEND! And about 1/3rd each year are "alumni" - returning the 2nd, 3rd or 4th time. That MUST tell you that what gets discussed behind these closed doors is "Hot!", timely, practical, profitable.

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You will hear Dan's "JUMBO RESULTS MARKETING" presentations almost in their entirety...plus highlights from featured guest speakers like Ken Varga, author, "How To Get Customers To Call, Buy & Beg For More" - who has built a 450,000 customer business; Jerry Wilson, author, "Word Of Mouth Marketing", Somers White, ex-banker, management consultant and extraordinary marketer...Platinum Inner Circle Members.....much more!

Here's what one Inner Circle Member wrote when registering for this SuperConference: "As a direct result of last year's conference, I've made an additional \$208,974.80. Yes, that's an exact figure, because the income was generated directly from just one idea that I got at that conference..." (Ron Ipach, Ohio). **CAN HEARING THESE TAPES PUT \$208,000.00 IN YOUR BANK ACCOUNT, TOO?**

have an opportunity to get your hands on - at any price - because these are NOT “motivational” tapes (although they WILL motivate you) and these are NOT full of “fluff” (although they may entertain you) — these are live-recorded, uncensored tapes totally and solely and unabashedly and unapologetically devoted to one thing and one thing only:

making as much money as is humanly possible, as quickly
as possible, as easily as possible via super-savvy marketing
in your business, in any business.

One of the very best audio-editors in the country has painstakingly gone through all the tape - over 40 hours - and assembled the very best, the most compelling highlights of the entire Conference.

ALL THIS, packed into 6 Audio Highlight Tapes - and all FREE to you, when you agree to “test-drive” my ‘No B.S. Marketing Letter’ now.

If you can listen to these Tapes and fail to grab at least one HOT STRATEGY you can’t wait to use, that definitely and indisputably and quickly puts money in your pocket, then I’m George Of The Jungle’s Uncle and, after you tell me the bad news, I’ll go into exile somewhere, live off bananas and tree bark, never to be seen or heard from again.

GIANT FREE GIFT #2: ENTER MY “INNER SANCTUM”, WHERE THE BIG MARKETING BREAKTHROUGHS OCCUR, WHERE THE REALLY BIG MONEY IS MADE

You get One Year’s Inner Circle Membership, with ALL rights and privileges. When you subscribe to the Marketing Letter, you automatically gain entry into my Inner Circle. So let me tell you about a few of the things I do exclusively and only for my Inner Circle Members:

FREE CONSULTING CALL-IN DAYS:

Three to four (or sometimes more) times a year, I schedule “Open Call- In Days” exclusively for my Inner Circle Members. You’re given a special number for that purpose and invited to call during certain hours - when you get through, you have either 10 or often 20 minutes of personal, one-on-one consulting time with me. One of our long-time members, Tim

Page 3

Paulson, says that just one specific recommendation I gave him on one of those calls directly put over \$20,000.00 in his bank account. I could cite many other, similar stories. If you're prepared with smart, specific questions, I'll give you very specific answers. These quick consultations can really pay off big! (I routinely charge \$800.00 an hour - that's \$13.33 PER MINUTE!!! - for telephone consulting with on-going clients. These Call-In Days' opportunities are VERY valuable; my time is hard to come by.)

"OPEN FAX":

Very simple: you're encouraged to FAX me questions or subjects you want to see discussed in the NO BS MARKETING LETTER. I let you sit on my "editorial board" and tell me what I should be researching, what I should be writing about. And we have very active subscribers, constantly FAXing me great questions, intriguing marketing challenges, examples of what-works (and what-doesn't) from every nook and cranny in North America plus about a dozen foreign countries. This is a very dynamic environment. I am sort of a clearinghouse and conduit for the hot, the new, the super-profitable ideas, strategies, contacts and opportunities. Getting into this stream of information is like sticking your hands into a mountain stream filled with gold nuggets and catching what you can.

CONTESTS WITH CASH & MERCHANDISE PRIZES:

To get you involved in doing advertising and sales letter makeovers, testing your brain on marketing challenges, we put up money and prizes - each year I give away thousands of dollars in cash and probably again that much or more in merchandise gifts to my members. People won free consulting days and hours, books, tapes, seminar tickets, and more. In one previous year, we also "auctioned" some of my consulting and copywriting services to raise thousands of desperately needed dollars for a friend of our 'business family' whose husband had suffered severe brain damage in an accident and was getting screwed by the insurance company. Mine is an involved and active Inner Circle group, not just reading a newsletter, but acting on profitable strategies and interacting with me.

DISCOUNTS & FREEBIES:

You get a Discount Coupon worth up to \$100.00 toward Dan Kennedy products in the Kimble & Kennedy Publishing Catalog.....discounts all year long on recommended books, tapes, newsletters, seminars.... FREE books, booklets, reports and other "goodies" offered in just about every issue of the Letter.

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With your subscription, you'll also receive two Critique Certificates, to submit your advertising and marketing materials for my personal analysis and feedback (a \$200.00 to \$400.00 value). Keep in mind: staff doesn't do these, and there's no computer generated, robot written "form" response. I personally analyze what you submit and I personally respond. This sometimes takes 2, 3, even 4 weeks, but it's worth the wait - because I can often dramatically improve your results with a tweak here, a tweak there. One simple suggestion I gave to a subscriber about his little postcard mailing recently DOUBLED response. That's not unusual; it's typical.

And those are just *some* of the benefits....

GIANT FREE GIFT #3: A VERITABLE MOUNTAIN OF MONEYMAKING INFORMATION

I have EIGHT Special Reports set aside for you - all FREE:

1. **INSTANT IMPROVEMENT FOR YOUR YELLOW PAGES, PRINT ADS, COUPONS AND SALES LETTERS:** Quick tips and examples to boost results from your Yellow Pages ads, Print Ads, Coupons, and Sales Letters. (Don't spend another nickel on advertising without this Report!)
2. **HOW TO "RE-INVENT" YOUR BUSINESS FOR MAXIMUM GROWTH, PROFITS & SUCCESS:** I'll help you unearth the "hidden opportunity" in your business! Cut through the fog of familiarity and take a consultant's look at your business.
3. **GIVE YOURSELF THE 'MILLION DOLLAR MARKETER'S MIND':** Top marketers think differently than everybody else! Clients line up to tap into my thinking - at \$850.00/hour! Here's a provocative sampling of my most intriguing marketing ideas for any and every business or sales career...extract and apply the one or two most appropriate for your business and watch the fireworks!
4. **HOW TO CREATE COMPELLING USP'S (Unique Selling Propositions) AND MONEYMAKING MARKETING MESSAGES.** What you say about yourself, your products, your services is one thing; how you say it is another. Most business people do a terrible job of describing what they have to offer - in this Report, you'll discover how to create exciting marketing messages that magnetically attract customers.
5. **QUICK TIPS FOR "FAST RESULTS" MARKETING:** Here's a collection of some of the most valuable strategies presented in past Issues of The No B.S. Marketing Letter, that can have immediate impact on your income.

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6. **HOW TO PROFIT IN THE EXCITING NEW WORLD OF FAX MARKETING/
PLUS FACT & FICTION ABOUT MARKETING VIA THE INTERNET:**
Explore the new technological frontiers and opportunities in "electronic marketing" - specifically by computer bulletin boards, internet and on-line services, by FAX-ON-DEMAND, by BROADCAST FAX, and much more.
7. **"TWO TYPED PAGES" THAT CAN ADD TENS OF THOUSANDS OF
DOLLARS OF YEARLY PROFITS TO JUST ABOUT ANY RETAIL OR
SERVICE BUSINESS.** I developed these "two typed pages" for private clients. Now I'll hand them to you - and show you how ridiculously easy it is to use them, to add tens of thousands of dollars to your income - without even a penny of added cost.
8. **IDEAS EXCLUSIVELY FOR PUBLISHERS & MARKETERS OF
'INFORMATION PRODUCTS':** If you create, write, publish and market "information" (or would like to) this specialized Report is for you. Dan reveals some of his most profitable strategies for this unique business.

And in addition to these Eight Special Reports, I'm also going to send you my book, THE ULTIMATE SUCCESS SECRET. Now, here's the question: is there ONE "Secret" more powerful than all others? I say YES, and in this book, I'm going to take you through a process of identifying THE one most-powerful success strategy you MUST use on a daily basis to achieve optimum business, financial AND personal success. Along the way, you'll encounter these "gems":

On Pages 17 & 18 - the Empowerment Formula for conquering all of life's obstacles and problems. On page 27 - how a frustrated Doctor's wife transformed their practice and her life with ONE dramatic decision. On page 41 - how a plastic surgeon's unusual discovery may affect everything from your golf swing to your bank balance. On page 69 - Advertising genius David Ogilvy's secret for building successful businesses. On page 24 - General Norman Schwartzkopf's leadership secret: what to do when you are put in charge, whether of a great crisis or a grand opportunity! Page 33 - seven ways to get smarter about any subject, fast. One of my Inner Circle Members, Stephen Matuszak, a registered investment advisor, said, "Your book, The Ultimate Success Secret, is the best yet - I stayed up until the wee hours of the morning to finish it in one sitting - I couldn't put it down!" I'll bet you agree!

And, to ice the cake, an unbelievably sweet guarantee!....

**THERE IS ABSOLUTELY NO RISK. YOU
CANNOT POSSIBLY LOSE OR WASTE A
PENNY. WITH MY AMAZING DOUBLE
GUARANTEE, YOU MUST MAKE MONEY WITH**

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MY INFORMATION AND YOU MUST BE
THRILLED WITH EVERYTHING I DELIVER, OR
YOU GET YOUR MONEY BACK PLUS \$10
EXTRA FOR YOUR TROUBLE.

Yep, I'll teach you how to make
more money than you've ever
dreamt possible - or
I'll give you your
fee back PLUS A
TEN DOLLAR
"PENALTY" RIGHT
OUT OF MY POCKET.

3-MONTH FREE TEST DRIVE:

Guarantee #1: Take 3 months, get 3 Issues of the Letter, plus this mountain of additional information, tools and gifts, review it all, try it, prove its value - and you decide. After receiving 3 Issues, if you like, you can cancel your subscription, return everything, and receive a full refund PLUS AN EXTRA \$10.00 - no questions, no hassle.

**AMAZING 12-MONTH, \$10,000.00
WARRANTY**

Guarantee #2: Stay with me for an entire year....get 12 Issues of the Letter, use all the benefits - if, 12 months

"I'm a new Member and just received my first newsletter. Very seldom do I stop what I'm doing to read a newsletter from start to finish! I've gotten so many good ideas from yours, and can't wait to put them to good use. What a resource!"

- Robert Magaletta, Louisiana

"Your newsletter continues to be the very best in the entire marketing field, because you pack each issue not only with good ideas, but also excellent examples. Because of it, I have eliminated my subscriptions to most other marketing publications."

- Lester Nathan, President

Results Management Inc., New York

"Every time we use your marketing techniques, amazing things happen. Even just applying tidbits from your newsletter can pay off big! For example, we spent \$8.40 — that's eight dollars — on a sales letter done 'your way', distributed it by hand door-to-door, and made \$26,138.00 in 2 days. As you know, we just moved back from Ireland and we could not have gotten our construction business started again, making money so quickly, without your ideas. First 3 jobs, \$84,000.00 income. Why wouldn't anybody study your newsletter as if their life depended on it?"

- Steve A. Smith, Indiana

"I don't think I've ever taken the time to write and thank you for helping me make more money and retain more customers than ever before. Just thought I would mention that my wife won't let me read your newsletters at night before we go to sleep anymore. They keep me up until the wee hours of the morning thinking, creating, working. Your NO B.S. newsletters are so chock full of savvy business and marketing advice, real meat and potatoes stuff, that I can't imagine anyone in business not subscribing!"

- Alex Bruce Dicker, California

YES, THESE ARE REAL PEOPLE, REAL RESULTS, AND THEIR LETTERS WITH HUNDREDS AND HUNDREDS MORE JUST LIKE THEM ARE ON FILE. PROOF POSITIVE THAT GETTING DAN'S NO B.S. MARKETING LETTER (AND INNER CIRCLE MEMBERSHIP) PAYS OFF BIG!

from today, you can honestly say you have not put at least \$10,000.00 in your bank account you know you would not have put there without me, I will still refund every penny you paid - again, no hassle. (I won't pay you the extra \$10, so the entire year's "experiment" will have cost you ten bucks, but not even one dollar out of your pocket.)

Why on earth would I offer such a wide open, generous guarantee? Am I nuts? Because in 9 years of publishing my NO B.S. MARKETING LETTER, fewer than 1/2-of-1% of our Members ever choose to leave with a refund. All my experience and all my Members' experience tells me: YOU WILL MAKE SO MUCH MONEY AND BE SO THRILLED YOU JOINED MY INNER CIRCLE THAT "THANK YOU, DAN KENNEDY" WILL BECOME YOUR MANTRA!

Look, that's not arrogant. It's just fact. Want proof? Well, consider the comments from my Members on the enclosed "green page" and on the back of the enclosed newspaper-size page. I have file cabinets full of exactly these kind of "success stories". YOURS WILL SOON BE ADDED TO THOSE FILES. And that means YOUR bank account'll bulge with new, multiplied income thanks to strategies you snatch from my NO B.S. MARKETING LETTER.....

Which brings us to THE NO B.S. MARKETING LETTER itself. I've told you about the truckload of "bribes" I'm giving you to try the Letter, but now let me tell about the Letter itself.

Greg Renker, CEO of the Guthy-Renker Corporation, famous for its TV infomercials featuring Tony Robbins, Victoria Principal and other celebrities, says: "I anxiously wait for Dan Kennedy's No B.S. Marketing Letter. Each Issue is packed with new information and terrific insights that are invaluable to our business."

He's not alone. Hundreds of our Members tell me mine is the only publication they get that they stop whatever they're doing and bolt the door to read, hi-liter in hand. If we're late getting an Issue out, we get calls and FAXes from lots of folks fearful they've somehow missed an Issue - it's that important and valuable to them.

This thing is like a day-long, intense seminar in print arriving every month. Each Issue is at least 8 packed pages, usually more. There are almost always advertising or sales letter "makeovers", terrific examples of "what works", timely marketing news, trends, continuous teaching of my most important strategies, a continuing provocative and occasionally even entertaining conversation with me..... we cover every imaginable marketing and moneymaking tool and opportunity, from the lowly Val-Pak coupon or dirt-cheap postcard to the Internet, broadcast FAX and recorded messages to, of course, long-form, copy intensive ads, advertorials, sales letters and brochures. Most Issues also contain Q&A with the subscribers, a guest expert's article on a specific marketing strategy, a continuing update to my 'Ultimate Information Entrepreneur Manual' and to my 'Make Millions With Your Ideas' book. My schedule, with seminars and other opportunities. Look, it's LOADED! L-O-A-D-E-D!

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CONSIDER IT ALL:

1. SUPERCONFERENCE AUDIO PACKAGE

Attendees paid \$2,997.00 each to attend. We've sold previous years' tapes separately for \$399.00. If you listen, it's a sure bet they'll prove worth much more than that to you. But let's put their value at just \$399.00.

2. THE MOUNTAIN OF INFORMATION

8 Reports, my book. Over \$100.00 worth of materials, but again they should be worth a whole lot more than that to you, in results!

3. THE INNER CIRCLE MEMBER BENEFITS

When you consider that just one hour of my telephone consulting time sells for \$800.00, these exclusive access benefits are obviously very valuable. If you participate in 3 call-in days, 20 minutes each time, you'll get \$800 in consulting. Plus the "Open FAX." Plus contests, freebies, discounts. Easily \$1,000.00 in value.

4. THE NO B.S. MARKETING LETTER

The most valuable marketing and moneymaking newsletter in America, bar none. (And I oughta know, because I subscribe to over 40 such newsletters plus dozens of specialized trade journals. I challenge myself every single month to make mine better.... worth ten times any of the others.)

1.	399.00
2.	100.00
3.	1,000.00
4.	229.00

\$1,728.00 TOTAL VALUE

.....guaranteed to be worth at least \$10,000.00 to you in increased income.....

But you get EVERYTHING for just the subscription fee, just \$229.00.

BUT I INSIST THAT YOU SAY 'MAYBE', SO....

As you might imagine, at various times, I've put forward various discounts or promotional offers for new subscribers. The best and largest discount that I have ever given is \$50.00. Here, now, and I absolutely assure you, this time only - in

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addition to this giant collection of bonuses, I'm ALSO going to give you the maximum discount. Right now, you can subscribe at a \$50.00 SAVINGS, reducing your fee to just \$179.00.

You will NOT receive another mailing offering a lower fee. Not now, not ever.

Quite frankly, my green eyeshade "money guy" thinks I'm nuts. My bean-counter said, *"Do one or the other - big discount OR a pile of gifts, but don't do both. You're giving away the whole farm! You'll spoil these customers rotten!"* (That's why you NEVER let the accountant run a company. Sure, I may actually lose a few bucks bringing you on at this low rate and burying you in all these gifts. But I know for a fact, from 22 years in my business, that when you see measureable results in your bank account from my advice, you'll eagerly and happily give me more money - renew, come to seminars, and so on. See, accountants just don't get the idea of "total customer value". That's why accountants work for hourly wages, for entrepreneurs like you and me.)

Remember, you have my DOUBLE GUARANTEE. Just say "maybe", take a 3 month "test drive", if you aren't thrilled, get a refund PLUS AN EXTRA TEN BUCKS for your trouble.

Unless you are already, perfectly happy with every aspect of your business life — your sales, your income, your business' growth and stability, the way you get customers or clients, the quality of those customers — why wouldn't you take advantage of this offer?

Best,

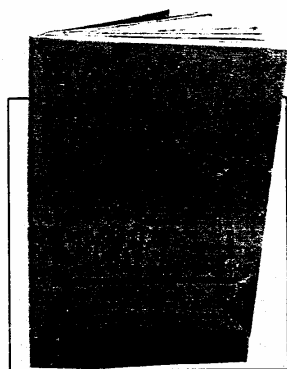
Dan S. Kennedy
Committed To Multiplying YOUR Income!

EXTRA FREE GIFTS WHEN YOU RESPOND IMMEDIATELY,
NO LATER THAN THE DATE MARKED IN RED ON THE
ENCLOSED ACCEPTANCE FORM

PS: How would you like a million dollars of FREE advertising for your product, service, business, book, whatever? Well, Paul Hartunian is the guy who can make that happen for you. Paul spoke at the 1999 Conference and was so well received I'm also going to give you his VIDEO - FREE - and here's why you gotta get your hands on it: Paul is NOT some theoretical

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teacher. He lives what he teaches. Just for example, he has been on Donahue, Jenny Jones, Regis & Kathie Lee.....interviewed on over 1,000 radio shows.....FORBES MAGAZINE did a TWO-page, full color story about him. That space in Forbes alone would cost over \$100,000.00 - Paul got it for 15 cents. And this is just what he's done for himself with publicity - this doesn't include the accomplishments of his students and clients. Every year, Paul makes more money during a 10-day radio and publicity blitz for one of his own products than a lot of folks make from working all year. What he can do with nickels and a FAX machine is almost criminal. Certainly astounding. So, if you've got a tight budget.....OR you've got a "hot" product that needs a ton of exposure.....if you want to become locally or nationally famous.....if you'd like to get and keep your name and story in the public eye.....OR if you'd just like to reduce your dependency on costly advertising, you MUST pay attention to what Paul reveals in this Video, 'How To Get \$1-Million Worth Of Publicity, FREE'. To get the extra video FREE, all you have to do is get your newsletter subscription in by or before the date stamped in red - then you get this Video as one more, added, extra FREE GIFT.



Free Book!

.....SO,
let's list
EVERYTHING
that's coming
to you (be
careful
lifting the
box!):

The Persuasion Masters Reveal Their Secrets

1. **The Audio Highlights Package** from my \$2,997.00 per person Marketing & Moneymaking SuperConference
2. **One Year Membership** in my Inner Circle, with all rights and privileges, including:
 - **Personal Telephone Consulting & Coaching** (on designated Call-In Days)
 - **Contests with Cash & Merchandise Prizes**, to encourage learning
 - **FREEBIES!!!** - Free books, booklets, tapes, and information
 - **Discounts** on business-building tools and seminars
 - **Two Critique Certificates**, to get my personal input and analysis of your advertising and marketing materials
3. **Eight - count 'em, eight!** - Special Reports, each focused on very specific, practical moneymaking strategies tested under fire and proven by many of my Inner Circle Members.
4. **My book, THE ULTIMATE SUCCESS SECRET**
5. **Dr. Paul Hartunian's Publicity Seminar VIDEO: How To Get \$1-Million Of FREE Advertising**
6. **My astounding DOUBLE Guarantee**

This IS a true MOUNTAIN of moneymaking information, all for just \$179.00.....
.....only "catch" - you gotta act RIGHT NOW!

1. **FAX BACK** the enclosed Form to 602/269-3113, anytime 24 hrs a day, 7 days a week
2. **CALL** my Office, 602/997-7707. Staffed 'Live' 12:00 to 4:00 PM Arizona. Time, on Wednesday, otherwise voice mail available 24 hours a day.
3. **MAIL** back the Form, if you must to:
Kennedy Inner Circle, Inc., 5818 N. 7th Str. #103, Phoenix, AZ 85014.

PPSSS: On top of everything, I'll kick in yet another bonus - if you are in the first 100 to respond to this letter. Joe Polish interviewed me, for the monthly audio series he provides to his clients. Afterwards, he said that what he sucked out of my brain was my best stuff ever - that listening to this one interview crystallized my entire, very powerful approach to successful marketing. LISTENING TO THIS ONE TAPE IS LIKE A GIANT MENTAL ENEMA, that will flush out all the "b.s." you've been told about advertising, marketing and selling, and will challenge you with a radical new paradigm. I'll send you this mind-blowing Tape FREE, but you MUST take action this instant.

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ACTION RESPONSE FORM

"MAYBE."

- "Okay, Dan, go ahead and send me the mountain of moneymaking information, tools, audio tapes from your SuperConference, the Reports, THE WORKS - all FREE - and sign me up for your Inner Circle, also FREE - with my subscription to your "No B.S. Marketing Letter." I canNOT lose or waste even a penny with your Double Guarantee, so why wouldn't I take you up on this offer? At this point, all I'm saying is MAYBE, that I'll give your 'stuff' a try."

___ **3-MONTH GUARANTEED TEST-DRIVE* AND 1-YEAR SUBSCRIPTION, \$179.00.**
(\$229.00 Less \$50.00 Discount = \$179.00)

OR:

___ **3-MONTH GUARANTEED TEST-DRIVE* AND "BEST VALUE" 2-YEAR SUBSCRIPTION for just \$277.00 (2 Years @ \$229.00 - A \$50.00 Per Year Discount = \$358.00 - Save An Extra \$81.00! - Just \$277.00)**

(*Anytime within the first 3 months, you may cancel and return everything for a full refund plus an extra \$10 for your trouble - that's a 3 month free test drive! Also, continue for a full year, and, if you can honestly say you haven't made at least \$10,000.00 as a direct result of this service and these materials, you may still request and receive a full refund. Additional details of these Guarantees appear in the accompanying letter.)

"I would also like to receive some of your books - add these to my order:"

___ I'm "new" to Dan's methods. Send me his **"FAST START GUIDE"**. Add just \$9.95 to my order.

___ **NO RULES: 21 GIANT LIES ABOUT SUCCESS AND HOW TO MAKE IT HAPPEN NOW!** - 168 pages, softcover, \$12.95. Dan's newest book, featuring 21 lies and myths about success and how to break free of them, fascinating true stories, contrarian success strategies."

___ **HOW TO MAKE MILLIONS WITH YOUR IDEAS.** 252-pages, paperback, \$13.95. Every opportunity and strategy for bringing new ideas, products or services to market, with an emphasis on direct marketing. Incl. 45 Millionaire-Maker Strategies.

___ **BOTH OF THESE BOOKS: \$26.90 - less 10% discount - Total \$24.20.**

ORDER TOTAL: \$ _____

CODE: _____
Exp. _____
Date: _____

PAYMENT: ☐ Check/M.O. (Payable to Kennedy Inner Circle)

☐ VISA ☐ AmericanExpress ☐ MasterCard ☐ Discover Card

Card# _____ Expire Date _____

Signature _____ (Required)

Your Name _____ ☐ Ship to office ☐ Ship to home

Company Name _____

Street Address (for UPS) _____

City, State, Zip _____

Mailing Address (if different) _____

Phone _____ FAX _____

e-mail address _____

① FAX FORM TO: 602/269-3113 (Available 24 hrs a day, every day)

☎ CALL: 602-997-7707 Tue. & Weds. 12:00 - 4:00 pm/Voice Mail otherwise)

✉ MAIL TO: Kennedy Inner Circle, Inc., 5818 N. 7th St. #103, Phoenix, AZ 85014

Are You "New" To Dan Kennedy And His Amazing, 'Very Different' Approach To 'Jumbo Results' Marketing?

For just \$9.95 added to your order, you'll get the "DAN KENNEDY METHODS FAST START GUIDE", a quick "crash course" in the principles and strategies you'll be exposed to every month from now on. This'll get you up to speed on the fundamentals of his radically different approach to advertising, marketing, acquiring customers and maximizing business profits. The Guide includes a fascinating interview, ten key concepts of 'contrarian marketing', and examples of marketing tools that get extraordinary results.



What a mystery! Unless you are already thoroughly satisfied with every aspect of your business — the nature of the clientele, the ease with which you attract your customers, the results of your advertising the growth, the profits, the income you extract from it for wealth-building — and you are already supremely confident of continued prosperity regardless of changing times or emerging trends, why would you turn your back on a 100% risk-free, no obligation offer to try out my flow of ideas, advice, case histories, examples and strategies for three full months? Bluntly, that's just not smart. And it isn't everyday that a multi-millionaire entrepreneur in his own right, and sought after advisor to thousands of businesses shows up on your doorstep, offering you an opportunity to "test drive" his best tools and strategies in your business, again, at zero risk. Let me again be brutally blunt. The \$100.00 or so you invest in Inner Circle Membership and my 'No B.S. Marketing Letter' for a year will have virtually no impact on my life whatsoever. If you stubbornly stick with "NO", frankly I won't miss your money. A certain, very predictable percentage of the people receiving this offer accept it; whether you're in that group or not is irrelevant to me. And I'm going to eat steak, travel first class, and add another racehorse to my stable this month with or without your hundred bucks. If that sounds horribly arrogant, I honestly don't mean it that way. I'm striving to make this important point: your "NO" decision won't negatively affect me, but it cannot possibly, positively affect you either. The only possible way you can gain here is by saying, "MAYBE" and, over three months, seeing for yourself what kind of income improvements, even breakthroughs can occur for you with my input. You cannot "lose". But even if you could, the hundred bucks'll go unnoticed by you too. In a year's time, it's pocket change a day. Less than a Big Mac 'n fries. You blow this kind of money on the daily newspaper (which, incidentally, offers no upside). Saying "NO" to avoid this dinky of an investment makes no sense. You won't be able to locate the few bucks saved three months from now. But if you say "MAYBE" you just may have a whole lot more money in your bank account three months from now, just as thousands of other businesspeople have found out. The quote "opportunity only knocks once" is myth. Opportunity is abundant and frequently comes calling - the trouble isn't

READ THIS ONLY IF YOU'VE DECIDED ON "NO" INSTEAD OF "MAYBE"

Mike Lamb



For the past 20 years Mike Lamb has helped hundreds of businesses improve sales, strengthen their marketing, solidify their image in the marketplace and identify additional streams of revenue. With a radio career that spanned over 20 years, Mike enjoyed success as air personality and programmer in Pittsburgh, Baltimore, Cincinnati, St. Louis, Milwaukee, Reno and Wichita.

Mike's media career has included promotion and marketing, radio management, broadcast programming, writing and producing. As an award-winning writer and producer, Michael has over 10,000 pieces of commercial copy to his credit. Mike has written a screenplay and a novel. He is at work on a second novel and a business book on creating personal income using the Internet.

Mike is the host and producer of The Moneyroom Show webcast currently heard in 29 countries via the Internet. In 1996 he co-founded Profit Talk, Inc., a marketing and media group which owns and operates the nationally syndicated radio talk show The Moneyroom Show, Moneyroom.com and 22 other independent web sites. Every day by phone and every week on The Moneyroom Show, Mike talks with the Who's Who in Internet Marketing and Business. Along with his guests, he offers advice and suggestions to people interested in growing their internet-based business.

For Your Web Profits,

Mike in the Moneyroom

Mike Lamb MONEYROOM.COM
mike@moneyroom.com 316-312-5159

PM – who were your mentors?

Mike – I had a whole host of copywriting mentors in the beginning. My first career was broadcasting and as most radio folks did, I started in small market radio. My mentors were all the copywriters who came before me, with all those radio commercials we loved to emulate, by people in both our market and in all the other radio markets we had access to.

PM – What was your first copywriting job?

Mike – Most radio people, we were called disc-jockeys back then, had to write their own radio commercials. Even back then it didn't make a lot of sense to me. Here were brand new DJ's in the business and here were advertisers spending their marketing dollars on radio ads being written by a bunch of nobodys or newbies. It seemed insane, but that insanity was in many cases a stroke of genius by those broadcasters. Picture it. You are a manager and you've just hired a young radio wannabe who wants to conquer the broadcast world and you give him carte blanche to do whatever he wants to do within reason.

What do they do? They do things to get noticed. They mimic other people and other commercials. They get as creative as they can. Okay, sometimes we went nuts. Funny voices, characters, our brand of offbeat humor.

What happens? You end up getting some of the brightest, most creative, sometimes wacky, radio commercials. Production values weren't as good as they could have been. Hey, we were just learning. Keep in mind this was small market radio, yet a staple in the learning curve for every new broadcaster.

I remember listening to radio commercials that had won Radio Advertising Bureau awards each year. We all wanted to top those efforts and win one of those awards for ourselves.

For me the first copywriting payoff came in 1985 (many years from my first attempt at copywriting) when I won the top honors for Best Radio Commercial in the State of Pennsylvania. It was the only time I entered a contest for judging radio commercials. It certainly wasn't for ego. The General Manager liked that commercial and thought it had winning potential. Turns out he was right. At the awards banquet Larry King was the keynote speaker and presented me with my award. That was an added bonus of the work.

Including that particular radio spot I have written over 10,000 pieces of radio copy or commentary.

Early on some were good, some were poorly written. After a few years of having to write radio commercials as part of my disc-jockey job my copywriting career took a creative turn for the best. I met a very creative copywriter who taught me the value of "the first sentence". Of course, that turned out to be the headline of the commercial. I learned that if you could capture the attention of the listener within the first 5 to 8 seconds you could essential hook them and make them listen to the entire commercial.

I took that copywriting key along with some other points he shared with me and made a copywriting a creative task every chance I got. I even started writing commercials for other DJ's who hated to write them. I spent time rewriting my first drafts of each spot and my spots became better. The better they were, the more business they created for the stations clients. Then more salespeople wanted me to write for them

I started going out with the salespeople, actually visiting the customers store or place of business, to get a better feel for what I was going to be writing about. The sales people loved me. Unlike many of the station's DJ's I actually cared about them in a way the others didn't. I paid attention to what the customer wanted and delivered copy they liked so

they bought more ads. And because the salespeople loved the attention I gave to their customers (which was their personal livelihood) they rewarded me. I got more "live remotes" which meant more money in my pocket, but I also got more spiffs like concert tickets, restaurant coupons, free stuff, etc.

Those early lessons taught me the value of spending enough time on the words that sell your product. In any medium, especially marketing on the web, the words you write are the most important element of creating your own personal success.

PM – What is your routine before you begin to write, how do you get the creative juices flowing

Mike – The writing process for me starts with the gathering of the facts. The more real information I have the more places I actually can use as a starting place for the copy. I spend a great deal of time thinking about how I'm going to write something. I make primary notes and create a brief outline of the project objective. I usually don't start at the beginning. It's more usual for me to start in the middle because that's where I might find one of the more exciting elements. I tell you this because there really are no rules for putting words together.

A few years ago I wrote my first novel. I didn't know what I was doing. I just had what I thought was a cool story and I mimicked other novelists I'd read telling my story the way they might do it. Of course as I rewrote my story my own voice revealed itself. But I didn't start out with any rules. One technique I used, also used by a lot of authors now, is writing in shorter sentences. Although grammatically incorrect, it helps to build excitement as you read the content. In some cases, it moves the story along much faster, too.

PM – What tools do you use in your profession, technological and non technological?

Mike – I have three tools I use to write. I use my laptop sometimes. When I am feeling particularly creative I use a legal pad and a pen called a Rolling Writer. When I don't want to carry my laptop around I use an AlphaSmart 3000.

This is great little word processor I found in Writer's Digest a few years ago. It was originally created for elementary schools to inexpensively teach kids how to type. The unit costs about \$300, has a USB port so you can connect and download any of the eight files into any program that accepts a text file such as Word, Notepad, Wordpad, or Word Perfect.

This best thing about this little keyboard is that it runs on three double A (AA) batteries. When I fly coast to coast it's a gem. 45 minutes in the flight most of the laptops close up because of the limited battery time. I keep typing and typing. Occasionally I'll get dirty looks, but once in a while someone will ask me about it. And yes, I share the secret. I don't know how many of them I've helped sell, but I have told a lot of people about it.

PM – How do you know when what you have written is good?

Mike – I guess I can taste it. By that I mean it just feels right, but very rarely do first drafts get used. I may believe it's good, but I never know unless it gets a litmus test from people I trust. I do show it around to my inner circle to get their opinions. Of course, nothing is ever as good initially as you think it is. You have to be humble let them have their say. Many times there are things you can do to make it better. The argument I usually have is about the length of a document or sales letter. With radio you have the most important element working against you and that's time. Every element has to be a certain length to fit the time parameters of a radio commercial.

PM – What advice can you give to those that write copy or are starting out in the business.

Mike – Write often. Write everyday. I think of words and phrases like music notes. To write a good song you have to know the notes. A good copywriter can orchestrate his or her words into a great piece of copy. You get better at writing by doing it and by seeing how others do it.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Mike –

1. Not writing enough.
2. Not sharing their writing with others for a different perspective, opinion and testing.
3. Writing using the wrong vocabulary. In other words, using words that may be over the head of the reader.
Not writing simply enough. Again, writing over the head of your reader.

PM – what are most over used and under used words in copy that you see?

Mike – I think it's all subjective. Some words are over used in certain businesses. You should know what those words or phrases are in the business you're in.

PM – What do you look for in other peoples work, what do you admire?

Mike – I look for true creativity. I look for how other people appeal to my interest. I look for how other writers get me emotionally.

One of the best copywriters in radio was Chuck Blore. I remember something Chuck said during a radio conference. He said, “get ‘em in your gut and you got ‘em”.

I’ve always believed what he meant was if you can touch someone with your words, actually get to react with pure emotion, you can manipulate them in amazing ways. Keep in mind the word manipulate is neither negative or positive. After all, isn’t that what we do as writers? Of course, it is. We influence people with what we write. We just have to make sure we do it with proper etiquette and for the right reasons, always making sure there are benefits for your readers.

PM – Who do you admire from the past and present online and offline?

Mike – The people considered to be the masters of direct marketing and classified advertising.

David Ogilvy, Robert Collier, John Caples, Claude Hopkins, Joe Sugarman. And you can't leave out Dan Kennedy, Ted Nicholas, Gary Halbert.

PM – What can today’s copywriter most learn from the masters of the past (Barton, Collier etc)?

Mike – The basics of their craft and where and when to break the rules.

PM – What is the biggest misconception about copywriting according to you?

Mike – That just putting a few words together makes you a good writer.

PM – What importance do you place on the headline(s)?

Mike – The headline is undoubtedly the most important, primary part of any sales letter. As they say, it is the ad for the ad. Write a bad headline and nobody reads the rest of what you've written. Write a headline that gets read and everything else you've done multiplies in value ten fold or more.

PM – Where do most copywriters go off track (get it wrong)?

Mike – Writing from a point of ego instead of for there readers.

PM – Do you follow a specific page format when you are writing?

Mike – I do start writing content from notes I've created for a project. I begin with an area of the copy that speaks to me first. In other words, I start with something that interests me in the beginning and then follow the progression until I finish. In most cases, the headline and the sub headline are written last.

PM – What is the most unique/strangest product, campaign or client of your career?

Mike – I would say it have to be the clients who decided to write their own radio commercials. There is a collection of these oddities. In most cases, they were so bad they became comical. Some of these people actually made a career and built their business with these incredibly bad spots.

I remember one client that created a series of commercials that sold lawn tractors and lawn mowers. The premise was that aliens had come to take over the earth and the tractor dealer became the hero with his brand name tractor or lawn mower by his side. His series got better become he stayed consistent with the campaign, and not surprisingly he sold a hell of lot of tractors and lawn mowers.

PM – What is your advice to website owners writing their own copy.

Mike – Write what makes sense, but make sure you get other opinions and test your copy. Don't let your ego get in the way of your business sense. You may write what you think is great copy, but if you don't test it and it doesn't sell your product it just won't matter how great you think it is.

PM – One secret you have never shared that you know could help others be a better copywriter.

Mike – I got this from Scott Haynes a copywriting expert who gets a lot of money for writing good copy. I found out other people do this, but I first heard it from Scott.

Scott steals headlines from magazine covers. He writes them down on index cards and catalogs them for future reference. They become part of what he calls his “swipe file”. When he gets stuck for a headline he pulls out those index cards and manipulates parts of those headlines. It's one of the most creative uses from other peoples efforts I'd ever heard.

I know use it quite often. I get some of my most successful ideas from magazine covers like GQ, Cosmo and Redbook. I also look at and borrow headlines from niche-oriented magazines like Millionaire, Robb Report, hobby and writing magazines.

PM – What products, courses, ezines etc. do you offer and links to them?

Mike – I don't have a course, but I do have a product that puts fresh, original content on to niche-oriented web sites. My company produces web audio for any web site. We've discovered that web audio is wonderful way to keep visitors on

your site longer and we a series of audio programs, such as a weekly radio show, you can actually bring repeat listeners back to your site again, week after week.

If you are interested in having creative audio or any kind of fresh, original

content for your web site, you can call our office at 316-312-5159, email mike@moneyroom.com or visit, www.listenlink.com.

PM – Suggested reading for those that want to develop copywriting skills.

Mike – Of course, everyone should read the classic copywriting and advertising books that nearly every good copywriter will tell you about. Books like the Robert Collier Letter Book and the others master direct marketers I mentioned earlier. There are three other books I would recommend.

How to Have a 48 Hour Day, by Don Aslett. Although it is not a copywriting book it is written by a man who has authored and self-published over 60 books. It is a book about using time more efficiently. The wonderful thing about this book are the ideas and methods Don writes about. Amazing as it sounds Don actually used and continues to use them to write his books during his downtime.

The Self-Publishing Handbook, by Dan Poynter. Again, not a book on copywriting, but a valuable book for any person wanting a successful writing career.

And the book...Words That Sell by Richard Bayan. This is literally a thesaurus that helps you promote your products, services and ideas. It is broken up into chapters using certain stimulating words. There are also some great extras like sentences for opening with a question, opening with a statement, heads and snappy transitions. This is one book I use a lot and would hate to be without.

Also I would pass along the idea of reading books on novel writing, after all we all telling stories to market, promote and sell our products.

PM – Tell us your grandest moment as a copywriter!!!!

Mike – My first grandest moment was winning the award for best radio commercial for 1985 when I worked for a radio station in Pittsburgh from the Pennsylvania Association of Broadcasters.

The second grandest moment was when I sent out my first sales letter that brought in sales. That was truly awesome. Whew! Real money from something I wrote to promote and market that product.

PM – What question would you like to ask of other copywriters?

Mike – I think the one question I would ask is of other copywriters is how do you bang out as much copy as you do? Some people I know can write a stream that flows like a half-inch hole in a waterbed. It comes out quickly and flows at the same speed for a long, long time. I know novelists that can write like that.

Only a few times have I written like that and it was wonderful. I felt like the muse had possessed me when that happened.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Mike – Good copy is like having good graphics. I read somewhere that good graphics are good politics. I believe good copy is good politics. Well written copy is like a good story. A good story moves the reader forward through a series conflicts toward a resolution. Good copy moves a reader through a series of benefits toward a buying decision of some kind.

I make my living by the words I write, say, tell and share with others. I have a passion about telling stories, writing stories and writing good copy has been a direct benefit of being able to do that.

Using words correctly and efficiently are tools of the business trade. Any person considering a career of any kind should learn to use words effectively. It alone can become the ticket to a wonderful life. You don't have to become a Faulkner, Hemingway, Angelou or Grisham to be successful. There are many good story tellers who are telling their company story and successfully marketing their products. The funny thing is they are using the same words you and I and millions of others use everyday. Some of us are just more creative and liberal with those words.

Write every day. Practice using those words. You will become a Master in time. Be patient.

Thank you for the opportunity to share my thoughts and my passion about copywriting.

Read Mike Lamb's Sales Letter Here: <http://www.moneyroom.com>
<http://www.themoneyroomshow.com>

Alex Mandossian



Alex Mandossian is a Website traffic conversion strategist and best-selling author of *Market with Postcards™*. He has helped his coaching clients generate over \$183 million in sales and profits in 12 years.

Alex's clients include: Dale Carnegie Training, Anthony Robbins & Associates, Pitney-Bowes, Creative Real Estate Investing Online and Polaroid Corporation. **Jay Conrad Levinson, calls Alex a “Guerrilla Marketing Genius.”**

If you want to repeatedly win the hearts of MORE cash-paying customers even if you're on a shoestring budget, **get 3 FREE chapters** of Alex's best-selling course at <http://www.MarketingWithPostcards.com/freechapters>

PM – who were your mentors?

Alex – I never had a one-on-one mentor, but the copywriter who has had the greatest single impact on my writing style and marketing philosophy is Eugene Schwartz (Breakthrough Advertising)

PM – What was your first copywriting job?

Alex – A 60-second TV spot for “The Ball Cap Buddy” – how to wash your ball caps in the washer without ruining them. (The commercial flopped)

PM – Tell us a story about your beginnings in the business.

Alex – I started my professional copywriting career as TV spot and infomercial writer. TV is very demanding upon a copywriter’s talents because unlike direct mail, TV involves timing, sound, visual scenes and words to fill up those scenes. Editing is not in words, music, voice-overs, cuts to new scenes, 800 number blue screens, etc.

Once marketers made the correlation of As Seen On TV products and space ad sales (Parade Magazine, USA Weekend), catalogs, direct mail, QVC/HSN and retail, I found myself writing sales copy in all trade classes

PM – What is your routine before you begin to write, how do you get the creative juices flowing

Alex – Before anything else, I sit down and interview customers, ex-customers, star sales people and tape the conversations

Next I have these conversations transcribed; at this point 70% of my sales copy has been already written for me

The first thing I do when I stare at blank sheet of paper or PC screen is think up the FAQs prospects have when visiting my home page; this is the conversation in their minds and if I can get them to nod and shatter objections as they scroll down the page, I've won their hearts.

PM – What tools do you use in your profession, technological and non technological?

Alex – Digital recorder and a count-down timer set to 47 minutes. I write in 47 minute increments.

PM – How do you know when what you have written is good?

Alex – After the results from the first tests come in

PM – What advice can you give to those that write copy or are starting out in the business.

Alex – Purchase all the classic books on advertising such as: Communications of an Advertising Man (Burnett); Or Your Money Back (Eicoff); Reason Why Advertising (John E. Kennedy); With All It's Faults (Cone), etc.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Alex – Start writing without conducting any research
Ignore sales pages of closest competitors
Not looking at the BIG marketing picture first (lead generation or quick sale?)
Stop reading great ad books or "How To" audio tapes

Fail to keep a “swipe file”

PM – what are most over used and under used words in copy that you see?

Alex – Most overused words are adjectives
Most underused are verbs
Adjective ratios of the greatest ads of all time are under 15%
Gettysburg Address (13.1%), Declaration of Independence (11.7%),
The Ten Commandments (10.4%); Moral: Use more verbs, not
adjectives to increase sales copy pulling-power!

PM – What do you look for in other peoples work, what do you admire?

Alex – Specific claims and benefits; that’s what made Gene Schwartz a copywriting legend – he had very specific benefits
Proof – every promise must be backed up with “proof” (visual and auditory if you want it cemented in the visitor’s mind)

PM – Who do you admire from the past and present online and offline?

Alex – Gary Bencivenga, Eugene Schwartz, Alvin Eicoff, Elmer Wheeler, Robert Collier, Clyde Bedell.

PM – What can today’s copywriter most learn from the masters of the past (Barton, Collier etc)?

Alex – Don’t get lazy with your research. Research gets over 70% of the sales copy pre-written for you; it takes hard writing to make easy reading.

PM – What is the biggest misconception about copywriting according to you?

Alex – Biggest misconception is that Web copy is just about words; online copywriters are like TV or movie producers – they deal with sound, color, movement, engagement devices, navigation, etc.

PM – What importance do you place on the headline(s)?

Alex – The headline offline is the defining moment that reveals whether the reader reads the first sentence or not.

Online, the headline is less important; most important are the first 250 words of the Website and make sure you answer Kipling's 6 serving men: Who, What, Where, What, Why and How ... just like a newspaper reporter.

PM – Where do most copywriters go off track?

Alex – Two places: 1) Believing in the myth that copywriting is just about words; and, 2) Believing in the myth that adjectives increase pulling power.

PM – Do you follow a specific page format when you are writing?

Alex – No specific format other than always writing my FAQs first

PM – What is the most unique/strangest product, campaign or client of your career?

Alex – Carved wooden bears in Woodside, CA and garbage collection company in Lodi, CA

PM – What is your advice to website owners writing their own copy.

Alex – Don't do it! You can't be objective. Have a professional online copy writer do it for you.

PM – One secret you have never shared that you know could help others be a better copy writer.

Alex – I've shared this before, but every copy writer I share it with seems to ignore it, so here goes again: Use audio to make your websites and emails talk – testimonials, introductions, instructions, opt-ins to increase visitor session times.

A Website is like a digital retail store – the “more they stay, the more they pay.” The more you tell in audio, the more you sell.

PM – What products, courses, ezines etc. do you offer and links to them?

Alex – CopywritingCoach.com
21WebCopySecrets.com
MarketingWithPostcards.com
AskMyList.com
AudioGenerator.com/alex
MarketingBrainDump.com
Mind-Motivators.com
MarketingManuscripts.com
RobertCollerOnline.com
TrafficConversionSecrets.com

Coaching: Alex@CopywritingCoach.com

PM – Suggested reading for those that want to develop copywriting skills.

Alex – Purchase all the classic books on advertising such as: Communications of an Advertising Man (Burnett); Or Your Money Back (Eicoff); Reason Why Advertising (John E. Kennedy); With All It's Faults (Cone), etc.

PM – Tell us your grandest moment as a copywriter!!!!

Alex – I wrote one headline that launched a \$3.4 million whitening toothpaste business. The toothpaste become #1 in Day Spas and Salons worldwide.

PM – What question would you like to ask of other copywriters?

Alex – what are you thinking of, what's going on in your mind when you roll up your sleeves to write. Also, can you sleep at night when you're in the middle of a big project ... I can't. Any suggestions? ☺

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle

Alex – “The greatest problem of communication is the illusion that it has been accomplished” (George Bernard Shaw)

Read Alex Mandossian's Sales Letter here: <http://www.Mind-Motivators.com>
<http://www.MarketingWithPostcards.com>
<http://www.AudioGenerator.com>
<http://www.CopywritingCoach.com>

Jason Mangrum



Jason is the one of the young tigers of the Internet

Jason "*The Marketing Machine*" Mangrum, is the newest addition to the Hypnotic Marketing Institute, and is already becoming well known for his awesome ability to design hypnotic web sites and write order pulling copy with a professionalism that is unmatched. Jason may only be 22 years young, but is quickly proving himself to be a leading expert in the field of internet marketing, as well as one of the most innovative experts on Joint Venture Marketing. If you need help with Joint Ventures, Jason has created a killer software product that automates the entire Joint Venture writing process in less than 30 seconds!

<http://www.instantmarketingmiracle.com/>

PM – who were your mentors?

Jason – Although I’ve studied just about every great copywriter in history, I would definitely have to say that my greatest mentor would be Joe Vitale. He taught me something about copywriting that no book, manual, tape cassette, video or eBook ever could. And that is the one True secret behind all great copy that SELLS...

The real “key” isn’t really even IN the copy itself, or the process thereof.

It’s in the intention of the copywriter to evoke the emotions of the reader.

Everything starts with intention, and purpose.

Joe taught me that before you ever put pen to paper (or fingers-to-keyboard),

You must relax, focus on the exact intent of your copy, and then mentally or even verbally state your intention for your writing session.

You can even write your exact intention down on a piece of paper, or type it out into a separate text document, if it suits you.

The reason for doing this, is because once you have stated your exact intention or “desired outcome” of your writing, your subconscious or “inner” mind will assist you in your intention, and your copy will begin to flow through you like a river, to reach your desired outcome.

What can I say – the man is amazing. ;-)

In fact, I wouldn’t have gotten this far without him.

PM – Tell us a story about your beginnings in the business

Jason – My very first “real” copywriting J.O.B. took place when I was first starting out in the internet marketing business, and wanted to quickly make a name for myself.

At the time, I was an unknown “newbie”, but I had always had the marketing-mindset and knew that I had something to offer the world. So, I ended up contacting Mr. Jo Han Mok, of Super Fast Profit Enterprise, and offered to take half of his workload for him, without him having to ‘hire’ me for anything at all.

I would be paid strictly on my performance.

I guess Jo had never received an offer such as this before, because he took me up on it almost immediately, without even asking me about my marketing background. (I found out later that he just wanted to give a determined person a chance for success. Thanks Jo!)

It turns out that he had been looking for a business partner, in which he could share his workload. Now, keep in mind that I never asked for anything upfront. I did this, because I wanted him to give me a task -- a challenge if you will, to prove my worth to the internet marketing industry.

And so he did. He gave me a challenge that I’ll never forget...

He had just purchased rights to sell a marketing-related audio CD, and he wanted me to take it over for him. From scratch.

So I did. I created and designed a web site for his product, complete with customized graphics, header, footer, buttons and even an eCover. Then, I spent the next two days straight, *without sleep* creating the sales letter...

I was determined to prove my worth.

As soon as I was finally satisfied with the entire package I had created, I uploaded it to a temporary server, emailed Jo, and asked him to take a look at it, and get back to me.

A few hours later, the reply came.

The verdict was in...

Jo Han was apparently so impressed by my work, that a few days later he made me a part of his business. A big part. He made me Vice President of SFP! I can still remember him constantly asking me how in the world I could start on a product from scratch, and have it completely customized, finished and ready to roll out in only three days!

And then came the bigger challenge...

He wanted me to market this Audio CD for him, and said he would pay me a large percentage of all profits that came from the sales of the package.

Even from the sales of the affiliates, if I could recruit them.

Refreshed and revitalized with new energy and confidence, I sprung to his challenge, and knew that I could make a very big impression on him, his business and the entire internet marketing industry, given the chance.

And there it was. The chance I'd been waiting for.

I'd always lived by the fact that "two heads are better than one" and adopted it to my new position in the business so that it read, "two, twenty or two thousand heads are better than one."

This is where I got a crash course in networking.

Needless to say, through will, determination and the grace of God, I took the challenge head on and conquered it with an iron first.

In fact, in less than a month of being in business with Jo Han, I had attained a list of Joint Venture partners, generated large amounts of laser targeted traffic to the site, and obtained a considerable amount of affiliates to actively promote the product.

My first month's check totaled \$10,997.68.

Jo Han took notice of everything I was doing for his business, and then introduced me to someone that I had been studying for years. This man was my role model. This man, of course – was Dr. Joe “Mr. Fire” Vitale.

Jo Han, Joe V. and I have since become great friends and even business partners on several projects. I've also just recently been promoted to Joe's full-time “web guy.”

PM – *What is your routine before you begin to write, how do you get the creative juices flowing?*

Jason – As I stated above, before I ever begin to write anything, I will mentally or verbally state my exact intention for my writing session. This usually takes place during a period of meditation, which I have come to find out has been a huge catalyst of my success online.

Once I have focused my energy, will and intention on the exact purpose, desire and outcome of my writing, I'll open up a new Word document and ... I'll write.

I'll just let my inner-mind guide my writing all the way, never letting up once. Of course, sometimes a few of the words, sentences or (God forbid) complete paragraphs won't make much sense at first, but that's why God invented the great "DELETE" key! ;-)

I'll write and I'll write and I'll write some more, until my inner-mind "tells" me that I've written enough, and now it's time for revision.

Then, I'll start at the top of my copy, and line by line, word by word, letter by letter. I'll erase anything that didn't make sense, all the while paying careful attention to what I DID write in those spaces, since it may be useful in another place. I'll also go through and organize the copy into a more structured format, and finally add a bit of NLP and hypnotic suggestions to make it extremely powerful... and hard to forget.

This entire process usually takes no longer than a few hours at best, and when I'm done, I'll have created the exact intention I gave before I began to write.

PM – What tools do you use in your profession, technological and non technological?

Jason – First, I'll go over the 'non-technological' tools that I use in my copywriting.

And by 'non-technological' I mean 'non-physical'.

The art of mind.

The art of persuasion.

The art of hypnotic suggestion.

The art of NLP.

These are the tools I not only use in my copywriting, but in virtually every aspect of my marketing, including design, structure and layout.

I've been studying the way the mind works for MUCH longer than I've studied marketing, or anything else for that matter.

Now, don't get me wrong. My soul purpose on this Earth is NOT to dominate mankind through persuasion tactics or any such nonsense. I've found a much better use for it in my marketing. I market products that help people to be successful online. I also offer worthwhile advice to anyone that asks for it. My true 'sole-purpose' on this Earth is to help, not to hypnotize...

But when there are sooo many scammers and spammers out there who put a bad taste into very thought of the word "make money online", you must be willing and able to grab the attention of your prospect, and entrance them to the point where they not only trust you, but they WANT to buy from you, because they know that from your sales letter alone, you definitely have something special to offer them.

You see, if you put you heart and soul, fire, passion and energy into what you're writing, it WILL come out in your copy. You will get noticed. And people will buy from you.

And now the 'technological tools' I use in my daily marketing...

My computer, the software in my computer and my God-Blessed' coffee maker.
;-)

Actually, the tools that I use the MOST of any other are as follows...

[Macromedia Studio MX](#) – for all my design needs and wants.

[eCover Studio](#) – To make my custom graphics in that cool “software box” shape.

[eBook Edit Pro](#) – To compile all of my eBooks and software.

And last but definitely not least...

My very own [Instant Marketing Miracle, Automated Joint Venture Software](#) – I first created this software to double my productivity and cut my “work-time” to just 5 minutes a day for sending professional, hypnotic Joint Venture proposals...

It was my “secret weapon” of marketing.

And then, I showed it to Jo Han and Joe Vitale one day, and you should’ve heard the scolding I received. They immediately INSISTED that I release the software to the open market, so that everyone could cut their Joint Venture writing tasks down to five minutes a day. In fact, the software actually generates hypnotic joint venture proposals for you in less than 30 seconds that are 100% custom-tailored to your business.

So they “let me have it” and told me that I was crazy if I didn’t release this to the open market, since everyone in their right mind that understood the power of Joint Ventures could take advantage of it. Who was I to say “no” to the great Joe Vitale??

So the tool that I use the most often and with great success has got to be my [IMM Joint Venture software](#). And now, anyone can copy my success, thanks to Jo Han and Joe.

I’ve also just recently compiled a FREE eBook entitled “[How to Become a Joint Venture Marketing Master](#)” and it even contains a similar piece of software to

IMM, from within the eBook itself. It also has some great info on Joint Ventures that helps you understand why JV's are the most powerful marketing concept in history, and how to effectively perform them to gain tremendous exposure, targeted traffic and generate a lifetime of profits...without costing you a single dime, ever.

You can even download your copy of this eBook straight from this page.

Just click here: http://www.instantmarketingmiracle.com/imm_jvbook.zip
(You'll need a utility to unzip the file, such as can be found at: www.winzip.com)

The tools I've listed above are pretty much the ONLY tools I have used to become successful online.

PM – How do you know when what you have written is good?

Jason – Here's a good rule of thumb: You can rely on your own opinions to make yourself happy, but you can't always rely on yourself to make money (in this business).

In another word, you can think you have the greatest copy the world has ever known, but someone else who reads it could think it's a total waste of space.

Therefore, the way to go about it is to put your heart and soul into your writing, and once YOU are satisfied with it, let others read it and tell you what their opinions are about it.

Then, once again – tweak and revise, and get a second opinion.

You don't want to take just one person's word for it. What if they were just hard-core skeptics who think that anything selling online must be a "scam"?

Unfortunately, many people are actually programmed in this way.

So you want to get as many “positive” people as you can find (and the more they know about copywriting and marketing, the better) to critique you on your copy until you’re all satisfied and confident that it will SELL!

PM – What advice can you give to those that write copy or are starting out in the business.

Jason – The greatest piece of advice that I can give to those who are just starting out, is to stay as far away from the “negative” type people as you possibly can. They’ll only bring you down, and make it ten times harder for you to succeed.

I’m talking about the people that have never seen first-hand, that money is being made on the internet, honestly and ethically. They’ll usually tell you things like “Don’t you see that you’re just wasting your time with this internet stuff? You could be doing so much more with your life, and yet you choose to stay glued to a computer screen 24 hours a day. If there really are people making money online, they’ve been doing it for years and years, and probably even had college training, which is where you should be right now...” ...blah, blah, blah...

These people are ignorant to the fact that average people like you and me are becoming self-made millionaires every day of the week, while they’re stuck in their “good ole’ ways” of making money through back-breaking, sun-baking hard work.

Work SMART. Not hard.

Also, study everything Joe Vitale has ever written, and you’ll increase your chances of success tenfold. Take me as a living testimony to this man’s genius.

You can start by studying his web site, and reading his TONS of free articles here:

<http://www.mrfire.com>

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Jason – I could go on all day about this one, but I'll make it short, simple and to the point.

1. Honest people trying to make a living online by sending UCE, out of ignorance.
2. Unscrupulous people that honestly think the only way to make money online, is to scam the honest people out of their hard-earned money. Again, out of ignorance.
3. Software marketers who add all the 'bells and whistles' imaginable to their products, unaware of the fact that these are not needed, and only intimidate the user trying to operate it.
4. People that claim to have a sincere desire to make money online, yet aren't willing to spend the time or effort it takes to become successful. This mind-set alone can account for reason that 95%+ of all internet businesses never make it past their second month.
5. Poor copy. People that aren't willing to study how effective copy should be written and executed, and then wonder why they're not making any money.
6. Poor site design. People that know *jack* about web design, and yet try to go it alone, using "online web builder software" from free web hosts.
7. Free web hosts. ('Nuff said.)
8. 7 popups on entry, 6 popups on exit, 5 in be-tween, 4 calling birds, 3 french hens, 2 turtle doves You get the point. ;-)
9. People that don't understand the importance of web security, and leave their "thank you" page to be found at www.theirdomain.com/thankyou.html

10. SPAM!!! (The other – other white meat.)

PM – what are most over used and under used words in copy that you see?

Jason – Well, this one is a bit difficult to answer, seeing as the *golden-rule* of copywriting is to study the masters, and model your copy after theirs. So, as long as the “over-used” words are effective, I don’t see a reason not to use them.

But I will say one thing that is running rampant these days, is a little four-letter word called “hype.” It’s one thing to be confident enough in your product or service, that you show a lot of excitement and enthusiasm for it, but it’s a whole different story to tell people that it’s the “greatest thing since sliced bread.” Etc...

That’s just annoying. (in my humble opinion).

PM – What do you look for in other peoples work, what do you admire?

Jason – I look for the whole enchilada. I’m talking design, graphics, structure, layout, copy, headline, benefits, closing, signature, PS – the whole package.

If the site is professionally done, written and executed, I’ll know that this person takes their business seriously, and has a desire to succeed. This *usually* (not always) means that the product or service they’re selling is worth the money, as well.

Now, there are a few direct-mail-order-turned-internet-marketing-gurus out there, that are so gifted with writing, they can sell cow patties in a paper sack

online with nothing but copy, and an otherwise-blank website. (no graphics, design, or anything)...

So I guess I would have to say that above all, I admire these people the most. Your skill at copywriting really is the only thing that will make or break your success, period.

PM – *Who do you admire from the past and present online and offline?*

Jason – Here's just a few of them...

Gary Halbert, Bob Bly, John Caples, Bruce Barton, Ted Nicholas, Randy Gage, Robert Collier, Brad Peterson, Russ Phelps, Brian Violes, Robert Allen, Dan Kennedy, Marlon Sanders, Jo Han Mok, Mark Joyner and... You guessed it – Joe Vitale.

PM – *What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?*

Jason – I guess the biggest and most important thing you'll learn from every one of these masters of marketing, would be to GET OUT OF YOUR OWN EGO, and step into the mind of the reader. Write as if you were best friends with your prospect, and you knew their hopes, fears, dreams, wishes, desires and innermost secrets.

Create a bond with your reader, and sympathize with their every emotion.

In fact, evoke that emotion from your reader. Stimulate it. Embrace it.

Make them hope, fear, dream, wish and desire just by reading your copy, and you'll have them whipping out their wallets just to pay you for it.

People buy on impulse, and later justify with logic.

Want a bestseller?

Use emotion stimulators in your copy that will guide them to buy on impulse, and then provide them with more than they paid for in value, to let them justify their purchase with logic.

Simple as that.

PM – What is the biggest misconception about copywriting according to you?

Jason – Again, in my humble opinion, the biggest misconception about copywriting would have to be HYPE. People think they have to almost lie to their prospect, by making their product seem like it's the cure for cancer, when in reality, it's a sugar pill.

Another *key* to excellent copy and building trust, is to stay as sincere as possible, while remaining confident and enthusiastic about what you're selling. Most people have built-in "B.S." detectors, and can smell it a mile away. So you always want to stay truthful, positive, upbeat and SINCERE about your product or service, and it will SELL.

PM – What importance do you place on the headline(s)?

Jason – It's already been proven that the headline will account for up to 90% of your success or failure with any copywriting project. So you'll want to spend the largest amount of your copywriting session(s) on forming a thought-provoking headline that is sure to grab the attention of your prospect.

The best way to do this, is to state the biggest benefit of your product or service in (approximately) 17 words or less, in a way that if all the prospect read was your headline, they'd instantly be interested in what you have to offer.

PM – Where do most copywriters go off track?

Jason – Again, whenever a person writes from their own ego, their copy is going to be about them, their business, their greatness, etc... and will eventually end up boring their prospect to death. There's just nothing in there FOR THEM, so they leave the site, never to return again.

When you're selling them something, people don't care how long you've been in business, and very little about who you are in general. What they care about is what your product or service will do FOR THEM.

- How will they benefit from it?
- What will it give them that they don't have already?
- How will it make their lives easier?
- How much effort will be involved?
- How much time will it take?
- What do they have to LOSE by NOT taking advantage of your offer?


Just some suggestions.

PM – Do you follow a specific page format when you are writing?

Jason – I follow a specific 16 point checklist for everything that I write. Here's the checklist...

- ☐ 1. Does your headline grab them by the throat?
- ☐ 2. Do you use magic words like "Secret" or "FREE"?

- ☐ 3. Is it congruent with the body copy?
- ☐ 4. Evaluate your copy. Is it more "benefit laden" or merely a reiteration of features?
- ☐ 5. Is your copy and graphics a cohesive blend?
Graphics MUST enhance the body copy.
- ☐ 6. Do your Photos have captions?
- ☐ 7. Are you addressing your prospect directly on a one to one basis?
- ☐ 8. Is your copy "conversational"?
It must not talk at, or talk down to readers.
- ☐ 9. Does your copy "guide" your readers and tell them exactly what to do to get rid of their pain?
- ☐ 10. Is your offer value packed and meaningful?
- ☐ 11. Is your guarantee weak or strong?
How much do you stand behind your own product?
- ☐ 12. Do you provide a simple call to action?
Do you use the scarcity technique to bring them to their knees?
- ☐ 13. Do you have a pseudo handwritten Signature, that adds a personal touch?
- ☐ 14. Are you using a PS that emphasizes a major point in the body copy?
- ☐ 15. Is copy easy to read visually?
Make sure it's easy on the eyes by creating space.

 16. Are you using cosmetic devices like bolding, underlining, highlighting etc to draw attention to important points?

PM – What is the most unique/strangest product, campaign or client of your career?

Jason – Don't flame me here, but I'd definitely have to reinstate that my [Instant Marketing Miracle JV Software](#) would be the most unique product of its kind, since there isn't anything out there like it. (Believe me, I've checked.) And 100% of my marketing campaign for IMM is strictly done through Joint Ventures to give credibility to the power of the software. It's one of the hottest selling products on the internet right now, and I have never spent a single dime to promote it. The software promotes itself.

PM – What is your advice to website owners writing their own copy

Jason – Use this book as a reference guideline to writing your own copy.

There's a tremendous amount of information here. All the tools are laid out on the table for you, but it's up to you to use them. Choose wisely.

PM – One secret you have never shared that you know could help others be a better copywriter.

Jason – Sorry! I've actually shared all my closest secrets throughout my contribution to this book already. EXCEPT FOR ONE...

I also study metaphysics and Zen meditation.

Now, I know you're wondering how the heck those things could possibly have anything to do with copywriting, but you must understand that your ability to see into the mind of your prospect comes from understanding the origin of our very nature.

This is where metaphysics come in.

But to understand the origin of our very nature, you must come to understand the origin of your own nature, through expanding your perception of reality to realize that we are all connected.

This is where meditation comes in.

I'll stop there. (for now.) ;-)

PM – What products, courses, ezines etc. do you offer and links to them?

Jason – I currently offer my [Instant Marketing Miracle – Automated Joint Venture Software](http://www.instantmarketingmiracle.com) to dramatically boost your productivity and increase your profits through the power of Joint Venture Marketing. You can check it out here: <http://www.instantmarketingmiracle.com>

I also offer a 100% FREE eBook that I just released to give you a complete education on Joint Venture Marketing, and even help you get started immediately by giving you a software feature inside the eBook itself that will generate cross-promotion Joint Venture proposals FOR YOU! You can download it now, just by clicking on this link:

http://www.instantmarketingmiracle.com/imm_jvbook.zip

PM – Suggested reading for those that want to develop copywriting skills.

Jason – I would suggest anyone interested in developing their copywriting skills to read the masters from the past, Robert Collier, Bruce Barton and others as well as all Joe Vitale's books and ebooks. Also very important is reading sales letters from all the top Internet marketers, to learn proper structure and the science behind profit pulling copy.

PM – Tell us your grandest moment as a copywriter!!!!

Jason – Please see my story at the beginning of my contribution to this book. I'll never forget the feeling when Jo Han first called me "The Marketing Machine" because I had helped him create, develop and roll out an entire line of products from scratch in less than a week. The name stuck, and since then, I've been known as Jason "The Marketing Machine" Mangrum. ☺

PM – What question would you like to ask of other copywriters?

Jason – I always love to hear a good story from other copywriters of how they became successful.

You can always take the information from those stories and model them, to create your own success story.

I know that wasn't a question, but it's worthwhile information nonetheless.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Jason – Copywriting or "salesmanship in print" has always been a part of my life, from writing love letters, to writing scripts for telemarketers, to writing

powerful hypnotic sales letters, solos and endorsements for myself, my business partners and my clients.

Without copywriting, I would still be an unknown in the world of internet marketing.

Copywriting was the main catalyst that brought me to Super Fast Profit Enterprise and eventually introduced me to Joe Vitale and the Hypnotic Marketing Institute.

It's quite amazing when you think about it.

After all, just a pen and piece of paper is all it really takes to conquer the world.

Jason Mangrum

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Read **Jason Mangrum's** Sales Letter here:

<http://www.instantmarketingmiracle.com/>

Brett McFall



Brett McFall has been writing ads since 1988. He's written well over 7,800 ads for huge companies right down to small and medium sized businesses including software developers, curtain manufacturers, worm farmers, air conditioning installers, entertainment venues, butchers, mail order businesses, stencil concreters, lawn mowers, shopping centres, accountants - in total, over 150 industries.

He is Australia's leading copywriter, and a sales letter specialist. He's studied over **80 books and courses on advertising alone** (*most of which he's read more than 7 times each*), as well as marketing, business and personal development programs.

Brett provides Australia's most proven information on advertising through a monthly newsletter (**"The McFall Report"**), a 180+ page advertising course (**"Inside Secrets Of Advertising"**), A beginners guide to marketing (**"The Lazy Way To Advertising Riches"**), special reports and more. And every product is money-back guaranteed to coach business owners and managers how to create customer-generating, money-making advertising ... online or off.

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PM – who were your mentors?

Brett – You know, I've had so many mentors. So many people willing to reveal how they write killer copy, that I think it is almost impossible NOT to become a great copywriter if you truly want to.

But let me give you my top 5, because the best copywriters are usually the best teachers. Gary Halbert ... Brian Keith Voiles ... Jay Abraham ... Bob Serling ... and a fellow Australian – Chris Newton.

In my opinion, anyone wanting to get rich writing ads will truly will find all the secrets they'll ever need in these 5 top gun copywriters.

PM – What was your first copywriting job?

Brett – I've been writing ads now for 14 years. Kinda' hard to remember the first one. But I can you know ... it was for a product called a Micro Furnace. A tiny little heater that pumped out heat like a roaring fire. That was its major benefit (one thing every copywriter needs to be able to search out). I was being trained by the senior copywriter of a marketing department of a major Australian company.

I hassled him until he let me have a go. At the time I was an 'office junior' who was really a 'gopher' – the kid who did anything and everything. I remember that as soon as he handed me the information about the product I could hardly wait to get my teeth into it. In fact I began writing the ad on the train as I traveled my hour trip home.

I handed it in the next day ... and he smiled. Then rewrote the whole thing in front of me. Lesson 1.

I think I learnt more from that, than at any other time. Why? Because I now had an association with writing. I'd experienced it. I'd wrapped my brain around it. Then had the sheet pulled out from under me. Before it was just theory. Now I had a feeling. A full association.

That's very important. You truly can't learn anything until you do it.

PM – Tell us a story about your beginnings in the business.

Brett – I was the sort of 18 year old that was open to try anything. I never judged a job as bad before I'd tried it. You've gotta' keep an open mind.

So although I knew I wanted to try my hand at advertising ... I didn't know exactly what area. So I worked for a marketing department and tried everything. Design ... photography ... typesetting (no longer a trade) ... media buying ... and of course, copywriting.

After that, I knew exactly what I wanted to do – write ads.

But see, prior to that, leaving high school I thought I wanted to become a psychologist. That was something I felt a bit of passion for. However, one thing I must have found pretty hard to understand was ... Shakespeare. Because in my final exam I believe I scored a sorry 38 out of 100 for my essay.

Though I'd passed all the other exams with flying colours, that one bad score had a major affect on my life path. To put it simply, I failed to get into university.

So I had some time to think about what I wanted to do. In that time, as I began to sleep later and later every morning, I was offered a job by a friend's dad. That was the 'gopher' job I was telling you about.

Little did I know that that one job opportunity would shape my life. I found copywriting fascinating. Funnily enough, through becoming a great copywriter I

knew that I would also have to master psychology too. I think that's what gave me even more excitement than becoming a psychologist alone – with copywriting I could be creative AND learn how people think.

So I think I was very lucky indeed.

Over the next 5 years, I wrote and wrote and wrote. In fact, only 6 months after learning the ropes, I was employed full time as a copywriter for another company. I believe I was pumping out 5-10 ads a day for a product range that number nearly 3,000. That's how you get good ... real good. The more you write, the easier it becomes. The "how to" gets lodged in your subconscious and everything happens automatically.

Through this learning period, you've gotta be fearless of making mistakes too. Don't pretend you know everything, because you'll only slow down your growth. Allow people to give you advice in any way, even if they're not copywriters. In fact, better if they're not. Because you're not writing for copywriters – you're writing for the public. So their opinion is the most important of all.

I also read through this period. I read anything about advertising that I could get my hands on. Because even though many copywriters might say the same thing – they'll usually say it in a different way or with a different twist. And that means you're learning from all different angles.

Pretty soon you find you just know a whole lot of stuff. All the principles. You don't know quite where you learned it. But you know it in your heart.

PM – *What is your routine before you begin to write, how do you get the creative juices flowing?*

Brett – To me, creative juices are a bunch of crap. I'm not creative. I can be ... and I do, for fun. But I don't believe I'm a creative person when it comes to copywriting. I'm no more creative than the salesperson selling stuff door to

door. Like him or her, I'm using a set system of proven selling principles. That's all.

When I write, I'm selling on paper. But in a way that is totally captivating. I used to fall for that creative crap when I was a young up and coming copywriter. That's because all the ad agency nobs constantly told me that "creativity" is where it's at. Bullshit.

I now know that most copywriters who work for ad agencies don't know how to sell. They know how to be creative. But that's because they have to be. They're usually writing ads for products in which there is nothing to say. Like baked beans ... or coke ... or pantyhose. Whatever. You have to be creative when you're in that situation.

That would send me crazy. So I write for products and service which actually offer something of value. And to sell those, you've gotta know how to sell.

Here's the only thing you need to know when it comes to getting ready to write killer copy:

Find out as much as you can about the product or service. Every little detail. Talk to the people who sell it ... who make it ... who invented it.

Why? Because by doing this ... the ad virtually writes itself.

PM – What tools do you use in your profession, technological and non technological?

Brett – My tool is my brain. It's my job to have finely tuned my brain to be ready to write kick-arse copy.

The copywriter needs to know what the hell needs to go in the ad before they write it. Regardless of the product. They need to know all the elements. Then each product or service fits neatly into those elements.

The internet can be good for finding statistics. And stats are good credibility builders. See, assume that no-one believes you. No one. Not even your Mum.

See it as your job to prove your case much like a lawyer does. With facts and figures. And the 2 important reasons why you want to this is: a) the world is becoming more skeptical every day, and so very people believe everything they read. And b) because very few copywriters are prepared to hunt down the stats. They're lazy. They're arrogant. And think they're writing ability will get them through. So you have a huge advantage.

PM – How do you know when what you have written is good?

Brett – 90% of what I write is good. And that's a fact. Not because of me. But because of the principles I apply. I can honestly have an off-day when it comes to copywriting, but if I've applied the principles of selling, you'd hardly know.

It's the whole amazing argument that captivates you the buyer when you read one of my sales letters. Not my grammar. Or my spelling. But my ability to communicate with you.

So learn the principles of selling. Read any book on one-to-one selling that you can. Selling is copywriting, and vice versa.

Once you know how to grab someone's attention ... captivate their interest ... blow them away with amazing things they're going to experience ... proven what you say is true ... created a compelling offer that blows their mind ... taken the risk off them ... and given them a reason to order now – you have the secret ingredients of copy that will make you rich

PM – What advice can you give to those that write copy or are starting out in the business.

Brett – This is so simple you probably won't believe me, at first. Then once you try it, you'll be gob-smacked at the simplicity of writing killer copy.

If you're a beginner, do this:

Find a sales letter that totally inspires you. One that you could'nt stop reading from go to whoa. There are tons of them being used on the internet.

Print that letter out. Grab a pen and some paper. And write that sucker out word for word. Do it at least 3 times. The same letter.

By the end of this experience you will have accelerated your way past all of the people spending their time reading theory. Your brain will never be the same again. And every letter you rewrite in this way, expands in further.

You'll learn the language. The feel. The pace. The offer. And the more you do, the easier it will be to write your own original pieces of copy.

Then put yourself to the test and write a sales letter for someone at no cost. All you want is to be able to hear the results.

Believe me, when you discover that your letter has brought in X-sales, you'll be hooked for life.

If indeed your letter not only read really well, but got sales too, then ask for a testimonial from the person you wrote it for.

Then start again with another person.

With 5 testimonials saying how much money you've helped them make, you'll never have to worry about doing a free one ever again. You'll have people jumping all over you to use your brain. Except you'll be charging a minimum of \$2000 a time.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Brett – One mistake. Over and over.

Being creative, instead of selling.

A copywriter is a sales person – NOT an entertainer. If you can sell and be entertaining at the same time, then you'll be in very high demand.

But never sacrifice selling. Don't do it. Don't do it. Don't do it.

PM – what are most over used and under used words in copy that you see?

Brett – One thing that happens a lot these days, especially since the internet boom, is that people read that in order to make big sales, you have to use special words like “free” ... “new” ... “how to.”

So they start plugging these words in and wondering why they're not millionaires.

It doesn't happen because it's not true. It's like saying all a person needs to build a house is a hammer, some nails, and some timber.

Not so. You've gotta know how to use those tools before you can do a thing.

So don't take the shortcuts. People aren't programmed to respond to certain words like they're robots. There are words that grab attention and some that communicate more easily, but this is a secondary tool. You've gotta know the structure first. Then and only then will the "power words" have any true affect.

Learn the words, sure. But learn the craft also. You can't do anything without both.

PM – What do you look for in other peoples work, what do you admire?

Brett – This is really simple. The one thing that I look for is this:

Emotion.

When you read an ad or letter and get more and more excited as you read each sentence, then that copywriter is a true master. He or she knows you well enough to make you reach for your wallet and buy.

And those are the ads you want to keep forever. Because you can model them.

You can take what someone else has busted their gut over to turn into a masterpiece of communication, and instantly piggyback it. You can take the concept of what they're doing and use it for yourself to similar effect.

You don't have to reinvent the wheel. I've already said you don't need to be creative. You just need to be able to sell. And good selling is a formula.

I don't keep the stuff that "looks good" ... I keep the stuff that makes you want to buy what they're selling. Simple as that.

PM – Who do you admire from the past and present online and offline?

Brett – Copywriters who I admire today are few. There are so many jumping on the bandwagon and producing nothing but what I call, “franchise copy.” Copy which has all the right ingredients, but no heart. They’ve read what works, and tried to plug it in.

You can’t cheat your reader. They know if you understand them or not. No computer program or book can teach you to do that. You actually have to understand what your reader wants. And that means work. Are you prepared to do the work? If you are, you’ll be rich.

If not, you’ll get creamed. And deservedly so.

Virtually any copy that comes out of Agora Inc ... Rodale Press ... Gary Halbert (still, after all these years) ... Scott Haines (Gary’s protégé) ... Dan Kennedy (still pouring out some killers) ... and anyone who has to sell their own stuff in order to survive, is generally good (when you sell your own stuff you get good ... FAST).

Doesn’t matter if it’s online or off. The principles still apply. Don’t let anyone fool you about this. Selling is selling. Only the technical bits change.

PM – What can today’s copywriter most learn from the masters of the past (Barton, Collier etc)?

Brett – Any of the copywriters from the past who are still talked about today, are being talked about for one reason only:

They knew how to sell.

Usually it’s because they were actual door-to-door salespeople, and learned their craft the hard way. But the best way. So read about them. And put into action their advice. Most of it still works today.

PM – What is the biggest misconception about copywriting according to you?

Brett – The biggest misconception?

That you have to be able to write, in order to be able to write.

What I mean by that is, most people who didn't do well in school when it came to English and writing, think that they can't write their own ads.

Not so.

You can.

If you can talk, you can write great copy. If you can sell, you can write great copy. If you can convince someone to see the movie that YOU you want to see, instead of the one they wanted – you can write great copy.

Don't let anyone ... or anything ... stop you from doing what you want to. Why? Because if you want to do something enough ... you'll find a way. Don't you agree?

Focus more on the message you're selling, than you do on the adverbs ... the prepositions ... the adjectives, and whatever else.

I want you to imagine something: that your ad or sales letter is an actual sales person.

See, a sales person has to communicate ... gain the trust of the prospect ... be likeable ... answer objections in a courteous way ... educate the prospect to the value of their product or service ... and be persuasive.

So that's what you need to learn if you want to write ads that make lots of money.

And if you can't spell, don't sweat it. Dictate your copy and have someone else do it. Simple.

I know business people who speak English only as a 2nd language. Yet their copy is hot. They don't know how to write a bar of it. But they know how to sell. So they get copywriters to do it for them. But they keep them on a tight leash.

So either be the person who's hiring the writer because you know how to sell ... or be the copywriter who knows how to sell. But don't be anything else. Least of all some creative dickhead whose major objective is to impress your fellow writers.

PM – What importance do you place on the headline(s)?

Brett – Wow, the headline is really it. You know, I'll often write up to 100 headlines before deciding on one. Why? Because I was told that's what it takes to be a good copywriter when I first started out.

And it was a good habit to get into.

I often come up with headlines at around the 60 or 70 mark that are absolutely kick-arse. Headlines that I never would have even thought were possible had I not written the 50 or 60 headlines before it.

And there's no shortcut to achieving these quality of headlines.. Your brain will give you some headlines that make people stare in amazement and desperate to read on, but only after clearing out all the terrible ones.

In some situations however, there is a good way to “cheat” when it comes to headlines. If you don’t want to come up with your own showstopping headlines, there is something else you can do.

Yes, you can take what someone else has worked their butt off for, and adapt it for your own use. Because there are some headlines that work time after time no matter what. They’re like template headlines.

Like this for instance, a headline that Dan Kennedy first brought to my attention:

WARNING: If you’ve got a sore back, don’t do anything until you read this.

Now that’s a headline which will work for nearly any product or service. All you have to do is adapt it to suit. It’s just a powerful phrase that is absolutely deadly. It doesn’t even offer a specific benefit. It just gets people to stop and focus on your ad.

So this sort of headline will serve you well in space ads. But for headlines that captivate your audience, work on your own and try to capture the most amazing ... most incredible ... and the most hard-hitting benefit and offer you can. For example:

Revealed At Last ... The Amazing Diet Secret That Melts Off The Pounds Like Butter In A Microwave – Quickly... Easily ...

Then once you’ve done that, simply add this at the end to up the power even more – “... *100% Guaranteed.*”

Those two words are the perfect finish.

I talk more at length about headlines at: www.adsecretsrevealed.com

PM – Where do most copywriters go off track?

Brett – Bad copywriters, in my book, either want to be creative before being a salesperson ... and/or ... they want to be lazy (and just hope their creativity will get them through – it won't).

If you can avoid both these deadly traps, you'll make it.

PM – Do you follow a specific page format when you are writing?

Brett – For display ads I follow a distinct format for sure.

See, designing your ad to look like editorial increases response before you've even changed a word. Some say up to 400%. So that's a must from the git-go.

So whatever style the newspaper or magazine is using as their editorial design, I'll copy for my ad. Some mediums require you place a little tag at the top saying, "Advertisement" – and some don't. Whatever.

Those that take themselves too seriously will ask you to do it. Those who know that the public is not stupid, don't. Regardless, the ads still work.

Often my ads are plain black and white (just the editorial of the publication their in) – which makes most clients freak out. But they freak out even more when their phone starts ringing off the hook.

When it comes to sales letters, they also follow a format.

I'll use indents on every paragraph to make it easier for the reader to find the start of the sentence. I'll use bold type where necessary to highlight important points. I'll use subheadlines to grab the attention of those who like to skim through before they read the entire ad. I'll even use boxes where appropriate to call your attention to important points.

But basically, my sales letter will look very much like a letter to you from your grandmother. Except better! You'll truly believe I'm sitting there beside you.

And that brings up another point...

You see, most people when they sit down to write ... FREEZE UP! They lose the plot. They remember how hard it was in school to get good marks. And so they try and 'formalise' their copy. Using big words. And sounding like a nob.

But good copy reads like someone talking to you. Like right now for instance ... it feels as if I'm right there – doesn't it? I'm chatting to you. Like we were pals and I was giving you some advice. Well this tone that I'm writing in right now never changes.

And it's such a skill. It makes reading so much more interesting. In fact, university educated people find it very hard to drop their formal style and write like this. It just goes against every grain in their fibre.

But if they want to sell, there's no way around it. Even if you're writing copy to be read by well-educated people. Doesn't matter whether you're writing ads for doctors or rocket scientists. The same style of copywriting still stands.

Warmth. Clarity. Conversational. That's the copy which will make you rich.

PM – What is the most unique/strangest product, campaign or client of your career?

Brett – Surprisingly, after 7,800 ads and sales letters in the past 14 years, I haven't really had anything strange to write about. Boring yes, but strange, no.

But perhaps that's just me. See to me, it doesn't matter what you sell – you've still got to use the same principles. So I don't really care what the product is. The only barrier can be a really boring product. But an interested, committed

client can save this. See, if the client loves their product, their excitement can be infectious.

Clients however are a different story.

One thing I've learned is this: the more control the client wants to have over the copy, the worse it gets.

A word to those who hire copywriters: know what you want, but let the copywriter do it in their style, or find another copywriter. Otherwise you'll dilute your investment. And once you lose the respect of the writer, it's virtually impossible to get it back. And nearly impossible for them to give 100% to your project.

That's human nature. You can't let someone create something for you. Then expect to be able to go in and tweak it to your pet hates and loves, with no consequences. The facts are yours to own, the copy is theirs.

PM – What is your advice to website owners writing their own copy.

Brett – As a copywriter, I write my own stuff all the time. Is that a good thing?

I think so. No-one knows your product as well as you do. But what you have to be careful of is this: being so familiar with your product or service that you can't make a decent argument, or find something unique about what it is you offer.

Why does this happen? Simply because you're so close to your product. You know so many good things about it that finding one real important one is hard.

So here's what you can do about that: **SIMPLY ASK YOUR CUSTOMERS WHY THEY BOUGHT YOUR PRODUCT OR SERVICE.**

Ask enough people and you'll hear enough of the same answers. These are what you turn into your major benefits.

Website owners should write their own copy, if they can. They just need to find their "voice" ... their attitude ... their personality. And then bring it out in their copy. Look, any knucklehead can write copy if they truly want to, but only you can inject your own personality into it.

And that's what reader's love ... your 'take' on things. Your interesting view. How the world looks from YOUR eyes.

PM – One secret you have never shared that you know could help others be a better copywriter.

Brett – Here's one thing I've never, ever shared with anyone about writing copy (well, at least I don't think I have) – DON'T READ YOUR COPY on the same day you write it. Always ... always give it the overnight test.

There is no way you can objectively read and judge your copy straight after writing it. You have to change hats completely from the writer ... to the reader. You can't be both. The writer is biased. The reader is objective.

Often I've read copy the next day and thought, "What the hell was I thinking?" Because you're never as hard on yourself when you're writing copy, as when you're reading it.

So no matter how much a client begs to have their copy RUSHED to them the same day, never give in. You simply must read it the next day BEFORE you give it to your client, or publish it on the web.

Trust me ... that little tip is worth thousands of dollars to you. Don't ignore it.

PM – What products, courses, ezines etc. do you offer and links to them?

Brett – I like to make everything simple. So all you need to do is go to one site when it comes to finding out about me or my products.

Go to <http://www.adsecretsrevealed.com>

You'll find a heap of free killer information there about creating ads that make money. I have courses and stuff you can buy to learn more (and you should). But go there and look around first.

If you join my free newsletter, you'll no doubt be sent more information about those courses.

Or, if you want it and you want it now, just email me —
brett@adsecretsrevealed.com

I'll shoot you out some information. And believe me, when it's a product by me you can rely on the info inside. I don't write it if I don't believe it.

PM – Suggested reading for those that want to develop copywriting skills.

Brett – Two courses only:

Brian Keith Voiles' *"Advertising Magic"*— simply brilliant for anyone wanting to learn copywriting. Search the net.

Likewise, *"Michael Masterton's Accelerated Program For Six-Figure Copywriting."*

You simply can't go wrong - in fact you simply can't not earn money writing ads — with either of these courses under your belt.

PM – Tell us your grandest moment as a copywriter!!!!

Brett – My grandest moment I don't believe I've lived yet. Maybe I never will. How can you possibly define the “grandest” moment with any real accuracy?

But I can tell you this, for me nearly everyday is grand as a copywriter. I've been in jobs where I hated going in EVERY day. I was so unhappy. You probably know what I mean.

But being a copywriter is simply one of the best jobs in the world. You can do it anywhere ... anytime ... get a huge amount of satisfaction and variety – and get paid a huge amount of money. Why so much money? Because you have the skill to help others do the same.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Brett – My final statement is this: If you're going to do anything in life, be it copywriting or whatever, do it well. Aim to be the best. Aim to give of yourself more than you could ever receive. Make a difference.

It's my goal to do that every day. I don't always succeed. But it really is a formula for success.

And the other thing is: don't give up ... ever.

Think about it: if you never give up on becoming a copywriter, don't you think you'll eventually succeed? Do you think that you'll be turning 90 and still have no idea how to write money-making ads? No way, right?

You have to improve. The more you learn, the better you get. It's inevitable.

So if you want to write ads for your own business . . . or you want to write ads for others, just decide to do it and to do whatever it takes to learn it.

Simple as that. You WILL become that person. Just agree to never give up until you do.

And lastly, about your copywriting skill:

A lot of people want me to teach them to write killer copy. And when someone shows enough desire, I teach them what I know.

And I only ask for one thing from them: Don't pay me back for it. Pay it to someone else. When someone approaches you for wisdom, teach them. Pass on what you have learned. Then tell them to pass it on. And so on.

Please agree to do the same.

I am here because of what others allowed me to learn. And no doubt, your story will also be attributed to others. So keep it going.

There's enough for everyone.

Read **Brett McFall's** Sales Letter below:

<http://www.persuasionmasters.com/bmcfall.pdf>

Jo Han Mok



"Jo Han is the President of Super Fast Profit Enterprise and Director of Joe Vitale's Hypnotic Marketing Institute and is known as "The Master Wordsmith" because of his uncanny ability to write profit pulling copy that converts like crazy. His Killer Web Copy Software, created with Ted Ciuba has been acclaimed as the best copywriting software by virtually all the top Internet Marketers like Terry Dean, Mark Joyner and Stephen Pierce, just to name a few. He has appeared on America's No #1 Personal Development show, The Mike Litman Show, alongside Mark Victor Hansen, Tony Robbins, Wally " Famous" Amos etc. Mike Litman calls him the "King of Joint ventures!" He is an Internet Marketing Consultant to Roger Dawson, and his latest book, co-authored with Joe Vitale is the E-Code: "47 Surprising Ways To Make MOney Online, Almost Instantly!"

Jo Han Mok

johan@superfastprofit.com

<http://www.superfastprofit.com>

PM – who were your mentors?

Jo Han – Great question, Mitch! I wouldn't be able to enjoy the success I have without the help of my mentors. I sincerely believe that it is crucial for anyone who is starting out, to find a mentor, who can not only steer you on the right path, accelerate your progress, but also prevent you from “dashing” your foot against a rock.

I've had the privilege of having many mentors, which gave me a broader perspective of copywriting.

My mentors in print include:

- Robert Collier
- Bruce Barton
- John Caples
- Kenneth Goode
- Clyde Bedell
- Victor Schwab
- Jeffery Lant
- Dan Kennedy
- Ted Nicholas
- Gary Halbert

My real mentor, who has impacted my life, is Joe “Mr Fire” Vitale. As a person who not only talks the talk, but walks the walk, he has practically influenced almost everything that I do. It was him who taught me how to fuse metaphysics into hypnotic marketing to create explosive results.

Another mentor of mine is “Mr Mail Order In The Internet Age” Ted Ciuba, who is probably one of the most generous human beings on the planet.

Without him, I probably will still be out there wandering aimlessly like a raft floating in the ocean. Ted gave me opportunities, how to leverage my copywriting skills and more importantly, apply tested Mail Order Principles to the Internet.

Another influential mentor, who started out as a mentor in print, but became a friend of mine, is Jeff Paul. Jeff literally revolutionized the Direct Response industry with his unique style, which is pretty outrageous. You might have seen his ad “ How To Make Up To \$4000 A Day Sitting At Your Kitchen Table In Your Underwear” with a photograph of him doing just that.

Alex Mandossian, who is a great friend of mine, has also influenced me considerably with his approach to personal branding, consumption theory and website traffic conversion.

PM – *What was your first copywriting job?*

Jo Han – That would have to be when I was 21 yrs old, and I hired myself to write a lead generation letter for my Music Business. It wasn't too bad. I took a long time just to create a Johnson Box. . which I really miss seeing on the web.. and all I had for reference was Dan Kennedy's Ultimate Sales Letter book which I borrowed from the Library, as well as a set of audios by Ted Nicholas, “ Magic Words That Bring You Riches”.

I was really proud of my USP: “Customized Music For Customized Needs, Guaranteed To Enhance Your Audio Visual Presentations, At A Price That Will Not Burn A Hole In Your Wallet”

PM – *Tell us a story about your beginnings in the business.*

Jo Han – Sure! It's a great story. Now, one of the reasons why I started the Music Business, was because I was inspired by a friend named Alex, who started of as a street performer doing magic and balloon sculpting for \$10 a day, and

then went on to earn up to \$30,000 a month working ONLY on weekends. Now he never worked on weekdays, and I've always wondered why he could be fully booked on weekends for practically the entire year, so I asked him, and he never told me the secret, until one day, he very reluctantly told me the "secret". Well he had purchased Dan Kennedy's Magnetic Marketing Kit, and basically applied the system and that got him to where he was!

After much cajoling from me and with much reluctance, he loaned me his dog-eared copy of Magnetic Marketing. From that moment on, I was hooked, hungry and on fire! I started surfing online to do my research, came across Yanik's Instant Sales Letters, bought it immediately, saw his business model and went "Ah Ha!!" I then came to the States to do my college degree in Music Business, dabbling with Internet Marketing on the sideline as a hobby, and I started doing so well, that the hobby basically translated itself into my current full time career, which is pretty ironical, considering that I wanted to be a musician.

You've probably heard this many times, but when I started, I hardly earned any money and in fact, I lost quite a lot of money because I hardly knew what I was doing.

It wasn't until Ted Ciuba graciously extended an invitation to me to speak at his "How To Get Rich On The Internet" Bootcamp that my life began to change because I became friends with the right people, who were all the top marketers, and I managed to tap into the resources of my network and leverage the power of joint ventures.

I would never have gotten to this level without knowing the right people.

PM – What is your routine before you begin to write, how do you get the creative juices flowing?

Jo Han – My routine is a really simple 7 step process:

#1: I drink a ton of coffee. The more the merrier. Caveat: Do not drink decaf. That would defeat the whole purpose. Caffeine scientifically increases your alertness and encourages neurological activity.

#2: I then put on some dance music. Sounds crazy, but it makes me happy, and I write better when I'm happy. Dance music also makes you want to move, so it also makes my copy more "active". It's surefire prevention for 'boring' copy. As Ted Nicholas said, copy can never be too long, only too boring.

#3: I then use my Killer Web Copy Software and start to create my headlines. I will usually create as many as possible, and then pick the best one.

#4: Once the headline is created, everything else falls into place normally. The only "real work" I have to do is to probably try to see if I can use a story that relates to the product I am trying to sell. "Facts only tell, stories sell!" I'm usually on a home run once I have a good opener.

#5: With the story in place, I'll use my software again to generate bullets, connectors, the guarantee and a closer. I usually recycle my "discarded" headlines as subheads.

#6: I then strategically place any testimonials that I have gotten at the appropriate places where it provides a congruent flow with the sales letter content, and this reinforces the copy. I'm done!

#7: I take a break for a few days, then I come back and edit ruthlessly, in terms of cosmetics and content, and I repeat until I am completely satisfied.

PM – What tools do you use in your profession, technological and non technological?

Jo Han – Here are my “technological tools”:

- a. Eudora (For email)
- b. Adobe Acrobat
- c. Microsoft Word
- d. Microsoft Frontpage
- e. Cute FTP
- f. Ziney Pro (For formatting my emails)
- g. Affiliate Commission Booster (To cloak my links)
- h. Instant Messenger (To communicate real time with JV partners, esp Jason)
- i. Pocket PC (To read ebooks on the go.. never miss a chance for self-education)
- j. Digital Camera (To take more outrageous photos and brand myself silly)

Here are my “non-technological tools”:

- Girlfriend (By far the most important Internet Marketing Tool.. does almost everything I don't!)
- Note pad (For mindmapping projects)
- Coffee (To keep me awake)
- Food.. (mmmmmmmmmm)

PM – How do you know when what you have written is good?

Jo Han – That's really easy. I know what I've written is good, when I personally want to buy the product, even though I already have it. More often than not, I would have done enough research of the target group to be able to put myself in their shoes and to view the sales letter from that perspective.

PM – What advice can you give to those that write copy or are starting out in the business.

Jo Han – Keep ALL your junk mail. I have a humongous folder of “trash” that has served as the best swipe file on earth. If you don’t have a swipe file now, you need to keep one because it makes a huge difference in writing copy with ease.

More importantly, it’ll pay dividends to know EXACTLY who you’re writing to. Once you know the exact problems faced by the prospect, you’ll be able to structure your sales letter such that it hits all those “hot buttons”. I usually do this by making my sales letter create a form of internal dialogue, and demolishing all possible objections with this “dialogue”.

In fact, it’ll be really helpful, to sit down with a tape recorder, and record an oral sales presentation. If you can record an actual dialogue between you and a prospect, that would be best. If you cannot, a monologue would be fine. That oral presentation will form a very strong basis for your sales letter.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Jo Han – Mistake No #1: Using poor Cosmetics

Mistake No #2: Not using Sub-heads to break up the copy

Mistake No #3: Boring Copy, No embedded commands

Mistake #4: Lack of Testimonials

Mistake #5: Ego centric Copy

Mistake #6: No follow up marketing/email capture

Mistake #7: Too much jargon

Mistake #8: No Structure

Mistake #9: Cheap Look

Mistake #10: No Reason Why

PM – what are most over used and under used words in copy that you see?

Jo Han – For all it's worth, I think the word "I" or "we" is definitely overused, and "You" and "Your" are definitely underused. The status quo needs to change.

I quote you a classic poem written by Victor Schwab:

I see that you've spent quite a big wad of dough
To tell me that things you think I should know.
How your plant is so big, so fine and strong;
And your founder has whiskers so handsomely long.

So he started this business in old'92?
How tremendously interesting to you.
He built up the thing with the blood of his life?
(I'll run home like mad, tell that to my wife!)

Your machinery's modern and oh, so complete!
Your "rep" is so flawless; your workers so neat.
Your motto is "Quality"- Capital "Q".
No wonder I'm tired of "your" and "you"!

So tell me quick and tell me true
(Or else, my love, to hell with you!)
Less- "how this product came to be";
More- What the damn thing does for me!

PM – What do you look for in other peoples work, what do you admire?

Jo Han – I look for sincerity, and I pretty much judge a sales letter to the degree in which it convinced me to buy the product. I mean it's not rocket science. The aim of a sales letter is to convince the reader to buy the product, and if the sale is made, then it would be a successful sales letter.

PM – *Who do you admire from the past and present online and offline?*

Jo Han – I'll try not to write a 200 page paper on why Joe Vitale is my idol.*lol* Yes. I am a huge fan of Joe Vitale because his writing is just amazing, and I really look up to him because he is a real scholar of copywriting, and he is a virtual A-Z encyclopedia on the methodology of the masters. He is a model for me on how he takes all the timeless principles of persuasion and applies it in cybertimes to great success. More importantly, Joe's work on Hypnotic Writing has revolutionized the way copy is written. Buying trances do exist!

One thing about Joe, is that his style is really sincere and "positive". I'm a little different in the sense that I have a 'dark side', and if there is a copywriter that I have to pick out that brings the balance to the "force", it'll have to be Gary Halbert.

I really love his 'bitch' of a newsletter and X rated style, and I honestly think his notoriety is really infectious. Honestly, in the copywriting business, I've had to write copy for so many people, that my penchant for both 'positive' and 'bad boy' styles of writing has paid off, in the sense that I can adapt to the style of the person who signs off at the end of the letter with ease.

There's no moment of 'cognitive dissonance' as I start to pound at the keys, because I'll just see if this copywriting project demands a 'positive' or a 'bad boy' voice and proceed in the best way possible.

I can be Jekyll or Hyde. Pick your poison.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Jo Han – I think the most important thing today's copywriter can learn from the past, is brevity.

Ads of the past are always a joy to look at and read, because they are easy to understand. They're almost "pointilistic" in the sense that they cut through the noise and the clutter and right to the heart of the matter.

Internet web copy is sometimes way to sophisticated for it's own good. Many copywriters now write with so much jargon, that you practically need a PHD to understand just five words on the page. Ok, so maybe I'm exaggerating, but you get my point. Collier and Barton and the rest of the masters wrote simply. Do you think they really have such a limited vocab? No! Do they have any problem in getting their message across? Absolutely not! So why stop your message from getting across by trying to obfuscate people and convoluting your message such that only Stephen Hawkings would know what you're trying to say?

KISS. Keep It Simple Stupid.

The other thing has to do with layout, and the best book on this is probably Clyde Bedell's "How To Convert White Space Into Advertising That Sells", which is a phenomenal book and comes with two thumbs up from no less an authority than Ted Nicholas.

I've seen websites that have pre-pre heads and post sub-heads, so instead of seeing a headline, you see a chunk of text that instantly turns people off! It's probably what Herschell Gordon Lewis calls: the E square = 0 equation. In other words, when you emphasize everything, you end up emphasizing nothing!

If your headline does not stand out, then it defeats the whole purpose of having a headline. Trying to make your headline more powerful by adding seven others is not going to help. All you need is ONE good headline.

PM – What is the biggest misconception about copywriting according to you?

Jo Han – The biggest misconception about copywriting is that it is easy, and unimportant. People just do not see how powerful words can be, and why copywriting is not really as easy as they think it is. For example, if I ask you to “write” something, it would seem like a chore. In comparison, if I ask you to “jot something down”, it would seem much easier, even though they probably mean the same thing. This difference may seem trivial, but it is of grave importance when it can potentially cost you the sale.

PM – What importance do you place on the headline(s)?

Jo Han – Nice one. I believe that the headline accounts for 99% of the success of a good sales letter. The best sales letter would be useless if it were not read. The sole purpose of the first sentence and the purpose of the second is to get you to read the third, so on and so forth. If your headline does not reach out to your target prospect immediately, you can kiss your sale goodbye.

That’s how important I think a headline is.

PM – Where do most copywriters go off track?

Jo Han – I think most copywriters go off track when they start adopting the mindset that they’re “trained” assassins who are all out to sell just about anything to anyone and nothing else matters except the sale. I used to fall into that trap once, because I amazed myself at just how powerful using the right words can be, and I was almost privy to abusing this power. If it wasn’t for Joe

Vitale who imparted the wisdom of Bruce Barton to me about being sincere, I would have gone way off track becoming nothing more than just a “peddler” of goods.

In the words of Bruce Barton, “It’s time to stop trying to shear the sheep and start loving them...”

PM – Do you follow a specific page format when you are writing?

Jo Han – Yes I do. Here is the outline that I use:

- #1: Grab the prospect’s attention
- #2: Explain why they need to pay attention to you. What can they potentially benefit from?
- #3: Validate your claims
- #4: Provide Preponderance of proof
- #5: Pile on the benefits
- #6: Explain the ordering process and how it is risk free
- #7: Tell them to order NOW!

PM – What is the most unique/strangest product, campaign or client of your career?

Jo Han – Well to me, the most unique product will have writing web copy for site on Foreclosure and Escrow, which are basically terms that are completely Greek to me. However, I think venturing into different niches forces me to really hone my “research” skills and it has helped me develop my own ability to pick up things faster than other people.

PM – What is your advice to website owners writing their own copy.

Jo Han – While it's good to learn how to write copy, it is a heck of a painstaking process if it's not something you're passionate about.

Couple of things you can do.

#1) Get a software that helps you write copy.

<http://www.KillerWebCopy.com>

Or

#2) Hire a good copywriter.

On a website, copy is not the only thing. It's EVERYTHING. You cannot afford to have weak copy on your site, and because the stakes are large, (i.e. the sale) it is far more prudent to pay someone to get the job done well as your investment will pay dividends, as contrasted to half baked copy that will cost you infinitely more than what it costs to hire a copywriter.

PM – One secret you have never shared that you know could help others be a better copywriter.

Jo Han – Hmm.. it's a secret. Just kidding. The one secret that I have never really shared, is what I call the M Factor. M stands for Magic. This M factor is really the one differentiating factor between a great copywriter and a so so copywriter. The M Factor comes from my background as a professional magician, and it wasn't until fairly recently that I became aware about it. Basically the M Factor entails being able to think like a magician. Here's a lucid example of the thought process: "If I had unlimited god-like powers, how would I solve the problems that my prospects are facing?"

When you can incorporate the elusive M Factor into your copywriting, your copy will be GUARANTEED to sizzle.

Here's an example of the M Factor at work, if say I were selling Voice Dictionary Transcription software for people interested in writing Ebooks.

"Imagine... not having to type a single word, and still be able to churn out 40 Pages of information in an hour! It's like having your Ebook write itself!"

Can you see for yourself how powerful this is? Our brain thinks in pictures. And when you read something like this, there are a couple of things you might be apt to see.

#1: You see 40 pages of text being churned out!

#2: You do not see someone dictating text into a microphone, but rather, a pen moving by itself, or a computer typing by itself.

Can you see how your brain conceives all these "magical" images in your head just by the words I use? Yet, all these images are completely irrational, and this is exactly why words are so powerful, because you'll want to back up these irrational images and feelings with logic, and that is where I start hitting you with copy like:

Fact – Studies have shown, that people do not perform at peak condition when the type... blah blah..

This is what I called mixed modality selling. By combining copywriting techniques that appeal not only to your emotional senses but to your logical analytical skills, I'm consciously hitting both sides of the brain for you to make an intelligent purchasing decision, seemingly all by yourself.

I have engineered an environment which makes you conceive an internal dialogue that is to all appearances yours, but is in reality, nothing is left to

chance. Every single word is painstakingly and strategically placed to influence you subconsciously.

Is this “secret” that I’ve given away worth a million dollars in potential? You be the judge.

PM – What products, courses, ezines etc. do you offer and links to them?

Jo Han – Thanks for the plug!

To subscribe to my ezine, visit my portal site at:

<http://www.SuperFastProfit.com>

<http://www.HypnoticMarketingInstitute.com>

Lots of copywriting gems and nuggets to be found.

Here are my copywriting sites:

<http://www.MasterWordSmith.com>

<http://www.KillerWebCopy.com>

<http://www.HypnoticMarketingInterviews.com>

You can also check out the following sites for some interesting sales letters I’ve written:

<http://www.UseMindPower.com>

<http://challenge.hiddengoldmine.com> /

PM – Suggested reading for those that want to develop copywriting skills.

Jo Han – This is tough, but I’ll try:

- 1) Everything by Clyde Bedell
- 2) Everything By Kenneth Goode
- 3) Everything by Robert Collier
- 4) Everything By Dan Kennedy
- 5) Everything By Jeff Paul
- 6) Everything By Yanik Silver
- 7) Everything By Marlon Sanders
- 8) Everything By Jeffery Lant
- 9) Everything By Joe Vitale

(Which can be found at: <http://www.HypnoticMarketer.com>)

PM – Tell us your grandest moment as a copywriter!!!!

Jo Han – Tell us your grandest moment as a copywriter!!!!

That would have to be the privilege of spending three full days with Joe Vitale in Dallas. It was a grand moment, to be able to fellowship with him in a no-holds-barred fashion.

Aside from that, another glorious moment for me, was in Las Vegas when Jeff Paul strode up to me, and said “Hi, I’m Jeff Paul, thanks for coming here.”

Anyone reading this probably will be thinking, “Hey Jo Han, you got the question wrong! Shouldn’t your grandest moment be the instance where you got a fat check for your sales letter?” Surprisingly, no.. there is an unspoken grandiose moment when you come face to face with people you’ve only dreamed of working with, and all of a sudden, they’re working with you as your Joint Venture Partners. Nothing beats the feeling of knowing and seeing your dreams come true. It truly transcends monetary gratification.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Jo Han – Copywriting is truly the most liberating of all skills, and the Internet has certainly added a whole new dimension to it. One no longer needs to be restricted to a geographical location to be paid a king's ransom. Personally, I like the power of being able to influence people remotely, and I know of no other way that allows one to reap a lifetime of income from a few days of work.

I would never be able to enjoy the financial independence, flexibility and freedom I now possess without Copywriting. That's how much it means to me.
: -)

Read Jo Han Mok's Sales Letter here:

<http://www.persuasionmasters.com/kwc>

Stephen Pierce



A Washington D.C. native now residing in Ann Arbor, Michigan. Stephen Pierce has been the editor and publisher of a free daily commodity trading advisory ezine, **Impulsive Profits** since 1997.

Stephen is also the publisher of the **ChartTRADERS** Commodity Charts market timing service. Focusing on over 30 markets, Stephen's eclectic methodology has a basis in Advanced Fibonacci Analysis and Elliott Wave Theory as well as proprietary timing cycles developed from his relationship with the markets.

Stephen has published numerous articles, special reports and audio sessions. He is known for his comprehensive free trading guide, **The Rapid Fire Equity Builder - Cash Flow Magnet Trading Plan**, which has been read by thousands of traders around the globe and has been stated by many to be the best strategy guide every written on futures and commodity trading.

Stephen's most recent book, **The Whole Truth**, has taken the internet by storm! Stephen's success in his niche market is fully revealed in this book.

Top internet markets and newbies alike are changing the way they do business after reading this book! Internet marketing expert Yanik Silver says "It's not often someone who has legitimately made this much money online comes forward to reveal exactly how they've done it. I say, grab a copy right now before he realizes he's letting the cat out of the bag."

Stephen Pierce
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<http://www.the-whole-truth.com>

PM – who were your mentors?

Stephen – Yanik Silver

PM – What was your first copywriting job?

Stephen – Rapid Fire Swing Trading e-book

PM – Tell us a story about your beginnings in the business.

Stephen – We're not really copywriters, we just put thoughts on the web and communicate ideas in the best way we can.

PM – What is your routine before you begin to write, how do you get the creative juices flowing?

Stephen – It's hard to just sit down and write; I just wait for the feeling to come over me, then I just write down the ideas, and organize it later. I am constantly thinking about a project, and I write when I am inspired. Frankly, I don't like copywriting. I have a lot of respect for those who can do it with ease, but I am not one of those.

PM – What tools do you use in your profession, technological and non technological?

Stephen – Computers. A large swipe file, and I always like to evaluate ads and junk mail that comes in.

PM – How do you know when what you have written is good?

Stephen – When I get goose bumps and really feel good about it, that's when I know it's good enough for me.

PM – What advice can you give to those that write copy or are starting out in the business.

Stephen – Be honest, Be passionate, and Be specific.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Stephen – In relation to marketing on the Internet, most people are always looking for more information, and they don't implement what they already know.

PM – what are most over used and under used words in copy that you see?

Stephen – Overused: SECRET. Underused: PROOF.

PM – What do you look for in other peoples work, what do you admire?

Stephen – Something that moves me, snappy, something striking that moves me, not necessarily one specific phrase or paragraph, just something about the whole moves me.

PM – Who do you admire from the past and present online and offline?

Stephen – Without extensive marketing history with resources that go way back, I just like ads that are compelling, I'm not sure who writes them.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Stephen – The passionate style of the writing and the excitement obvious in the words that show that the copywriter is either a really good actor or really believes in the product and what they're writing.

PM – What is the biggest misconception about copywriting according to you?

Stephen – The idea that copywriting is easy is really incorrect. It's an art and takes talent, but it can be learned. I think that the best copywriting comes from the gut and not the head.

PM – What importance do you place on the headline(s)?

Stephen – Significant importance, but the most powerful headline is the one that is proven with elements of undeniable proof. Ultimately, the headline is critical, but its true power is contained in what follows. If a good headline is followed by weak text, it'll fail. Prove the headline.

PM – Where do most copywriters go off track?

Stephen – Fake deadlines (Get it before midnight deadline! Repeated every night...), which goes to a question of integrity.

PM – Do you follow a specific page format when you are writing?

Stephen – No, it's more chaotic, but organized chaos. I just write and organize later.

PM – What is the most unique/strangest product, campaign or client of your career?

Stephen – Because we aren't copywriters, we don't have a product or client that is the strangest, etc. But the whole copywriting experience itself is pretty strange.

PM – What is your advice to website owners writing their own copy.

Stephen – Write in a conversational tone filled with excitement and passion and give it the facts on how your product will solve their problem.

PM – One secret you have never shared that you know could help others be a better copywriter.

Stephen – By providing undeniable proof on your website, it'll raise sales and make up for any weak copy on that website.

PM – What products, courses, ezines etc. do you offer and links to them?

Stephen – What products, courses, ezines, do you offer and links to them? Content on various forms, mostly delivered in pdf form that can help them to solve very specific problems.

PM – Suggested reading for those that want to develop copywriting skills.

Stephen – I don't know, but we could use some suggestions to make us better copywriters. However, we have Yanik's Web Copywriting Secrets, Dan Kennedy's copywriting course, and Brian Keith Voiles' copywriting course.

PM – Tell us your grandest moment as a copywriter!!!!

Stephen – Getting it done, and I am not a copywriter!

PM – What question would you like to ask of other copywriters?

Stephen – How much of a discount would you give us to write our copy?

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Stephen – Effective copywriting can create wealth or financial satisfaction, so take it seriously but have fun with it, have your own swipe file, and do the best you can to write a love letter to your market on how you can solve their problems.

Read Stephen Pierce's Sales Letter here: www.the-whole-truth.com

Tom “Big Al” Schreiter



Tom “Big Al” Schreiter has trained thousands in Network Marketing since 1972.

He is one of the industries most respected voices.

Tom writes several newsletters including Fortune Now, an instructional marketing newsletter for leaders and company owners.

He also conducts one and two day Power Marketing & Promotions Workshops on guerrilla marketing strategies. Tom is the author of seven books and trainer of thousands in countries such as the United States, Canada, New Zealand, Australia, Germany, United Kingdom, Switzerland, Russia, Belgium, France, Hong Kong, Malaysia, Taiwan and Netherlands.

He is an International Trainer, business owner, publisher and writer.

To read more of his works, go to <http://www.fortunenow.com>

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PM – who were your mentors?

Tom – I really didn't have a mentor. I simply grabbed some books, read some newsletters, and eventually got better. I hate reading my first attempts. I struggled to have anything on paper . . . couldn't fill a page.

The neat part about writing is you eventually get better . . . just by writing. Also, it is a lot easier now. Practice makes easy. My advice is to read books about your area of writing, and then write, write, write. The more you write, the better you get.

PM – What was your first copywriting job?

Tom – I never had a copywriting job. I wrote my first book back in the 70's and self-published it. The book was simple, to the point, and people loved it. I immediately sold hundreds of thousands of this 120-page paperback book. I learned that it was more important for my audience to have content than elegance. And being brief and to the point, well, everyone likes that.

I notice a lot of long, long sales letters especially on the Internet. I think some one wrote a successful one, and then everyone copied the same formula. Maybe it is more important to write like you instead of someone else? Just something to think about if no one is reading your copy.

PM – Tell us a story about your beginnings in the business.

Tom – My copywriting started in the late 70's. I asked myself, what do I enjoy? Being introverted, I enjoyed books and computers. So even though I spent years studying mathematics and physics, I decided that if I could write, I could be around books and computers a lot.

So, I subscribed to newsletters about writing. Read books on writing. And was so glad that spell checkers and grammar checkers became popular computer programs. What a lifesaver.

PM – What is your routine before you begin to write, how do you get the creative juices flowing

Tom – Unlike many writers, I have no routine to get the creative juices going. I simply sit down, do my best, and write. I can always make it better later. I heard someone say, “It is easier to edit than to create.” The hardest part is getting something down on paper.

And, if I sit down and can’t come up with something, I quit. I will go do something else. Hopefully it will be easier on another day. So I never learned any quick ways to get the creative juices flowing.

Today, it is easier. After writing for many years, it is easier to get something down on paper. And because I have written so many articles and newsletters, I can always steal something from the past. Excellent!

PM – What tools do you use in your profession, technological and non technological?

Tom – Forget Microsoft Word. The biggest and best program for writers is Info Select. This is the most awesome, incredible program in the history of the computer (well, in my opinion).

The hardest part is having content. That’s what writers need.

Info Select is a program that stores any thought, telephone number, email, article, joke, tip, or anything you can imagine. You simply cut and paste anything you want to save or remember into a window. Then, if you want to

retrieve it, you type in a word, or something that reminds you of that idea or article . . . and the window pops up.

I have thousands and thousands of windows of information. I call it my “second mind.” I never have to remember anything. I simply store information in a window, and forget about it. This frees up my mind and gets rid of notepads and junk.

If you were to take away my computer and my database and my list and everything and leave me with one thing, it would be my Info Select program. You can download the program for \$149 at <http://www.miclog.com> -- and they should pay me for being their #1 fan. They don't. But even if they charged me to recommend the program, I would still let people know about it.

PM – How do you know when what you have written is good?

Tom – My wife and sister are my biggest critics. And there is a neat thing about critics. Most critics will criticize you for free.

I feel what I have written is good if it is short, sincere, clear, to the point, and maybe has an interesting story or example so that the reader understands the benefits.

PM – What advice can you give to those that write copy or are starting out in the business.

Tom – Avoid trial and error. Subscribe to some newsletters, read some books, attend some courses and learn the basics of clear writing.

Next, just write. It will get better.

And finally, if you get really good, learn to write shorter. People have information overload. They appreciate that you took the time to make it shorter.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Tom – If someone is serious, they should get a mentor or coach. That would help them progress faster as a writer. I didn't. I paid for it. My writing took a lot longer to develop than it should.

Another mistake is that we write like the underpaid English professors taught us. We use big words, flowery descriptions, and boring correct grammar. Aaaack!

Fortunately, I didn't have much problem with this. My limited vocabulary kept me with simple words. If someone has to stop reading your copy because they need to look a word up in a dictionary . . . well, you see where I'm going.

And finally, I don't think copywriters leave enough of themselves in the copy. If you are writing for yourself, there should be a bit about you, a little bit of personality, something that builds a relationship with the reader. You can read facts, but they are boring. But if the writer tells you what happened to him that morning, you begin to relate.

PM – what are most over used and under used words in copy that you see?

Tom – Hype words such as super, ground floor, greatest, outrageously, etc. Most readers don't even notice these words. They are immune or over saturated with hype. Instead of using hype in the adjectives, use strong verbs.

PM – What do you look for in other peoples work, what do you admire?

Tom – I read a lot of newsletters. I am a very left-brained, fact-oriented person. Yet, when the writer writes a little about himself, what happened to him, tells a story . . . I'm hooked.

I am not a fan on the sales letters that follow the long format and all sound alike. They are great to reassure the reader with some facts, but I think a story or personal relationship with the writer causes the reader to mentally make the purchase.

PM – Who do you admire from the past and present online and offline?

Tom – I liked Bill Myers when he wrote his newsletters years ago. My good friend, Ed, hated him. I guess everyone has an opinion. Bill told a story, created the problem, and then solved the problem in his newsletter. I looked forward to every issue. I couldn't wait until the first of the month when he posted the new issue.

I miss his newsletter.

Not only was he able to relate to the reader, but he also had great marketing insights and advice.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Tom – The basics. Things like why people buy. How to focus on benefits or emotional reasons to buy. And testing!

PM – What is the biggest misconception about copywriting according to you?

Tom – Many copywriters miss the big picture. Here it is:

If you have a great offer, you can have lousy copywriting – and you'll make a lot of sales.

If you have a lousy offer, great copywriting won't save it.

So concentrate on having a great offer. Make it clear.

PM – What importance do you place on the headline(s)?

Tom – What importance do you place on the headline(s)

The easiest example is this:

How do you choose which articles to read in a newspaper?

By skimming the headlines, of course. If the headline doesn't interest you, you don't even look at the article.

I teach a course on headlines. I have a headline computer program that helps to create great headlines. People have heard some of my headline techniques on audio cds from my live workshops. So what do I think of headlines?

Headlines are everything.

PM – Where do most copywriters go off track?

Tom – They get off track trying to make it sound big, important, long, flowery . . . and most sales letters make it hard to find the real offer, the price, and what you get.

Think about it. Wouldn't you like to have a clear, well-written offer?

PM – Do you follow a specific page format when you are writing?

Tom – No, I just write. Since I was trained to be one of those boring engineers, I write very simply. Point #1, then point #2, etc.

I think left-brained people love my writing. The right-brained people? Well, I got to remember to put in a few stories for them 😊

PM – What is the most unique/strangest product, campaign or client of your career?

Tom – I have had a lot of strange ones. Some successful, most not.

I even once wrote an ad that insisted that people don't reply. Great response. However, I realized that the people who responded either couldn't read very well, or couldn't follow directions. Live and learn.

PM – What is your advice to website owners writing their own copy.

Tom – Hey, write it yourself. You know more about your product than anyone else. And that way you can put a little of "you" into it.

Then, you can hire someone to edit it while keeping your personality alive in the writing.

If you try it the other way, it doesn't work as well.

PM – One secret you have never shared that you know could help others be a better copywriter.

Tom – Info Select. Once you start using this program, you can save the best phrases, the best ads, wild ideas, etc. Then, when you feel unmotivated to write, just scroll down through the ideas and you're rejuvenated. Gosh, I really like this program.

PM – What products, courses, ezines etc. do you offer and links to them?

Tom – If you want to have great headlines, most experts tell you to write 100 headlines and then you can pick the best one. I've never done that. After getting up to 5 or 6 headlines, I've already used up a lot of time. The solution? A computer headline program. <http://www.fortunenow.com/headlines/>

I write the Fortune Now Newsletter for network marketers. It's \$97 a year, but anyone can get a free mini-subscription free at <http://www.fortunenow.com/fortunenow/>

I have a free weekly newsletter called the Big AI Recruiting Newsletter at <http://www.fortunenow.com/>

And, there are plenty of free mini-courses at my site at <http://www.fortunenow.com/>

PM – Suggested reading for those that want to develop copywriting skills.

Tom – Anything by John Caples.

PM – Tell us your grandest moment as a copywriter!!!!

Tom – The most fulfilling moment was when I re-wrote the sales copy for a friend and helped him get his speaking career started. It's nice when you can see how changing the copy can create totally different results.

The grandest moment would be in 1986 when I wrote an ad in PC Magazine for some form generation software. The 1/3 page ad broke all records, jammed the phone lines, and we couldn't even get a dial tone as when we hung up the phone, it immediately rang with a new caller. Sure wish I could duplicate those results. Sometimes you're just lucky.

PM – What question would you like to ask of other copywriters?

Tom – I always ask them, "If you're so good, then why are you writing copy for someone else. Why don't you write copy for yourself and risk your own money?"

Most copywriters won't. Secretly they know their copy is just . . . copy.

Please also answer the question that you ask.

I write and risk my money every day, so I don't really have clients. I write for myself. And if you want to know if your writing is any good, risk some of your own money.

If your writing isn't very good, you'll learn quickly ☺

PM – copywriters you would like to see in this book?

Tom – Hey, if you could get a couple of the old-timers to come back from the dead . . . oh, if you could do that, you wouldn't be writing this book. I got it.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Tom – People give you a lot of credit, more than you deserve, if you can write. And, if you can write a book, people really think you're something special.

Read Tom “Big Al” Schreiter's Sales Letter here!

<http://www.persuasionmasters.com/tschreiter.pdf>

Yanik Silver



Just 29-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites...and he's only been online full time since February 2000!

His friends were rolling on the floor laughing when he told them he was going to put up a web site. And they had every right to be amused since Yanik had **absolutely no web site design skills, zero HTML or coding knowledge... in fact, not much computer "know-how" whatsoever (still doesn't)**. But that didn't stop him from going ahead with my simple 2-page web site and the flood of orders haven't stopped.

He is the author, co-author or publisher of several best-selling online marketing books and tools including:

www.InstantSalesLetters.com

www.InstantInternetProfits.com

www.33DaysToOnlineProfits.com

www.Mind-Motivators.com

www.InstantMarketingToolbox.com

Yanik is a highly sought after speaker and attendees regularly pay up to \$4,995.00 per person to hear his secrets.

Audio Bonus

You can say **Thank You** Yanik, as it was Yanik Silver who suggested I include audio interviews in the ebook you are reading and listening to.

Yanik was nice enough to invest 34:23minutes of his time for a one on one audio interview and you can download the mp3 here.

[Yanik Silver Talks To You](#)

Yanik tells you his story.

He shares with you his experiences before he went online and what he has done over the past three years online to rocket to the top as one of the Internets leading experts on making money.

You will need an mp3 player. If you don't have one, get a "free" one here.

[RealOne Player](#)

[Windows Media Player](#)

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Read Yanik Silver's Sales Letter here:

<http://www.persuasionmasters.com/yanik1.pdf>

<http://www.persuasionmasters.com/yanik2.pdf>

Steve Slaunwhite



Copywriter & Creative Strategist

Steve Slaunwhite helps marketing professionals generate more leads and sales. In fact, dozens of F-500 companies and mid-sized businesses rely on his copy and counsel for sales letters, direct mail, email, ads and other promotions.

A business graduate of York University, Steve has 20 years experience in business-to-business and direct marketing. His work and insights have been profiled in such publications as DM News, Inside Direct Mail, Marketing Magazine, Insurance Marketing, Sales & Marketing Journal and many others.

In 2001, a direct mail package he wrote for Hewlett-Packard won the Business-to-Business Gold award at the Promo Marketing Awards. More recently, an email marketing piece he created for a multinational company generated four times the response of any of their previous campaigns.

A prolific author, Steve has written several books and guides including Copywriting Business (Self-Counsel Press), 101 Writing Tips for Successful Email Marketing (H-S Learning Series), and 7 Keys to Creating a Lead-Generating Brochure (H-S Learning Series). Recently he was the contributing editor and writer of The CMA Guide to Email Marketing published by the Canadian Marketing Association.

A sought-after speaker, Steve shares his expertise at corporate training sessions, conferences, and events across the country. He is a frequent guest lecturer at the Media Copywriting Program at Humber College.

He has also been featured in the media, and has appeared as a guest on radio shows from Toronto to Los Angeles. In 2003, the Canadian Magazine Publishers

Association named him one of "...the great Canadians you'll meet in the pages of Canadian magazines."

When not thinking, writing and generally obsessing about improving the response for his clients' marketing programs, Steve is a proud member of suburbia and lives with his wife and family just outside Toronto, Canada.

Steve Slaunwhite

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PM – who were your mentors?

Steve – Ron Marshak has always been an inspiration to me. He pioneered the modern 4-page seminar mailer and is still one of the top direct-response copywriters in North America.

PM – What was your first copywriting job?

Steve – Based solely on a sales letter I sent them, an incentive marketing company hired me – over the phone – to write a direct mail package and an information premium. It was a lucky break. Almost twenty years later, that company is still a client of mine today.

PM – Tell us a story about your beginnings in the business.

Steve – I began with very little experience. I never held a job as a copywriter or staff writer. In fact, I had never even seen the inside of a design firm or ad agency before I started in this business. So I didn't know the lingo.

I remember my first interview for freelance work with a public relations agency. I walked into the director's office, sat across from him at his desk, and tried to look as enthusiastic as possible. Up to that point, enthusiasm was all I had going for me. I didn't have very many writing samples. He could see I was nervous. He leaned back in his chair, laced his fingers behind his neck, smiled, and said, "Okay, son. Let me see your book."

I was confused. "Book?" I mumbled. "What book?"

You see, I had no idea that what he wanted to see was my portfolio. I must have looked like an idiot! I never did get work from that firm. Fortunately, however, my career success went up from there.

PM – What is your routine before you begin to write, how do you get the creative juices flowing?

Steve – I have a very defined system to writing. I call it CODE. First I make sure I have all the content I need. And research and interview to dig for more content, if necessary. That "C". Then I organize the content into a writing sequence. For example, I might use the standard motivating sequence if I'm writing a sales letter. That's "O". Then I write a draft. That's "D". And then I do what I enjoy doing best. Polishing and editing. That's "E".

So I never have to think about how to get the creative juices flowing or what I need to do next. I simply follow the system.

PM – What tools do you use in your profession, technological and non technological?

Steve – I have a desktop and a laptop computer. Two high-speed email accounts. Fax. Business phone. Two printers. A scanner. I'm seriously wired!

I also have a filing cabinet, lots of pads of paper, and three large desks in my office. I like to spread things out when I'm working. That makes things easier to find. (I hate digging through file folders.)

PM – How do you know when what you have written is good?

Steve – I don't send copy out to a client until I'm proud of every word. That's my standard. Since most of the projects I handle are direct-response, it's really the response figures that determine how effective my copy is. For example, if a sales letter I write generates a weak response then it's a failure no matter how well it reads. So my copy is judged both qualitatively AND quantitatively.

PM – What advice can you give to those that write copy or are starting out in the business.

Steve – Read every book you can find on writing copy. But, most important, read copy. In fact, a copywriter should be a fan of sales letters, brochures, web pages... whatever it is that he or she writes. Guess what Stephen King likes to do in his spare time? Read horror novels! Neil Simon reads plays. A copywriter should read copy. That's how you learn.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Steve – * Remarkably, a lot of copy fails to promote the benefits. This is marketing 101 but I see it everyday.

* Some copywriters don't spend enough time learning about the market (the audience) they're writing too. If you're writing a brochure targeting software engineers, read what they read. That will give you a sense of the kind of writing they respond to best.

* There's not enough storytelling in marketing copy these days. Yet customers respond to stories. If you review all the great sales letters and ads written over the past century, at least 50% begin with a great story. Read some of Richard Armstrong's stuff. He's a copywriter who's also a terrific storyteller.

*Some copywriters forget that the number one thing we sell is trust. If you don't communicate trust to your target audience, they won't buy. Period.

PM – what are most over used and under used words in copy that you see?

Steve – The most overused word I see in copy is "quality". No one responds to it. It's an empty promise.

PM – What do you look for in other peoples work, what do you admire?

Steve – Motivating copy that has a big promise, helps me "feel" the promise, helps me believe the promise, and makes it clear and easy for me to respond.

PM – Who do you admire from the past and present online and offline?

Steve – John E. Kennedy was one of the first really successful freelance copywriters. He worked during the early 1900s and was the first to coin the term "salesmanship in print". He actually lived not too far from me. (Although we never met. I'm not that old!)

I also admire Bob Bly. I know literally dozens of freelance copywriters who owe their careers to his "how to" advice.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Steve – Read Barton and Collier. Also read Caples, Baier Stein and Throckmorton. There is a great body of knowledge contained in the copy these masters wrote. (And in the case of Baier Stein, still writing.) Think of it as the literature of the field. Read the literature!

PM – What is the biggest misconception about copywriting according to you?

Steve – People outside of marketing don't give copywriting the professional status it deserves. This is despite the fact that many freelance copywriters earn the same as lawyers, investment advisors, even doctors.

And, of course, I get that call or email about once or twice a year asking if I copyright books. I refer these enquiries to the patent and trademarks office.

PM – What importance do you place on the headline(s)?

Steve – The headline has staggering importance, unless you don't use one. I've often tested letters without a headline and actually improved response. But when you do use a headline, make it a good one. It has to do a lot of work — gaining reader attention and enticing him or her to read on.

PM – Where do most copywriters go off track?

Steve – They write about the product, not the prospect. Always keep your feet firmly in the shoes of your potential customer.

PM – Do you follow a specific page format when you are writing?

Steve – Certain layout ideas consistently work. For example, I often indent the offer within a sales letter. But generally, no, I don't follow a specific page format. I let the form flow from the content and not the other way around.

PM – What is the most unique/strangest product, campaign or client of your career?

Steve – I once wrote promotions for a high-end women's fashion retailer. I used to hang around the stores to absorb the atmosphere. I looked like a stalker.

PM – What is your advice to website owners writing their own copy.

Steve – Buy "Elements of Copywriting" by Blake & Bly. It's a fairly fast read. And worth the investment in time before you write.

PM – One secret you have never shared that you know could help others be a better copywriter.

Steve – Never let your copy sound like it has been written by a committee. The reader must get the sense that there is a real person behind those words. Customers buy people first, ideas second, and product third. That's why I buy my car from the Jaguar dealer across the city rather than the one just around the corner.

PM – What products, courses, ezines etc. do you offer and links to them?

Steve – Two ezines every copywriter should subscribe to: I-Copywriting and The Copywriter's Roundtable (by John Forde). The best direct mail copywriting course available is Michael Masterson's program. You can find information about that at <http://thewriterslife.com/dria3>

PM – Tell us your grandest moment as a copywriter!!!!

Steve – Beating the UPS Brokerage Service control. The previous control was created by a big-time direct marketing agency. So I'm very proud of that one. I also recently beat a major business magazine control package.

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Steve – The greatest gift that copywriting has given me is that it has allowed me to be successfully self-employed working from home. And I love it!

Read **Steve Slaunwhite's** Sales Letter here:

http://www.steveslaunwhite.com/merit_html.htm

Terry Telford



Terry Telford is a Canadian living in Norway with his lovely family.

After graduating from Loyalist College in Belleville Ontario, in 1991, Terry and a partner started an advertising agency in the Quite area.

Over the past 12 years, Terry has owned several businesses and worked with an extensive range of marketing programs.

Terry has been working online, full time since August 2001. He is the founder, webmaster and chief cook and bottle washer of Bridgeport communications, bpc publishing.com and bpc publishing.net.

Terry has also partnered with various other webmasters to design and implement marketing strategies and programs.

As the publisher of The Marketing Pack Journal, Terry brings new and innovative marketing techniques to his subscribers each week.

The latest project, Turn Your Autoresponder Into A Cash Cow, is the result of over 8 months of creating, developing, testing and building. Terry designed this package to allow anyone to succeed online.

Terry Telford

<http://www.bpcpublishing.com>

PM – who were your mentors?

Terry – My biggest copywriting mentor is David Ogilvy. Ogilvy has a way of simplifying the most complex subjects so that anyone can understand them. The same principles that he used offline, also work remarkably well online.

Part of Ogilvy's secret was to buy and use the product that he was going to write about. This one simple technique allowed him to write copy that played on the emotions of the prospects. This type of copy is only possible if you've actually used the product. This technique can be applied online as well.

PM – What was your first copywriting job?

Terry – My first copywriting job was in college. Like a lot of copywriters, I started out writing ads. Writing small classified ads is excellent training because you learn to use a minimum number of words to their maximum potential.

PM – Tell us a story about your beginnings in the business.

Terry – My story is probably similar to many other copywriters. After college, I started a small business with a partner in the basement of her house. We started marketing for several local small businesses writing classified ads for newspapers, brochures, flyers, basically anything that we could get our hands on.

We were both able to refine our skills, which helped us to move to the next level. From my small town beginnings I moved to the big city where I started working for an advertising agency that specialized in shopping center marketing.

I've had lots of jobs in a lot of different industries and each one has helped me develop a new skill or improve a trait that needed sharpening. Now that

I'm on the internet doing what I love to do, there's no better place for me to be.

PM – What is your routine before you begin to write, how do you get the creative juices flowing?

Terry – Before I take on any new project, I spend about two weeks absorbing as much as I can about the company, the products, the services and the industry in general. I feed my brain all the information that I can find on whatever it is that I'm going to be writing about. This fills my conscious mind with data, facts and figures. At the same time, my subconscious mind is working on creative ways to approach the subject.

I always walk around with a mini cassette recorder or a pad of paper and a pen so any ideas that come to me 'out of the blue' I record or write down so they're not lost. I record everything whether it seems appropriate or far fetched.

Some night during this period of absorbing all the information that I have collected, I take a hot bath. It's usually at midnight or later so the house is quiet and I can think without interruption. I open my mind and let the ideas flow into my head. I copy every idea down again even if I've copied it down before.

Then I take the ideas and start formulating them into a useable format. I put the ideas that seem a little 'over the top' to one side of the table and use the ones that seem most appropriate.

I keep refining and editing until I've got a final piece that I'm happy with and is ready for testing.

PM – What tools do you use in your profession, technological and non technological?

Terry – I think the biggest tool that anyone can use is their mind. It's essential to keep an open mind and not judge your ideas. Some of the strangest ideas can take you in remarkable directions.

Technologically speaking, if I had to choose one piece of software that I could not live without, it would have to be my autoresponder. When it comes right down to what I absolutely, positively have to have to run my business, my autoresponder is it. Of course, it would be much more difficult without my website, but I've been in business when a telephone, fax machine and a tiny computer was high tech :-)

PM – How do you know when what you have written is good?

Terry – How do you know when what you have written is good
It's a feeling. Usually it takes about five to ten re-writings before I'm really happy with what I've written. When I can finally read my copy and it makes me want to buy the product, then I'm happy.

If it's still in it's original format after testing it, then I'm really happy :-)

PM – What advice can you give to those that write copy or are starting out in the business.

Terry – The best thing I could tell anyone is don't rush it. Take your time. Learn the basics of copywriting and human nature. Learn how people think. What makes us act the way we do, why do we make a purchase, basically what makes us tick and how can you use that to benefit you and your client.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Terry – There's lots of mistakes that people make just because they haven't taken the time to learn the basics. My favorite mistake that I see all the time is people trying to sell features.

The golden rule in advertising is 'Sell the sizzle, not the steak.' Simply put, people buy benefits, not features.

Use the car industry for example. Volvo prides themselves on selling safety. Ford trucks are built Ford Tough. Safety and being tough are benefits. They play on your emotions and make you buy the vehicles because of how it makes you feel. The features that support these benefits are anti-lock brakes, reinforced steel beams in the doors and a whole host of other gadgets and gizmos.

But the fact of the matter is, you don't buy the gadgets and gizmos, you buy the feeling.

If you've got a family, keeping them safe while they're on the road is a paramount concern. This is how Volvo sells cars. They show you how safe you and your family will be when you're in one of their vehicles.

If you want to be King or Queen of the road, you want something big and tough. You like the feel of sitting up higher than the average vehicle on the road. You like the powerful feeling you have driving a cool looking, tough truck. Ford sells its trucks based on those emotions. Cool and tough.

If you use the same mindset as the big dogs do and promote the benefits of your products instead of the features, you'll see an amazing improvement in your sales.

And don't forget to check your spelling. One of my pet peeves is spelling mistakes. In this day and age, with all the spell checkers on the market, and programs like Word that lend you a hand, there's no reason to have spelling

mistakes in anything. It makes you look unprofessional and hurts your credibility.

PM – what are most over used and under used words in copy that you see?

Terry – That's a tough question because the words you see most often are the ones that attract people. Important words like free, you, discover, amazing, secret, and instant, are just a few examples of words that are used a lot, but they pull orders, so it's not a bad thing.

I can't say that I've seen any underused words, but I guess that's because they're not being used ;-). Seriously though, the three most important words in copy are your prospect's first name (personalization), you, and free.

PM – What do you look for in other peoples work, what do you admire?

Terry – The first thing a piece of copy has to accomplish is to sell the product. If I get to the end of a sales letter and still have obvious questions like what's the product, how much does it cost, what am I supposed to do now, then the copy has missed the mark.

If, on the other hand, I'm so excited about the product that I have to buy it right away, that's good copy.

A good piece of copy needs to flow on two levels. First, it needs to walk me through a logical presentation of the product. I want to be shown the who, what, when, where, why and how of the product, so I'm not left with unanswered questions.

Second, the copy needs to flow in an easy to read fashion. If I have to read a sentence several times and guess at the meaning, it doesn't flow. It needs to be re-worked.

And the copy needs to be consistent. I've read countless sales letters that start out by telling me I get this amazing package worth \$198.87 and by the end of the letter they seem to have forgotten what they said at the beginning. Suddenly, they tell me the package is worth \$194.62. You need to be consistent.

PM – *Who do you admire from the past and present online and offline?*

Terry – My all time favorite copywriter is David Ogilvy. The man is simply a copywriting genius. Right behind Ogilvy, is Maria Veloso. Maria has worked for some very well known "gurus" and produces copy that sells products like crazy.

PM – *What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?*

Terry – Again, it's back to the basics. Learn the basic formulas that these folks use. Go out and do some research. Find sites that make you want to buy and then analyze the copy to find out why it makes you want to take action.

The internet is a wonderful place to do business. It's fast and allows us instant access to almost everything. The problem is, there's an expectation that everything should be instant. Learning and education aren't instant.

If someone wants to be a good copywriter, it takes time. You start at the beginning with copywriting 101 and work up from there. You don't become a master overnight. It takes time, dedication and practice to get the hang of writing good copy.

PM – What is the biggest misconception about copywriting according to you?

Terry – The biggest misconception about copywriting is that it's easy. I'm sorry to disappoint some people, but just because you can put together a sentence, doesn't mean you can write effective copy.

A good copywriter goes beyond simply putting words on paper or screen. They understand the human psychic and what makes people tick. They use this knowledge to influence their prospects and ultimately make the sale.

PM – What importance do you place on the headline(s)?

Terry – Headlines make or break a campaign. In email, the headline is the subject line. It gets the mail opened or deleted, depending on how compelling it is. On a website sales letter, the headline either draws the prospect into the letter, or elicits an immediate click of the back button. In a classified ad, the headline either grabs the person's attention or disappears into the vast sea of buy me ads.

If the headline doesn't grab the prospect by the shirt collar and drag them into the rest of the promotional piece, then you've lost them. Your email, website, or ad is competing for the attention of a prospect who's bombarded with hundreds of thousands of offers. If you don't catch their immediate attention and then hold it throughout the sales piece, you lose the sale.

PM – Where do most copywriters go off track?

Terry – I think true copywriters don't get it wrong, not the basics anyway. If a copywriter knows his or her stuff, then their work should be getting results.

Comparing a copywriter to someone who has written something, is like comparing a Porsche to a bicycle. They'll both get you where you want to go, but one of them gets you there much faster.

PM – Do you follow a specific page format when you are writing?

Terry – Yes and no. It depends on the piece and how easily it flows. I don't use a set formula like a template, but there is a general consistency in my work. The most important thing to keep in mind is to cover the who, what, when, where, why and how as close to the top of your piece as possible. The faster you can answer your prospect's obvious questions, the more likely they are to continue reading.

PM – What is the most unique/strangest product, campaign or client of your career?

Terry – I'd have to say the client that stretched my writing abilities to the limit was a porn company. Up until the time I started working for them, I'd worked for main stream companies. Writing copy for the porn industry gives one a whole new perspective of the English language.

PM – What is your advice to website owners writing their own copy.

Terry – Get the basics perfected first. Then do what copywriters do, get into the frame of mind of your customer. Pick up a pen or sit down at your keyboard and write something that makes you want to buy the product you're selling. You have to write using emotion and focusing on the benefits of the product.

Then leave your work for a couple of days. Come back and edit it with a very critical eye. Then leave it for a couple of days and come back and edit it

again. Do this repeatedly until you are so happy with your copy that you think you've created a masterpiece.

Then give your masterpiece to a colleague and ask them to make comments and suggestions.

This is a very humbling experience, but it gets you a much better piece than the average webmaster.

PM – One secret you have never shared that you know could help others be a better copywriter.

Terry – The funny thing about the word secret is it actually doesn't exist. There is no such thing as a secret in copywriting. There are techniques that the general public doesn't know about, but even when they do know about it, the majority still don't put them into practice.

There's lots of little things that experienced copywriters could call secrets.

- Use the word "you", five times more than the word "I"
- Certain words attract attention automatically. Your prospect's first name, you, free, instant, discover, secret and the list goes on.
- When you're writing a press release, make sure you get all the important information into the first paragraph. If an editor has very little space, s/he will often use only one paragraph or less of a press release. If you've written a very good first paragraph, it makes their job much easier.

PM – What products, courses, ezines etc. do you offer and links to them?

Terry – Everything that I offer is listed on <http://www.bpcpublishing.com> This is my main mini catalog of resources that I have personally used to build my business.

PM – Suggested reading for those that want to develop copywriting skills.

Terry – I learned copywriting offline, so the resources that I still refer to are actually written on paper. The one resource that stands head and shoulders above all others is Ogilvy on Advertising.

PM – Tell us your grandest moment as a copywriter!!!!

Terry – The best moment is when a client gets an above average response to a campaign that was exceptionally difficult to accomplish. When the client comes back with praises and kind words, there's no better feeling; except when s/he comes back with more work ;-)

PM – What question would you like to ask of other copywriters?

Terry – The one thing that I find fascinating is what process each different copywriter uses to get to the end product. My question would be, what process do you use, from the very beginning to the very end, to achieve successful results for your clients?

PM – how do you answer that question yourself?

Terry – I've answered this in previous questions, so I don't want to bore you by repeating it again ;-)

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Terry – I've always had a passion for writing. When I was eight, I wrote short stories about mythical creatures and science fiction. All through school, English was one of my best subjects and I actually enjoyed assignments that involved creative writing. Maybe I'm sick :-)

I started copywriting while I was in college. After I graduated, I started an advertising agency with a partner and we worked on marketing for local businesses.

As things progressed, I found a second passion in my professional life, the internet. The ability to combine two professional passions into one business is like a dream come true. I never feel like I'm working. It's fun for me to come down to my home office and 'work.'

I have to agree with something that a dear poet friend of mine once told me. She said, "If you want to write, just do it. If you wake up at 3am in the morning with an idea, get up and write it down. Take your ideas as far as they'll go." Pat

Hartman was an inspiration to many, God rest her soul.

On the practical side, not everyone has an interest in becoming a copywriter. My suggestion is at least learn the basics. Even if you only read and apply the information from one good copywriting book, start with the basics. It's like building a house. If you don't start with the foundation, everything else is just left hanging.

Read Terry Telford's Sales Letter here: <http://www.bpcpublishing.net>

Joe “Mr Fire” Vitale



Dr. Joe Vitale is the author of the international #1 best-seller, *Spiritual Marketing*, the #1 best-selling e-book *Hypnotic Writing*, and the #1 best-selling Nightingale-Conant audioprogram, *The Power of Outrageous Marketing*, and numerous other works. His latest book is *The Greatest Money-Making Secret In History*, recently an international best-seller on Amazon.

Besides being one of the five top marketing specialists in the world today, and the world's first hypnotic writer, Joe is also an ordained minister, a certified metaphysical practitioner, a certified hypnotherapist, and a certified Chi Kung healer. He also holds a doctorate degree in Metaphysical Science. Dr. Vitale currently lives in the Hill Country outside of Austin, Texas with his pets and his love, Nerissa.

For a catalog of his books and tapes, to read dozens of free articles by him, or to sign up for his popular free e-newsletter, see his main website at

<http://www.mrfire.com>
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PM – who were your mentors?

Joe – There wasn't just one. Robert Collier, John Caples, and Kenneth Goode were the big ones. Victor Schwabe, Bob Bly, Murray Raphel were also major influences.

PM – What was your first copywriting job?

Joe – My VERY first copywriting job was unofficial. It was for me. I wrote an ad in 1972 to get people to attend a demonstration of the Japanese martial art Aikido. The ad was terrible. After I studied books on copywriting, I later wrote a sales letter to sell the software program for writers called Thoughtline. The letter still pulls today, maybe 20 years after I wrote it.

PM – Tell us a story about your beginnings in the business.

Joe – I learned the trade of copywriting from reading the books of Bob Bly. I would give talks and teach classes on writing and publishing. People would meet me that way, be sold on my expertise, and later hire me. Most of my early work was for self-published authors.

PM – What is your routine before you begin to write, how do you get the creative juices flowing?

Joe – I look for something to get excited about in the product or service. If I can get pumped up, then I convey that energy to readers through my words.

PM – What tools do you use in your profession, technological and non technological?

Joe – Tools? Paper and pen for notes. Computer for writing the first and later drafts.

I often use the Swipe File Larry Dotson and I wrote to find sentences and words to pump up my writing.

PM – How do you know when what you have written is good?

Joe – I have an inner compass. I write and rewrite until I believe it's good. But that's not where I stop. I then show the work to others, asking for their opinion. I cannot possibly tell when the work is "good" until others give me feedback.

PM – What advice can you give to those that write copy or are starting out in the business.

Joe – Read the greats--Bob Bly, John Caples, Robert Collier. Treat copywriting as a business: Clock in, keep records, promote yourself, and always keep learning.

PM – What are the 5-10 biggest mistakes you see being made over and over by others?

Joe – Things like letting their ego get in the way of working with clients, or not rewriting enough, or settling on the first headline when more work would reveal a better one, not testing, not listening, not promoting.

PM – what are most over used and under used words in copy that you see?

Joe – I hate seeing the word "impacted." It's a meaningless trendy word.
I love seeing the word "you." It's hypnotic.

PM – What do you look for in other peoples work, what do you admire?

Joe – Hypnotic writing---a style that grabs me and holds me. I see very little of it.

PM – Who do you admire from the past and present online and offline?

Joe – Who do you admire (copywriters) from the past/today/online/offline
I'm a major fan of Robert Collier. I'm a disciple of John Caples. I greatly admire the work of Dan Kennedy.

PM – What can today's copywriter most learn from the masters of the past (Barton, Collier etc)?

Joe – You can learn the fundamentals, and you can learn the tried and true principles of sound persuasion. After all, Aristotle set the way for all copywriters with his basic formula for persuading, but few study him. You'd be more persuasive if you studied the masters from the past.

PM – What is the biggest misconception about copywriting according to you?

Joe – That it's easy. It isn't. Good copywriting takes hard work---research, prep, writing, rewriting, testing, and rewriting again. Anyone who thinks you spit out a letter and you're done has no idea what they're doing.

PM – What importance do you place on the headline(s)?

Joe - ALL. If the headline doesn't stop people speeding by, everything else is for naught.

PM – Where do most copywriters go off track?

Joe – They focus on selling, not on informing. People don't want to be sold. But they do like to buy. There's a major difference.

PM – Do you follow a specific page format when you are writing?

Joe – Depends. If it's for snail mail, no. Anything goes. If it's for email, I try to make the margins wide so the text is visibly inviting, etc.

PM – What is the most unique/strangest product, campaign or client of your career?

Joe – I had a woman married to a former terrorist who wanted me to write her life story. I also had a woman who had been a stripper who went into the Army and wanted me to promote her.

PM – What is your advice to website owners writing their own copy.

Joe – Focus on what the browsers are there to get.

PM – One secret you have never shared that you know could help others be a better copywriter.

Joe – I play mind reader as I write copy. I'm always asking myself, "What is the reader probably questioning or wondering at this point?" And I do my best to answer what I think is on their mind.

PM – What products, courses, ezines etc. do you offer and links to them?

Joe – How many do you want to see? Here are a few--

<http://www.MrFire.com>

<http://www.7dayebook.com>

<http://www.HypnoticWriting.com>

<http://www.saleslettersthat sell.com>

<http://www.AdvancedHypnoticWriting.com>

<http://www.CreateAdvertisingThatSells.com>

<http://www.HypnoticWritingSwipeFile.com>

<http://www.HypnoticMarketing.com>

<http://www.HypnoticSellingTools.com>

<http://www.SubconsciousInternetMarketing.com>

<http://www.ImpulseInternetMarketing.com>

<http://www.TheMillionaireMind.Net>

<http://www.howtowritehypnoticendorsements.com>

<http://www.HowToWriteHypnoticArticles.com>

<http://www.howtowritehypnoticjointventureproposals.com>

<http://www.howtogetlotsofmoneyforanythingfast.com>

<http://www.hypnotictraffictools.com>

<http://www.HypnoticSellingStories.com>

<http://www.HypnoticMarketer.com>

<http://www.HypnoticMarketingInterviews.com>

PM – Suggested reading for those that want to develop copywriting skills.

Joe – "The Robert Collier Letter Book" and "Hypnotic Writing" by me.

PM – Tell us your grandest moment as a copywriter!!!!

Joe – The first time I received a check in the mail for a letter I wrote. I'll never forget the moment.

PM – What question would you like to ask of other copywriters?

Joe – What do you secretly do when writing copy?

PM – how do you answer that question yourself?

Joe – I ask my spirit guides for help.

PM – If this was your book what would you call it?

Joe – “The Persuasion Masters Reveal Their Secrets”

PM – A final statement you would like to leave the reader with about copywriting, your passion, what it means to you, what it has contributed to your life and lifestyle.

Joe – You can change the lives of people with your words. When I was 16 years old I bought a fitness device called a Bullworker from a direct mail piece. I still have that tool, over 30 years later. A few years ago I found out the copywriter was the famous Drayton Bird. He doesn't know it, but he changed my life. That's the kind of power you have as a copywriter. Use it wisely.

‘Editors note’ – yes that is where the name came from. Mitch asked each contributor to submit a name for this ebook and Joe Vitale’s suggestion became the title of choice.

Read **Joe Vitale’s** Sales Letter on the next page:

**** An Announcement from the E-Desk of Dr. Joe Vitale ****

"I'm looking for 10 people on my email list who would like to personally learn from me how to make \$5,000 to \$15,000 in just 3 weeks teaching their very own e-mail only e-class."

You can do this, too --

I taught famed copywriter Yanik Silver my proprietary method for creating e-classes --- classes done entirely by e-mail only --- and he made \$18,298.50 on his first e-class and \$11,198.50 on his second.

He has since made over \$90,000 from his e-classes.

I did the same thing with executive coach Paul Lemberg. He made \$16,500 on his first e-class.

He has since made over \$100,000 teaching his e-class.

I taught John Harricharan how to teach an e-class and he made over \$17,000 the very first time out.

I taught Tom Pauley how to do his own e-class and he made over \$175,000 teaching them --- so far.

I've also taught my system to Mike Dooley, Jillian Coleman, Blair Warren, Randy Gilbert, Kevin Hogan, and a long list of others who are now making good money teaching what they love with simple e-mail.

I've made over \$100,000 myself teaching a few e-classes over a few months.

Now it's your turn.

I'm looking for 10 people on my email list who would like to personally learn from me how to make \$5,000 to \$15,000 in just weeks teaching their very own e-mail only e-class.

I am inviting you to enroll in my next e-class, called

"How to Make Money Teaching Your Own E-Class."

Here's the class breakdown:

Lesson #1: Your Own E-Class

In this lesson you'll learn how to come up with the right e-class for you, as well as where to find the people who will pay good money to "attend" it. Most people who think about teaching an e-class have no idea how to create one that people will PAY high dollar to take. I'll help you with every step of that process. You'll end up with a class idea and a target group of people.

Lesson #2: Promoting your E-Class

You'll learn how to write sales letters to grab the people you want. You'll also learn a secret for getting more students after your sales letter goes out. You'll also see sample sales letters you can use as templates. Once you have these materials, you can set up e-classes on a continuous basis and make easy money for as long as you like.

Lesson #3: More Ways to Promote Your E-Class

You'll learn how to use articles, special reports, and books to go fishing for more students. You'll also learn where to find FREE material to give your students as value-added goodies. On top of that, I'll reveal how you can turn your e-class into even MORE MONEY by doing something you probably never before ever thought of.

This eclass will be handled like all my others: Each week for three weeks I'll send you a lesson, by e-mail. You'll also get home-work. It should take you about one hour or so a week to complete it. Do it and return it to me, again by e-mail. I'll review it and send you my thoughts, also by e-mail.

In short, you will get my personal help on how to create, promote, and conduct your very own e-class.

I will answer your questions, guide you, and even offer help in getting students into your first e-class.

These eclasses of yours can help you make \$5,000 to \$15,000 to even more --- PER e-class --- in as little as 3 weeks.

And you can teach them on anything you can imagine.

You don't need credentials, just experience or education (even self-taught) in whatever area that you plan to teach.

And you can do these eclasses as often as YOU want.

And since they are all done by e-mail, you can teach your e-classes WHEREVER you want.

The cost? That's the best news of all.

I charge \$500 an hour for my consulting by phone. People paid \$1,500 EACH for some of my earlier e-classes, and \$2,500 EACH for my last eclass.

But you can take this eclass of mine for only \$1,250.

If you sign-up by June 16, 2003, you can get in this e-class for only \$995.

You save over \$250 by acting right now.

I can give you this great discount because I don't have any marketing costs right now. By making this offer to you---the people on my personal list ---I am saving money.

So register TODAY and you're in for only \$995 --- and that's \$995 to learn how to make \$5,000 -- and MORE.

Talk about multiplying your money.

Yes, this e-class is fully guaranteed. If you aren't happy with the first lesson, let me know within 24 hours and you can have your money --- ALL of it

--- back.

Fair enough?

Now really understand what I am offering you:

For just \$995 you can learn how to create and teach your own e-class. You don't need to do any visiting with students, or calling students, or even teleconferencing.

Your entire class is done ONLY with e-mail. You can sit at home, or even at a beach or in a coffee shop, and conduct your e-class from wherever you can get your e-mail.

Yes, it's THAT simple.

I will show you every detail of my method for teaching e-classes. Then you --- like Yanik Silver, Paul Lemberg, John Harricahran, Tom Pauley, and a long list of others, including myself --- can go on and make THOUSANDS of dollars, too.

Are you ready?

Class begins June 23, 2003. That's the day you'll receive your first e-mailed lesson from me.

But only if you send me an e-mail right now.

I accept credit cards, checks, PayPal, and cash, and can get you into this e-class as fast as you say "COUNT ME IN, JOE."

You can pay via PayPal to jgvitale@ix.netcom.com or you can send a check to Hypnotic Marketing, Inc., 121 Canyon Gap Rd, Wimberley, TX 78676-6314. You can also pay with a credit card. Just FAX (512) 847-0529.

But I can only accept 10 students.

Will you be one of them?

Please write me right now at joe@mrfire.com

(Do not reply to this e-mail. Instead, send me an e-mail at joe@mrfire.com to get in the class.)

Also, note I do not plan to teach this e-class again this year. If you want in, you **must** act now.

Write me at joe@mrfire.com

Sincerely,

Dr. Joe Vitale
President, Hypnotic Marketing, Inc.
#1 Best-Selling Author - "Spiritual Marketing"

PS -- Remember, I can only accept 10 people into this eclass because I give you such personal attention. Once you know my method for creating your own e-class, you can be making \$5,000 to \$15,000---even more---in just a matter of weeks. And all you need is e-mail to do it. Sign up TODAY and your investment is only \$995. Reply NOW.

PPS -- What can you teach an e-class on? ANYTHING. Maybe you have a talent, a hobby, a skill, a profession--- I have no idea what you can teach your e-class on but that's why you'll have me as your e-coach. As you do the lessons and the homework, I'll give you guidance and feedback on what I believe you can teach an eclass about. From there, you can make good money fast. Are you ready? Write me at joe@mrfire.com to get in my e-class NOW.

PPPS -- What are you going to get when you start making all this extra money from your own e-classes? Me, I'm now eyeing a Maserati...

Victore Anonsen - Westend



The Future

This update brought to you by Jo Han Mok & Ted Ciuba's

Killer Web Copy Protégé Program

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Thank you for your interest in learning the inside tricks and rare secrets of some of the world's greatest Internet marketers and copywriters.

Most of the 25 contributors offer newsletters, reports and courses on copywriting and Internet marketing that will add to your skills and knowledge leading to a productive and profitable business for yourself.

Learning good copywriting skills is your most important step towards pursuit of online or offline business success.

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Good copywriting skills will enhance your ability to write powerful profit pulling emails, ezine ads, sales letters, website content and more.

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