

# **Content Creation Made Easy**

Module #3: Copywriting Kit  
50 Fill-in-the-Blank Bullet Points

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# 50 Fill-In-The-Blank Bullet Points

## 1. See page [page #] to discover a little-known way to [get benefit]!

For example:

- See page 7 to discover a little-known way to build a beautiful garden arbor that will leave your neighbors green with envy!
- See page 129 to discover a little-known way to put a stop to your toddler's temper tantrums!
- See page 86 to discover a little-known way to teach your parrot to talk!

## 2. At last! Find out what thousands of other successful [niche group members] know about [benefit]!

For example:

- At last! Find out what thousands of other successful online marketers know about attracting joint venture partners!
- At last! Find out what thousands of other successful teachers know about creating lesson plans that both you and your students will enjoy!
- At last! Find out what thousands of other successful real estate agents know about getting top dollar for ANY property!

### **3. Revealed: Why [common activity] will NEVER [get benefit] – and what you need to do instead!**

For example:

- Revealed: Why traditional bench presses will NEVER give you big pecs – and what you need to do instead!
- Revealed: Why dating sites will NEVER help you find your soul mate – and what you need to do instead!
- Revealed: Why nicotine gum will NEVER help you stop smoking – and what you need to use instead!

### **4. Here's how the professional [group] [benefit]!**

For example:

- Here's how the professional French chefs prepare a gourmet meal in less than 30 minutes!
- Here's how the professional copywriters create killer headlines!
- Here's how the professional gardeners keep raccoons away from their sweet corn!

### **5. You'll find out [number] surprisingly easy ways to [benefit]!**

For example:

- You'll find out 7 surprisingly easy ways to pay down your credit card debt!
- You'll find out 3 surprisingly easy ways to prevent an ear infection!

- You'll find out 10 surprisingly easy ways to winterize your home!

## **6. Here's how to get [benefit] – for free!**

For example:

- Here's how to get more energy – for free!
- Here's how to get hordes of white-hot, ready-to-by traffic – for free!
- Here's how to get your hands on all the sheet music you want – for free!

## **7. The real secret to [Topic] - almost everyone gets this wrong! This often overlooked idea will certainly get you [Desired Result].**

For example:

- The real secret to soothing your sore throat – almost everyone gets this wrong! This often overlooked idea will certainly get you through the cold and flu season!
- The real secret to reupholstering furniture – almost everyone gets this wrong! This often overlooked idea will certainly make your old couch look brand-spanking new!
- The real secret to reducing stress – almost everyone gets this wrong! This often overlooked idea will certainly melt the tension right out of your body!

## **8. WARNING: These [number] common [niche] mistakes will absolutely [bad end result]! See page [page #] to find out what you should do instead to get [benefit]!**

For example:

- **WARNING:** These 7 common copywriting mistakes will absolutely destroy your conversion rate! See page 18 to find out what you should do instead to create high-response sales letters!
- **WARNING:** These 15 common dog-training mistakes will turn your dog into an absolute monster! See page 66 to find out what you should do instead to create a well-trained pup that everyone loves!
- **WARNING:** These 27 common relationship mistakes will destroy your marriage! See page 5 to find out what you should do instead to quickly restore the spark!

## **9. Here's a sneaky little trick you can use to immediately [get benefit]!**

For example:

- Here's a sneaky little trick you can use to immediately banish bad breath!
- Here's a sneaky little trick you can use to immediately get your toddler to fall asleep in her own bed (and stay there)!
- Here's a sneaky little trick you can use to immediately spy on your competition!

## **10. What [unusual or mystery person, place, thing] can teach you about [desired outcome]!**

For example:

- What a Walt Disney movie can teach you getting more done in less time!
- What a German Shepherd named Spike can teach you about preventing heart attacks!

- What the miraculous story of a five year old boy can teach you about overcoming adversity and getting everything you want out of life!

## **11. Here's the quick and easy way to get [benefit] – it works so well you'll swear it must be magic!**

For example:

- Here's the quick and easy way to get rid of back pain – it works so well you'll swear it must be magic!
- Here's the quick and easy way to get a big raise and a promotion at work – it works so well you'll swear it must be magic!
- Here's the quick and easy way to get grow big, juicy strawberries – it works so well you'll swear it must be magic!

## **12. You'll discover a legal way to [get big benefit] – it's like stealing candy from a baby!**

For example:

- You'll discover a legal way to siphon off your competition's traffic – it's like stealing candy from a baby!
- You'll discover a legal way to profit from other marketer's content – it's like stealing candy from a baby!
- You'll discover a legal way to beat your fellow poker players – it's like stealing candy from a baby!

### **13. You'll find out an easy way to take advantage of [person, place, thing] to get [benefit], fast!**

For example:

- You'll find out an easy way to take advantage of Google to get an almost unlimited supply of cash-in-hand customers, fast!
- You'll find out an easy way to take advantage of your body's natural hormones to get rid of your anxiety, fast!
- You'll find out an easy way to take advantage of the debt regulations to get your creditors off your back, fast!

### **14. [Group of people] have lied to you about [topic]! Here's the one thing they hoped you'd NEVER find out about [benefit]!**

For example:

- The marketing gurus lied to you about PPC marketing! Here's the one thing they hoped you'd NEVER find out about getting instant AdSense traffic for dirt cheap!
- Your doctor lied to you about your blood pressure medication! Here's the one thing he hoped you'd NEVER find out about dropping your blood pressure WITHOUT drugs!
- The government lied to you about tax deductions! Here's the one thing they hoped you'd NEVER find out about keeping more of your money in YOUR pocket!

### **15. You'll discover [number] deceptively simple ways to [benefit]!**

For example:

- You'll discover 3 deceptively simple ways to instantly improve your jump shot!

- You'll discover 2 deceptively simple ways to get rid of your dog's mange problem!
- You'll discover 7 deceptively simple ways to close more sales, pocket bigger commissions and impress your boss!

## **16. Revealed: Here's what [group] knows about [benefit]! (You won't find this information ANYWHERE else!)**

For example:

- Revealed: Here's what the world's best gardeners know about creating a lush, beautiful garden - even in the desert! (You won't find this information anywhere else!)
- Revealed: Here's what antique collectors know about cleaning and restoring paintings to instantly (and significantly) increase their value! (You won't find this information anywhere else!)
- Revealed: Here's what dentists know about getting a whiter, brighter and more attractive smile! (You won't find this information anywhere else!)

## **17. See page [page number] to discover the startling truth about [benefit]!**

For example:

- See page 77 to discover the startling truth about saving your marriage!
- See page 19 to discover the startling truth about reducing the pain of arthritis!
- See page 10 to discover the startling truth about saving on your home heating bill!

## **18. You'll discover my [number]-step secret [topic] formula/process – this is the truly lazy way to [benefit]!**

For example:

- You'll discover my 3-step secret housetraining process – this is the truly lazy way to housebreak your pup in just 72 hours!
- You'll discover my 7-step secret traffic formula – this is the truly lazy way to create a stampede of targeted, hungry buyers!
- You'll discover my 5-step secret "call to action" formula – this is the truly lazy way to instantly boost your conversion rate and put more money in your pocket!

## **19. Here's a dead-simple way to [benefit] – it's so easy a child could do it!**

For example:

- Here's a dead-simple way to make beautiful necklaces, bracelets and rings – it's so easy a child could do it!
- Here's a dead-simple way to learn to play the guitar – it's so easy a child could do it!
- Here's a dead-simple way to design and sew your own clothes – it's so easy a child could do it!

## **20. You'll discover how to use the closely guarded secrets of [niche experts] to quickly and easily [get benefit]!**

For example:

- You'll discover how to use the closely guarded secrets of some of the best-known published authors to quickly and easily get your own book into print!

- You'll discover how to use the closely guarded secrets of the 'Net's wealthiest bloggers to quickly and easily turn your blog into a money machine!
- You'll discover how to use the closely guarded secrets of professional photographers to quickly and easily start turn your photography hobby into a lucrative cash cow!

## **21. You'll find out how to master the art of [topic] to [get benefit] in as little as [timeframe]!**

For example:

- You'll find out how to master the art of writing a screenplay to get your first script accepted in as little as 30 days!
- You'll find out how to master the art of juggling to have you throwing knives and flaming torches in as little as 14 days!
- You'll find out how to master the art of positive thinking to start feeling happier in as little as 30 minutes from now!

## **22. You'll discover how to almost instantly [get benefit] – even if you [don't have some required experience, tool, knowledge, etc]!**

For example:

- You'll discover how to almost instantly kick your sugar cravings – even if you can't imagine life without chocolate!
- You'll discover how to almost instantly beat insomnia – even if you haven't had a good night's sleep in years!
- You'll discover how to almost instantly start hitting the bulls eye with your arrows – even if you've never shot a compound bow before!

**23. After [bad result], a [person] finally discovers the truth about [topic] – and now you can use his/her startling discovery to [get benefit]!**

For example:

- After nearly losing her home to foreclosure, a divorced mom finally discovers the truth about raising money fast – and now you can use her startling discovery to save your home too!
- After yo-yo dieting for 15 years, an Ohio woman finally discovers the truth about safe and effective weight loss – and now you can use her startling discovery to melt the pounds and keep them off!
- After nearly dying from a heart attack, a 45 year old man finally discovers the truth about preventing heart disease – and now you can use his startling discovery to significantly lower your risk of premature death!

**24. You'll discover a proven way to [get benefit] starting as soon as /in as little [time frame]!**

For example:

- You'll discover a proven way to beat shyness starting as soon as today!
- You'll discover a proven way to detoxify your body and get more energy starting in as little as 36 hours from now!
- You'll discover a proven way to develop your intuition starting as soon as this afternoon!

## **25. You'll find out how to [get benefit] without [doing what most will think they need to do]!**

For example:

- You'll find out how to save big on your taxes without cheating, lying or defrauding the government!
- You'll find out how to plan a luxury vacation to Greece without spending a fortune!
- You'll find out how to save for your dream home without sacrificing your current lifestyle!

## **26. You'll find out how to [get benefit] just by [doing an activity] – ANYONE can do this!**

For example:

- You'll find out how to do amazing card tricks just by watching this video – ANYONE can do this!
- You'll find out how to get more customers, sales and money just by writing a few simple articles – ANYONE can do this!
- You'll find out how to overcome post traumatic stress disorder just by spending 15 minutes a day doing this simple exercise – ANYONE can do this!

## **27. If you thought you needed [common tool, activity, knowledge, etc] to [benefit], then you're going to be SHOCKED by the [topic] secrets you find on page [number]!**

For example:

- If you thought you needed to be filthy rich to stay in five-star hotels, then you're going to be SHOCKED by the luxury-vacations secrets you find on page 15!

- If you thought you needed a degree in English to write a best-selling book, then you're going to be SHOCKED by publishing secrets you find on page 99!
- If you thought you needed a big advertising budget to get a lot of traffic, then you're going to be SHOCKED by press release secrets you find on page 3!

## **28. No more guesswork! You'll get instant access to my top-secret [topic] formula that will help you instantly determine [topic]!**

For example:

- No more guesswork! You'll get instant access to my top-secret fat-loss formula that will help you instantly determine how many calories you should be eating each day!
- No more guesswork! You'll get instant access to my top-secret "time is money" formula that will help you instantly determine whether you should do a task yourself or outsource it!
- No more guesswork! You'll get instant access to my top-secret wedding-planner formula that will help you instantly determine how much you need to budget for your dream wedding!

## **29. You'll discover a little-known trick to [get benefit] – even if [common objection]!**

For example:

- You'll discover a little-known trick to quickly and easily build a backyard shed – even if you can't hammer a nail in straight!
- You'll discover a little-known trick to learn to ride a unicycle – even if you barely have the balance to ride a two-wheeler!

- You'll discover a little-known trick to make money from your photographs - even if you're using dirt-cheap equipment!

### **30. See page [number] to find out what one thing you MUST do before you even think about [getting niche benefit]!**

For example:

- See page 15 to find out what one thing you MUST do before you even think about challenging someone to a game of chess!
- See page 55 to find out what one thing you MUST do before you even think about scavenging for re-sellable treasures at estate sales!
- See page 30 to find out what one thing you MUST do before you even think about restoring your antiques!

### **31. You'll discover the ridiculously easy way to [get benefit] - even if you can't tell / don't know a [niche object] from a [totally unrelated object]!**

For example:

- You'll discover the ridiculously easy way to change your car's spark plugs - even if you can't tell a wrench from a bar of soap!
- You'll discover the ridiculously easy way to build your own sauna - even if you can't tell a 2 X 4 from a piece of garlic toast!
- You'll discover the ridiculously easy way to build a website - even if you can't tell HTML code from your Aunt Sally's letters!

### **32. You'll learn about a shocking [niche topic] loophole that you can easily exploit to [get desired result]!**

For example:

- You'll learn about a shocking Google loophole that you can easily exploit to get more traffic!
- You'll learn about a shocking tax loophole that you can easily exploit to save \$1873 on your taxes this year!
- You'll learn about a shocking legal loophole that you can easily exploit to stay in your foreclosed home!

### **33. You'll find out how to quickly recognize and avoid [bad thing]!**

For example:

- You'll find out how to quickly recognize and avoid con artists who are posing as legitimate freelancers!
- You'll find out how to quickly recognize and avoid deadly snakes you'll meet while hiking in the Arizona desert!
- You'll find out how to quickly recognize and avoid symptoms of low blood sugar!

### **34. You'll get my personal list of [topic] where you can tap into an almost endless supply of [desired product, resource, info]!**

For example:

- You'll get my personal list of scrapbook resources where you can tap into an almost endless supply of scrapbooking ideas!

- You'll get my personal list of websites where you can tap into an almost endless supply of free traffic simply by posting tiny ads!
- You'll get my personal list of drop-shippers where you can tap into an almost endless supply of profitable products from reputable suppliers!

**35. You'll discover the [number] laws/rules of [topic] that no one else is telling you! Once you know these secrets, you can [get benefit]!**

For example:

- You'll discover the 3 laws of meditation that no one else is telling you! Once you know these secrets, you can meditate for hours on end like a Zen master!
- You'll discover the 5 rules of anti-aging nutrition that no one else is telling you! Once you know these secrets, you can turn back the clock ten years!
- You'll discover the 7 laws of attraction that no one else is telling you! Once you know these secrets, you can get a date every night of the week for the rest of the year!

**36. Are you [bad result]? Here's a fast and easy way to [eliminate bad result] so that you can start [getting good result]! (See page [number] for the eye-opening details!)**

For example:

- Are you tired all the time? Here's a fast and easy way to boost your energy so that you can start getting more done in less time! (See page 123 for the eye-opening details!)
- Are you frustrated by the high cost of electricity? Here's a fast and easy way to seal up your home so that you can start saving big money on your heating and cooling bills! (See page 33 for the eye-opening details!)

- Are you holding a grudge? Here's a fast and easy way to forgive and forget so that you can start enjoying life again! (See page 9 for the eye-opening details!)

### **37. Beware of this common [niche topic mistake – you'll discover how to avoid it so you [can start getting good result]!**

For example:

- Beware of this common hoof-trimming mistake – you'll discover how to avoid it so you can take care of your horse's feet without getting kicked!
- Beware of this common tattoo mistake – you'll discover how to avoid it so you get a tattoo that you can live with (and love) forever!
- Beware of this common scuba diving – you'll discover how to avoid it so you can breathe freely and enjoy your dives!

### **38. In just [time frame] from now you could be [getting desired benefit] – see page [number] to find out how!**

For example:

- In just 35 minutes from now you could be penning the first words of your romance novel – see page 11 to find out how!
- In just 10 minutes from now you could be easing your dog's joint pain – see page 45 to find out how!
- In just 20 minutes from now you could be creating a million-dollar business plan – see page 13 to find out how!

### **39. How [some object] can [get you good result]!**

For example:

- How five little words on your resume can get you your dream job!
- How a simple seasoning (that you probably already have in your cupboard) can stop your spouse from snoring!
- How a simple poem can help you overcome grief!

### **40. What the “[name of formula/secret]” is and how you can use it to [get result]!**

For example:

- What the “4T Formula” is and how you can use it to get as much targeted traffic as you want!
- What the “DD Formula” is and how you can use it to find the most reliable freelancers who turn out the highest quality work!
- What the “Piggyback” formula is and how you can use it to get a buzz going about your short report!

### **41. Why it’s NOT your fault if [you have bad result] – and what you can do starting today to [get good result]!**

For example:

- Why it’s NOT your fault if you’re not making money online – and what you can do starting today to put money into your PayPal account!
- Why it’s NOT your fault if you can’t keep the weight off – and what you can do starting today to lose weight so you can throw away your fat clothes forever!

- Why it's NOT your fault if you can't land a part in a play - and what you can do starting today to get the leading roles!

## **42. Prepared to be SHOCKED! You'll discover the stunning [topic] secret that you can use to [specific result]!**

For example:

- Prepare to be SHOCKED! You'll discover the stunning health secret that you can use to live a longer, healthier life!
- Prepare to be SHOCKED! You'll discover the stunning rock hounding secret that you can use to easily find the biggest Lake Superior agates!
- Prepare to be SHOCKED! You'll discover the stunning GRE test secret that you can use to skyrocket your test scores and get into the graduate school of your choice!

## **43. [Specific benefit] is possible – but only when you know these [number] [niche topic] secrets revealed in chapter [number]!**

For example:

- Teaching your baby to "speak" is possible - but only when you know these 3 sign-language secrets revealed in chapter 5!
- A life without pain is possible - but only when you know these 4 leg therapy and rehabilitation secrets revealed in chapter 1!
- Making money online is possible - but only when you know these 5 entrepreneurial mindset secrets revealed in chapter 11!

**44. You'll learn the amazing [number] step system that transforms you from [current state] to [desired state]!**

For example:

- You'll learn the amazing 5-step system that transforms you from a lazy couch potato to a trophy-winning tri-athlete!
- You'll learn the amazing 3-step system that transforms you from a one-hit wonder to a chart-topping country musician!
- You'll learn the amazing 7-step system that transforms you from a Plain-Jane girl to beauty queen knockout!

**45. See page [number] to learn about the breakthrough [topic] discovery that [delivers desired result]!**

For example:

- See page 37 to learn about the breakthrough arthritis discovery that could allow you to start leading a life without pain!
- See page 12 to learn about the breakthrough health discovery that could drop your bad cholesterol levels to normal in just six short weeks!
- See page 54 to learn about the breakthrough ADHD discovery that could allow your child to start focusing again in school - WITHOUT taking Ritalin!

**46. You'll learn the easiest way to get rid of [bad results] for good!**

For example:

- You'll learn the easiest way to get rid of unsightly cellulite for good!

- You'll learn the easiest way to get rid of migraine headaches for good!
- You'll learn the easiest way to get rid of toxic mold for good!

**47. After [length of time] of trial and error and [(losing) amount of money], I finally discovered the secret of [benefit] – and you get instant access to these stunning discoveries when you order now!**

For example:

- After five years of trial and error and \$15,827, I finally discovered the secret of making money online – and you get INSTANT access to these stunning discoveries when you order now!
- After 10 years of trial and error and overpaying by at least \$5372 on every car I purchased, I finally discovered the secret of beating the car sales people at their own game – and you get INSTANT access to these stunning discoveries when you order now!
- After three years of trial and error and paying over \$7377 in interest fees, I finally discovered the secret of getting dirt-cheap loans – and you get INSTANT access to these stunning discoveries when you order now!

**48. Here's a lightning-fast, simple way to [get benefit] – it's as easy as painting-by-the-numbers!**

For example:

- Here's a lightning-fast, simple way to score a callback every time you audition for any part – it's as easy as painting-by-the-numbers!

- Here's a lightning-fast, simple way to change the oil in your car - it's as easy as painting-by-the-numbers!
- Here's a lightning-fast, simple way to do your spring cleaning - it's as easy as painting-by-the-numbers!

**49. If you think you can't [get result] without/unless [having certain knowledge, tool, etc], think again! You're about to learn a little-known [topic] shortcut!**

For example:

- If you think you can't get a novel published unless your name is "Steven King," think again! You're about to learn a little known publishing shortcut that will get your manuscript out of the slush pile!
- If you think you can't get traffic without a big advertising, think again! You're about to learn a little known traffic-generation shortcut!
- If you think you can't get rid of your hay fever without painful shots, think again! You're about to learn a little known "breathe free" shortcut that doesn't require a trip to the doctor!

**50. Find out the truth about [topic] and why almost everything you've heard about [getting benefit] is dead wrong!**

For example:

- Find out the truth about fever blisters and why almost everything you've heard about getting rid of cold sores is DEAD WRONG!
- Find out the truth about deer hunting and why almost everything you've heard about bagging a big buck is DEAD WRONG!

- Find out the truth about "going green" and why almost everything you've heard about squeezing more miles per gallon out of your car is DEAD WRONG!