
714 Ways Pro Copywriters Boost Response And Make *Millions of Dollars*

by Kelvin R. Parker



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A The Right Appeal

Finding The Right Appeal – The Seven Most Basic Motivators

1. Sex, love, and intimacy
2. Greed
3. Fear
4. Health
5. Self-improvement
6. Respect
7. Pleasure

The 5+1 Real Concerns Everyone Had On Their Minds...

1. Money
2. Health (physical & mental)
3. Sex & Love (sometimes included friendship love)
4. Power & Security (society, politics, secure job)
5. Meaningful life / work (feeling of contribution)

+1 How to also bring the above 5 things to the ones you care for.

52-Point Expanded List Of Emotional Appeals That Stimulate Action

1. Money
2. Make more money
3. Save money
4. Irresistible bargain
5. Greed
6. Accumulating valuable and beautiful possessions
7. Protecting family and possessions

8. Retirement security
9. Power
10. Revenge
11. Sex, love, intimacy
12. Attracting the opposite sex
13. Friendship love
14. Improving Health
15. Reduce weight, improve appearance
16. Survival and eternal life
17. Security in old age
18. Recognition, pride, ego
19. Acceptance
20. Respect
21. Prestige
22. Fame
23. Safeguarding reputation
24. Gaining praise and popularity
25. Fear
26. Danger
27. Freedom from worry
28. Patriotism, duty, honor
29. Self-improvement
30. Parental success
31. Career success
32. Marital success

33. Success in competitive games
34. Conserving time, work, effort
35. Laziness
36. Avoidance of pain, hardships & unpleasantness
37. Escaping criticism
38. Fun, enjoyment, leisure
39. Increasing comfort
40. Expressing individuality
41. Satisfying curiosity
42. Satisfying appetites - gluttony (excess in eating and drinking)
43. Physical hunger/thirst
44. Anger
45. Salvation
46. Envy
47. Guilt
48. Benevolence
49. Desperation
50. Passion
51. Lust
52. Vanity

B The Offer / Deal

[What you get / price / risk reversal / bonuses]

The Four Essentials of Any Offer / Deal

- What you get
- The price
- Risk reversal / guarantees
- Bonuses

The Importance Of “The Deal” / “Your Offer”

According to Gary Halbert

Your offer is by far the most important element in the entire sales message.

- The *offer being made* is at least 10 times more important than the actual words (the copy) used to express it
- It is the “heart and soul” of great salesmanship

To Buy Or Not To Buy - Two Motivating Factors

1. Their confidence in your product or service
2. The level of risk (consciously or unconsciously, explicitly or implicitly) you are asking them to shoulder in the transaction

Lowering the risk will increase the level of confidence...

Three Ways To Reverse Risk

According to Jay Abraham

1. Total monetary risk reversal
 - a. Money-back guarantee
 - b. Free trial offer
2. Better than total risk reversal
 - a. Guarantee of complete refund if dissatisfied, plus offer a bonus incentive to keep even if purchase is refunded
3. Emotional risk reversal (Increase prospects confidence level / reduce fear before they purchase)
 - a. Contact other satisfied clients
 - b. Educate fully about product or service

Two Sure-Fire Ways To Strengthen Your Risk Reversal

According to Jay Abraham

1. Increase the money-back time frame (the longer the better... even test a “lifetime money-back guarantee”)
2. Always use “better-than-risk-free” guarantees: Allowing client to keep a bonus or bonuses of greater value than the purchase price of product/service, even if they return for a refund

Offer performance guarantees: Client doesn't pay unless some specified performance measurement is met

The Offer / Deal Fifteen Point Checklist

According to Bill Myers

1. Are you making the most enticing offers you can within the realm of good business?
2. Is the offer written to **appeal to the “Hot Buttons”** of our selected market?
3. Is the offer written to **correspond with market demographics?** (*Males, females, young, mature, liberal or conservative, etc.?*)
4. Does the offer **compel the reader to read it**, and is it **easy to understand?**
5. Does the offer make the reader **want to buy?**
6. Does your offer lend itself to the use of any or all of these incentives for response: free gift, contest, free trial offer, installment terms, price savings, money back guarantee?
7. Is the price “right” for this product to this market? (*Most people under price their product!*)
8. Is there a **money-back guarantee?**
9. Does the offer include **FREE premiums** to increase the **perceived value** of the offer?
10. Is there anything about the offer that could in any way adversely affect the **consumers confidence** in the company making this offer? (*Remove all the reasons not to buy!*)
11. Does your offer lend itself to the development of an “automatic” repeat business cycle?
12. Have you determined the ideal introductory period or quantity for your offer?

13. Have you determined the ideal introductory price for your offer?
14. Have you determined the possibility of multiple sales for your offer?
15. Is the order line **phone number** easy to find in the offer, and is it correct? Is the **return address** on the envelope?

Four Ways To Make Your Offer Stronger

1. Give high perceived value premiums / bonuses
2. Offer special discounts
3. Use loss leaders (lose money on the front-end, make it on the back-end)
4. Sweepstakes

C The Headline

The Purpose Of The Headline According To The Copywriting Greats:

- Your headline has only one job according to Eugene M. Schwartz
 1. To stop your prospect and compel him to read the second sentence of your ad

- Two jobs of your headline according to John Carlton
 1. Catch the full attention of your intended audience
 2. Bring them into the ad, as if you have reached out of the page and grabbed them by the lapels.

- The five tasks of a headline according to Ted Nicholas
 1. Attracts attention
 2. Communicates a strong benefit
 3. Appeals to the self-interest of the reader.
 4. Sets the tone for the offer
 5. Acts like a marquee does for a movie theatre and selects the right audience.

Five Elements Of A Successful Headline

According to John Caples

1. Self-interest... a spectacular benefit
2. News that affects your prospects directly
3. Curiosity
4. Quick, easy way
5. Believability

Thirteen Rules And Guidelines For Writing Headlines

By master copywriter John Caples

1. The promise must be believable. Never make your claim bigger than your proof.
2. Try to get self-interest into every headline you write. Promise a spectacular benefit that directly impacts your prospect.
3. Use product news or announcements.
4. Avoid headlines that provoke curiosity alone. Combine curiosity with news or self-interest.
5. Avoid the negative. Show the positive angle.
6. Suggest in your headline that here is a quick and easy way for the prospect to get what they want
7. Do not make your headline so short that it fails to express your idea properly.
8. Avoid “clever” headlines
9. Avoid the meaningless headline
10. Headlines that are merely a statement of fact are ineffective
11. Your logo or a picture (with caption) can be considered as part of the headline
12. Avoid the “hard-to-grasp” headlines that are not instantly crystal clear
13. Do not run advertisements without headlines

Five Additional Rules And Guidelines For Writing Headlines

By master copywriter Ted Nicholas

1. Use quotation marks because it is more memorable
2. Use reverse type sparingly, because it is hard to read
3. Use upper and lower case letters-not all caps-for reading ease
4. If a large photograph is used, place the headline below it
5. Do not vary type size

30 Super-Charged Headline Ideas From Master Copywriter Eugene Schwartz

1. Quantify the size of the result
2. Quantify the speed of the result
3. Compare your result to the competition
4. Use words that help the reader visualize the result
5. Sensitize the claim by making the prospect feel, smell, touch, see or hear it
6. Demonstrate the claim by showing a prime example
7. Dramatize the claim, or it's result
8. Make a seemingly contradictory statement or promise.
9. Remove common objections from your result
10. Associate your result with people and values the prospect wants to identify with.
11. Turn your claim into a question
12. Offer information about how to accomplish the result
13. Hook your claim to an authority
14. State your result as a before-and-after story
15. Stress the newness of the benefits and results using the words "new," "introduction," or "announcing."
16. Offer an exclusive the reader can't get elsewhere.
17. Turn the claim into a challenge for the reader
18. State the claim as a case-history quotation
19. Connect how the product works to it's result in the headline
20. Startle the reader by contradicting the way he thinks the product should work
21. Connect the need and the claim in the headline
22. Promise the reader useful information.
23. Give a name to the problem or need
24. Warn the reader about possible pitfalls if he doesn't use the product

25. Show how easy the result can be accomplished by imposing a universally overcome limitation
26. Surprise your reader into realizing that former limitations have now been overcome
27. Dramatize how hard it was to produce the claim
28. Accuse the result of being too good
29. Challenge the prospect's present limiting beliefs
30. Turn the claim into a question and answer

11 Great Headline Ideas From Master Copywriter John Caples

1. Begin your headline with the words "Now", "At Last"
2. Put a date into your headline.
3. Write your headline in news style.
4. Feature price / reduced price / special merchandising offer / easy-payment plan / free offer in your headline
5. Tell a personal success story
6. Begin your headline with the words "How To", "Why", "Which", "Who else?", "Wanted", "This", "Because", "If", "Advice"
7. Quote the end result of a testimonial or success story
8. Offer the reader a test or quiz
9. Address your headline to a specific person or group.
10. Have your headline ask a question that promises a benefit
11. Offer benefits through facts and figures

Eighteen Additional Proven Headline Ideas

1. Tie-in to current events
2. Give the reader a command – tell him to do something
3. Offer a free special report, catalog, or booklet

4. State the selling proposition directly and plainly
5. Arouse reader curiosity (tied in with a self-interest benefit)
6. Promise to reveal a secret
7. Stress cost savings, discounts, or value
8. Offer an alternative to other products and services
9. Stress your guarantee
10. Address the reader's concern
11. Show ROI (return on investment) for purchase of your product
12. Stress the value of your premiums / bonuses
13. Present a shocking fact that ties in to a benefit
14. Question authority
15. Use the "they don't want you to know" method
16. Stack headlines
17. Prove your claim in the headline
18. Make a prediction

62 Powerful Headline Words

1. Free
2. You
3. IF... THEN Construction
4. How To...
5. Announcing
6. Introducing
7. Secrets Of...
8. New
9. Amazing
10. Facts You

11. Breakthrough
12. Easy
13. Results
14. At Last...
15. Now
16. Advice To...
17. The Truth About...
18. Proven
19. Guaranteed
20. Love
21. Sex
22. Protect
23. Alternative
24. Attention
25. Life
26. Here's
27. Discover
28. Why
29. Healthy
30. Do You...
31. Bargain
32. Yes
33. Who Else...
34. Startling
35. Challenge
36. How Much...

- 37. Fast
- 38. Money
- 39. Save
- 40. Hurry
- 41. Gain
- 42. How Would
- 43. This
- 44. Only
- 45. Sale
- 46. Instant
- 47. Quick
- 48. Immediate
- 49. Urgent
- 50. Last Chance
- 51. Win
- 52. Secret
- 53. Success
- 54. Revolutionary
- 55. Magic
- 56. Surprising
- 57. Powerful
- 58. Safe
- 59. Sensation
- 60. The Only
- 61. Exclusive
- 62. Wante

D The Copy

Twenty Rules For Writing Powerfully Enticing Copy That Sells

According to John Caples

1. Write to one person, not an audience
2. Use present tense, second person
3. Be clear
4. Use simple words
5. Be convincing... remember to sell the benefits
6. Be interesting
7. Be dramatic!
8. Arouse curiosity
9. Be specific
10. Use long copy... as long as is needed to sell your product service without becoming uninteresting
11. Don't lie
12. Tie claims to testimonials
13. Promote benefits, not features
14. Create customer confidence
15. Use subheads
16. Put captions under illustrations
17. Give free information
18. Don't promote your competitors
19. Keep it active
20. Ask for the order

Five Power Concepts To *Immediately* Improve Your Copywriting

According to Jay Abraham

1. People want to be led
2. You must tell people what specific action to take
3. Advertising is nothing more than salesmanship *multiplied*
4. People won't appreciate what you've done or will do, or are doing for them unless you educate them to the facts
5. Bonuses can make a profound contribution to your overall sales proposition

Nine Killer Copywriting Tips

According to Dan Kennedy

1. Establish authority
2. Tell them what it is NOT
3. Let prospect "off-the-hook" – It's not your fault
4. Reveal "Secrets"
5. Use "Reasons Why" Copy
6. Bond rallying against an enemy-in-common
7. Use the Storytelling Mode
8. Offer Proof
9. Write in "Feelings" Language

Ten Proven Styles Of Writing Copy

1. Straightforward Copy
2. Story Copy – A Star, A Story, And A Solution
3. "Just Imagine..." Type Copy
4. Free Trial Offer Copy
5. Factual Copy – The "Information" Ad
6. The "Market Test" Approach

7. The Reasonable Bargain
8. News Page Copy
9. Competitive Copy
10. The “Grabber” approach (e.g., attach a dollar bill with story explaining why)

How To Determine The Proper “Tone” For Your Copy – Six Steps

According to Bob Bly

1. Space
2. The product
3. Purpose
4. The buyer
5. Buyer/seller relationship
6. Past experience

Nine Ways To Write A Powerful Opening Paragraph

1. State a “News item” of interest
2. Open with a powerful quotation from a well known and respected authority
3. IF...THEN approach: If you...then this could be the most important letter you’ll ever read
4. Launch into an intriguing story
5. State or re-state the offer
6. The shocker: Make an arresting statement
7. Tell how you obtained the reader’s name
8. Make a bold, daring or shocking prediction
9. State a problem that arouses strong feelings

Thirty-Two Ways To Get More Inquiries From Your Advertising

According to John Caples

1. Mention the offer in the headline
2. Emphasize the word “Free”
3. Mention the offer in subhead
4. Show a picture of the booklet or sample
5. Mention the offer in the first paragraph
6. Use an attractive booklet title
7. Include an attractive description of the offer
8. Include a booklet foreword by a famous person
9. Include testimonials
10. Sweeten your offer
11. Include a coupon
12. Print the value on the coupon
13. Include some selling copy in the coupon
14. Print your address twice in each ad
15. Include a telephone number-especially a toll free number
16. Spotlight FAX for ordering-make it toll-free
17. Emphasize “no obligation”
18. Offer certain information in a plain envelope
19. Urge immediate action
20. Include a business-reply postcard
21. Include a fold-over coupon
22. Use a free-standing insert
23. Test several different offers
24. Test several different ads

25. Use the most effective media
26. Skim the cream from various markets
27. Use the most effective space size
28. Use long copy
29. Use the best season
30. Use the best-pulling positions in publications
31. Study the offerings of your competitors
32. Keep records of your results

Seven Essential Product/Service Benefits To Highlight In Your Copy

1. Increased Time, Money or Control
2. Reduced Risk; Increases Security
3. Increased Protection
4. Make You More Attractive
5. Entertaining
6. Informational
7. Educational

Thirteen Ways To Build Credibility And Prove Your Case

1. Display a list of satisfied customers
2. Use powerful testimonials from satisfied customers
3. Use case histories or product success stories
4. Have a description of features, advantages, and benefits.
5. Show prospects how to dramatically demonstrate and prove to themselves your claims before the buy
6. Be very specific

7. Give “reasons why” which allows your customer to feel he is arriving at a logical, sensible, practical decision when buying, and to feel equipped to justify his decision to others
8. Build confidence in your company by inviting prospects to call or email
9. Display media reviews or third-party and expert endorsements
10. Display photo of the product in question
11. Reverse the risk in the transaction by way of guarantee or trial offer
12. Offer better-than-risk-free by offering a valuable bonus prospect can keep even if they return the product for a refund
13. Back up benefits, claims and promises with evidence, studies, proof, and quotes from authorities

Six “Reasons Why” Your Offer Is A Bargain
According to Marlon Sanders

1. Tell how you’ve reduced the price
2. Dramatize the low price
3. Tell how others are paying more
4. Give the reasons for the low price
5. Tell why it’s a bargain
6. Build up the value of your proposition

Getting Inside Your Customers/Clients Mind – Twelve Pointers

1. People will not pay to prevent illness or disaster... but will not hesitate to pay to fix something once it is broken
2. Avoid asking questions or painting pictures that get a “no” response from your prospect.
3. The fastest – and easiest – way to bond with someone is to find common ground.
4. Do not argue with your prospective client – nobody “wins” an argument
5. Clients want what they don’t or can’t have... much more than what they do have

6. Everybody wants to feel special
7. Buying is an emotional decision...but justifying it is a process of logic
8. All customers ARE NOT different – human nature is unchanging
9. People love inspirational stories – just look at the success of the “Chicken Soup for the Soul” series
10. Let prospect “off-the-hook” – Tell them “It’s not your fault”... and they will warm to instantly
11. A “secret” is the hope all prospects live for
12. Hatred of an enemy in common is the best means you have of creating instant rapport with your prospect

Seventy-One Magical Words And Phrases For Killer Sales Copy

1. New
2. Discover
3. Reveals
4. Free
5. Proven
6. Results

7. Miracle
8. Magic
9. Offer
10. Quick
11. Easy
12. Wanted
13. Challenge
14. Compare
15. Bargain
16. Hurry

17. Suddenly
18. Now
19. Announcing
20. Introducing
21. Improvement
22. Amazing
23. Sensational
24. Remarkable
25. Revolutionary
26. Startling

- 27. Save
- 28. Discover
- 29. Health
- 30. Safety
- 31. Money
- 32. Love
- 33. You
- 34. Guarantee

- 35. Bargain
- 36. Improved
- 37. Just Arrived
- 38. Break Through
- 39. Send No Money
- 40. Bonus
- 41. Gift
- 42. Valuable
- 43. Priority
- 44. Unique
- 45. Rush
- 46. The truth about...
- 47. Hurry
- 48. Today
- 49. How to...
- 50. At last
- 51. Limited
- 52. Opportunity
- 53. Yes
- 54. Charter
- 55. Secrets
- 56. Only chance
- 57. Discount
- 58. First time ever
- 59. Special
- 60. Instantly
- 61. Forever
- 62. Premium

Proven Phrases Asking For Action...

- 63. Write today
- 64. Do it now
- 65. Supply limited
- 66. Answer by _____
- 67. Call today
- 68. Don't delay
- 69. This is a very limited offer
- 70. Supplies are limited
- 71. Once they are gone, they will be gone forever!

E The Close / Call to Action

Four Steps To Close The Deal Now!

1. Create an irresistible offer your prospect cannot refuse
2. Make a risk-free or better-than-risk-free offer
3. Motivate prospect to ACT NOW... Use a deadline or expiration date. Offer a quick-response bonus. Offer an up-sell bonus.
4. Make it simple to order and simple to give you money

F Most Critical Elements for Success

Eleven Critical Elements to Copywriting Success

...and millions of dollars!

1. The Right List
2. An irresistible Offer / Deal
[What you get / price / risk reversal / bonuses]
3. Headline
4. Copy
5. Close

...and of course the product. All great marketing is built upon a great product. And any great marketing success built upon a bad product is very short lived.

Combined with six essential elements of true “salesmanship-in-print” according to master copywriter Gary Halbert:

6. Passion
7. Detail
8. Truth About Flaws
9. Clarity
10. Flow
11. Believability

Step-By-Step Order To Follow For Guaranteed Success

1. Start with your target audience, not your product. What do they want?
2. Focus next on the medium through which you will find your target audience (publications, mailing lists, Internet)
3. Crafted an irresistible “offer”
4. Then create your sales letter (headline, bullets, body copy, close)

The AIDA Sales Letter Formula

(Attention + Interest + Desire + Action)

- Attention
 - Headline
 - Pre-Emptive Positioning
 - Grabber/Stopper
 - Unique Selling Proposition
 - Most Power Benefit

- Interest
 - Full statement of most powerful claim/benefit
 - Stage setter
 - Bonding/qualifying statement – stated clearly, with excitement and enthusiasm

- Desire
 - Full list of benefits
 - Credentials
 - Building the case/proving the case
 - Testimonials/endorsements
 - Independent analysis and recommendations

- Action
 - Call to action
 - What you want your prospect to do
 - Ask for the order
 - Repeat full benefit-oriented description of what you get with major benefits, state claims and the result

Gary Bencivenga's Persuasion Equation

Problem + Promise + Proof + Proposition=Persuasion

The Five Step Motivating Sequence In Copywriting

1. Get attention
2. Identify the problem or need
3. Position your product as the solution or answer
4. Prove your product is the best solution or answer
5. Ask for the order

The Nine Step Essential Sales Letter Sequence

1. Main headline
2. Salutation
3. Opening paragraph
4. Tell your story
5. Bullets
6. State your offer
7. Close the deal
8. Add a "P.S."
9. Include an order form

An Alternate Ten Point Sales Letter Sequence

1. Headline
2. Bullets
3. Features and Benefits
4. Unique Selling Proposition
5. Credibility
6. Price and Bargain Appeal
7. No-Risk Guarantee
8. Puppy Dog Close - Don't Decide Now
9. Bonuses and/or Price Discount
10. P.S.

The Five Most Important Sales Letter Components

1. The headline
2. The P.S.
3. Any subheads
4. Bullets
5. The body of the letter

119 Proven Money-Making Tips For Writing Powerful Copy

1. Product and offer-has to be appealing
2. List-the audience must be a carefully selected target
3. Copy-has to sell
4. Know your market. Know whom are you talking to.
5. Know your product and its benefits
6. Know your lists
7. Know your offer
8. Write to a real person – one person (not an audience or group)
9. Treat your reader with respect
10. Respect your reader's time
11. Respect your reader's budget
12. Assume your reader is naturally curious-most people are
13. Be sure your message is believable
14. Express genuine enthusiasm through the message, your product benefits, and your offer
15. Give directions that are easy to follow
16. Make contact where your prospect is. They should say, "Yes, that is just like me."

17. Be dramatic! Use vivid portrayals of situations, word pictures to inspire and intensify the desire in your prospect.
18. Understand what primal urge will give you the most leverage in selling your prospect
19. What ‘hook’ will interest your audience?
20. Do not allow any sexism appear in the copy
21. Delete words and phrases that have been unnecessarily repeated
22. Have a number of other people read your copy and tell you what it’s about
23. Make it easy to order
24. Be sure your copy contains every single benefit on your list of benefits
25. Make your copy dynamic and interesting to read. Use underlines, bolds, italics, highlights, indentations, handwritten notes, and so on.
26. Be sure you prove the truth of your claims if asked to do so by federal, state, or postal authorities.
27. Start your copy with your strongest selling point
28. Be sure every picture have a caption – one which sells
29. Edit and edit again to achieve copy that flows from one idea to the next in a clear and logical manner
30. Offering a money-back guarantee, or a better-than-risk-free guarantee
31. Avoid cute or funny copy at all costs. Spending money is a serious business.
32. Use type that is large enough to be read
33. Have you used the word “you” in the opening and in headlines?
34. Don’t try to sell more than one thing in your copy
35. Do all the components of your mailing have the same “voice”?
36. Personalizing your mailings can boost response as much as 30%.
37. Using celebrities to introduce you in your ad is a great way to “credential” your business
38. TEST, TEST, TEST!
39. Use longer guarantees – they do not increase refund rates

40. Continually add to the perceived value of your product
41. Use easy payment options: Send no money. Post-dated check. Easy payment plan.
42. Offer a better-than-risk-free option: “Keep most of the package, and still get a refund.”
43. Fulfill fast... and make a point of it in your sales copy
44. Send out a “stick letter” that arrives before your product
45. Offer to buy one for your prospect, out of your own pocket
46. Never forget to KEY CODE every ad and letter
47. Go to smaller type in your print ads rather than cut critical copy
48. Tell the whole story, every time
49. Always make your offer unique and different from everyone else
50. A trick for beginning copywriters. Delete the first page of your copy and start on page two... nobody will read “just warming up” copy.
51. Spend up to 80% of your time on the headline of a space ad or sales letter
52. Use highly salable products as free bonus gifts
53. Always use a headline at the top your sales letter
54. Never change a word of winning copy for anyone until you test it
55. Copyright all your sales materials
56. Test a photograph in your space ads
57. In photos of people make certain they are looking directly into the camera
58. Use “you” and “free” more often in your copy
59. Do not use “I”, the biggest turn-off word in copy, at all or very sparingly.
60. Always use a “drop” first letter in a space ad
61. Use subheads which are strong enough to be headlines
62. Do not use a screen behind any copy area
63. Never print body copy in any color other than black

64. Eliminate the word “that” in your copy
65. Be provocative. If copy doesn’t bother or offend someone it usually doesn’t work!
66. Don’t end a page in your sales letter on a period... or... a column of copy in an ad on a period.
67. Put a footer (in the bottom right hand corner) on all your sales letters that says something like, “go to next page”. If you run multi-page newspaper or magazine ads... do the same.
68. Forget rules of grammar when writing copy
69. Use quotation marks around headlines
70. Use upper and lower case letters in a headline
71. Handwriting great copy is best way to improve your copywriting skills
72. Get into a peak emotional state before you write
73. When writing copy, imagine you are talking to a friend or loved one.
74. Never put a period at the end of a headline
75. Break the last sentence on the page in a sales letter
76. Make the signature used in a sales letter clear and bold
77. Cross out and change prices and words
78. Test a handwritten P.S., which can often increase response.
79. Create an offer the visitors can’t refuse, build credibility and guarantee that it is sound and believable.
80. Use testimonials that are specific and denominate the product or service in use and focus more on positive, measurable results than mere abstract “satisfaction.”
81. Recognize what people want is the benefit, not just feature-based words. Give hard specific, performance-based guarantees that give them the security to buy.
82. Build an irresistible offer. Make an offer they can’t refuse.
83. Keep it simple
84. Bullet your copy with plenty of benefits
85. Be able to answer the question, “who cares?” when challenging the value of your offer, proposition or payoff.

86. Know both the tangible and intangible risk factors your product or service needs to overcome and effectively overcome them all.
87. Address concerns, doubts and credibility issues by providing crystallized evidence that you yourself are experiencing the end result and payoff and even further dimensionalize the proposition and payoff with factual evidence of clients who are also experiencing the value.
88. Long, “reason-why” copy is most effective, most often.
89. Make big promises you can support, define and denominate in specifics.
90. Use powerful headlines that promise benefits and advantages
91. Put the maximum number of benefits possible in your copy
92. Write about people, things and facts
93. Write as you would talk
94. Put yourself in the reader’s place
95. Don’t hurt the readers feelings
96. Specify. Use illustrations, cases, examples.
97. Start a new sentence for each new idea
98. Use words that are simple and unambiguous
99. Keep your sentences short
100. Keep your paragraphs short
101. Use direct questions
102. Make your writing interesting to look at
103. Make a list of possible objections a potential buyer might have.... and.... overcome each one.
104. Read your copy aloud. Edit to smooth out all the "bumps" where it doesn't flow well, where the transition from one sentence to another or from one paragraph to another or simply from one thought to another is less than seamless.
105. Edit and reedit. Make it tight. Mercilessly delete any words that can be eliminated? (Be merciless in excising them.) Use short sentences. Short paragraphs. Everyday English. Use some one-word sentences. Use some one-sentence paragraphs. Use subheads that make your copy look interesting and easy to read.

106. Say something that gets your prospects attention
107. Tell them the reason why they should be interested in what you have to say
108. Tell them the reason why they should believe what you're saying is true
109. Prove what you're claiming is true
110. Tell your prospect that what your selling is available only for a limited time
111. Tell them precisely what actions they have to take (buy what you're selling) to get the benefits they want to enjoy from your product or service.
112. Warn them what will happen to them if they choose not to take action.
113. Make sure you have a powerful offer that motivates them to take action now.
114. Every statement must pass the "So What" test
115. Have sympathy for your readers natural skepticism
116. Find a parade and get in front of it
117. Make your copy a "greased slide"
118. Have you made certain that what you said relates specifically to you and not to your competition?
119. Have you rewarded your customer by making it easy and fun for him or her to spend time with your advertising?

10 Persuasion Secrets of the Top Marketing Pros

According to Robert Bly

1. *The "so what" test.* After you write your copy, read it and ask whether it passes the "so what" test. If your prospect would say "so what", rewrite it.
2. *Use the key copy drivers.* Make sure your copy hits one of the key copy drivers as defined by Bob Hacker and Axel Andersson: fear, greed, guilt, exclusivity, anger, salvation, or flattery. "If your copy is not dripping with one or more of these, tear it up and start over," says Denny Hatch.
3. *The drop-in-the-bucket technique.* "You have to show that the price you are asking for your product is a 'drop in the bucket' compared to the value it delivers.
4. *Know your audience.* Understand your target market -- their fears, needs, concerns, beliefs, attitudes, desires.

5. *Write like people talk.* Use a conversational, natural style.
6. *Be timely.* Pay very close attention current events that may be relevant.
7. *Lead with your strongest point.*
8. *The Tremendous Whack Theory.* Be dramatic, not subtle.
9. *Build credibility with your reader.*
10. *Don't use an "obvious lead."*

G What to Test

Twelve Elements to Test in Direct Mail and Space Media Advertising

1. *Headline/Subheads/Opening Paragraph:* Appeal. Wording. Size. Placement.
2. *Illustration(s):* Subject. Size. Style. Placement. Caption.
3. *Ad Format/Layout/Colors:* Symmetrical and balanced. Busy. Full page. Half-page. Classified ad.
4. *Direct Mail Format:* Direct mail sales letter (4, 8, 16, 20+ pages). Magalog. Tabloid. Bookalog. Self-mailer (postcard, snap pack, folded self-mailer). Catalog. Alternative media (bind-in/blow-in, free-standing insert, package insert, co-op mailing, statement stuffers, ride-alongs).
5. *Copy:* Amount. Type size and style. Basic story / pitch / sales proposition.
6. *Offer:* Precise offer including what you get / price / risk reversal / bonuses. How to order or purchase instructions.
7. *Guarantee / Risk Reversal:* Money-back. Free trial offer. Keep bonus even if product is returned & refunded. Time frame of guarantee. Performance guarantees.
8. *Call to Action:*
9. *Ad Size:* Size of ad in relation to page on which ad appears.
10. *Every Logical Advertising Medium:* Name. Type (publications / mailing lists / FSI's / email lists / pay-per-click search engines).
11. *Timing and Frequency:* Daily, weekly, monthly. Specific day of the week, specific dates or season.
12. *Placement/Positioning:* Where ad ran in relation to medium as a whole. Location of advertising, both geographically and within each medium.

Ten Guidelines For Testing For Maximum Effectiveness

1. Make every promotion a test.
2. Establish goals for each test. Test to find out things you need or want to know.
3. Test significant factors that make a substantial difference in direct marketing results: product, media, offers, and formats.

4. Consistently test new direct mail packages against control packages, new ads against control ads, new sales scripts against control sales scripts.
5. Use direct mail tests to settle questions, debates, and disagreements concerning strategy, format, lists, design, and copy.
6. Test using quantities that provide for statistically valid results.
7. Be consistent in your testing.
8. Don't assume you know what will work.
9. Follow your test figures through to conclusion, using net revenue per thousand as the key criterion.
10. Interpret your test figures in light of the effect on the image and future profits of your company.

H The Copywriting Creative Process

How to Create *Killer Copy That Sells*

(This process is *heavily influenced* by two *killer copywriters* – Gary Halbert and Bob Bly.)

1. Preparation Stage: Research!, Research!, Research!

- a) Get to know the product or service inside and out. Get to know what has been tried in the past. Obtain all previous marketing material published on the product. This material includes:

Sales Letters
Newspaper and Magazine Ads
Radio and Television Spots
Brochures
Catalogs
Press kits and News Releases
Telemarketing Scripts
Sales training materials
Back issues of promotional newsletters
Classified ads
Audio presentations
Copies of speeches
Audio-visual scripts
Swipe files of competitors' ads and literature

Also:

Marketing plans
Market research
Product Sample(s)
Feature articles on product or company
Testimonial letters from satisfied customers
Complaint letters from dissatisfied customers

For new products, research material may include:

Internal memos
Product specifications
Business and marketing plans
Reports
Proposals

- b) Ask *a lot of questions...* of anybody and everybody associated with the product. Questions such as:

Who buys your product?

Why do they buy it?

What is the biggest benefit one will receive from your product?

What are its features and benefits? (Make a complete list.)

What problems does the product solve in the marketplace?

How is the product positioned in the marketplace?

How does the product work?

How reliable, efficient, economical is the product?

Why is it better than the competition? Which features are exclusive? Which are better than the competition's?

Is there a money back guarantee?

How did your product come into existence, what motivation and occurrence?

Is there anything about the product or company that will lend credibility; such as awards, time in business, and number of locations?

What do previous customers have to say? Can you provide these testimonials for review?

c) Get to know your client and customer *intimately*...

Who will buy the product? (What markets is it sold to?)

What is an accurate profile of the type of client or customer you are most likely to attract?

What is the character of the buyer?

What are your target clients' "hidden agenda" of goals and desires?

What is your buyer's character? What motivates him/her?

What is your customer's main concern?

What is the customer's main concern? (Price, delivery, benefits obtained, performance, reliability, service maintenance, quality efficiency)

How many different buying influences must the copy appeal to?

Where will I find your target audience? If they read magazines... You can be sure I read the same ones!

If they buy through mail order... I'll find the mailing lists they reside on and understand the psychological profile behind the list...

Do “Amazon School Of Copywritng” research on this market. Find the top 100 books on the subject. Look up the titles and subtitles (for language that resonates with your targets interests). Look up the reviews for all the books. Note the expressions, phrases, words and emotions expressed by the target market.

- d) Determine your precise objective for the copy...

Do you want to generate immediate sales or build a large list of prospects to which you can communicate about future products?

- e) Interview the “top sales person” for the product...

That may be the company owner, a top sales person, or the product creator – such as the author of a book. Essentially, the person that knows the product *better than anybody else in the world!*

Have them “sell you”. Including overcoming all your objections. Tape record session. Even better, in addition have them do it in a live setting.

This process always scores a direct hit identifying the *precise desires and hot buttons* of the target audience!

2. Work the Project Stage: More Research...

The next step is to go even deeper:

- a) Use the product or service yourself

Pick out things that appeal to you... things that don't...

Discover all good points and all bad points.

Attempt to have the bad points corrected.

- b) Check out the competition

Study ads and sales letters used by the competition.

Also study great ads of the past in the same field.

What do they do better or worse?

- c) Draw on personal experience...

And then:

- d) Force Feed Your Subconscious! Rest (work on something else!). Let your subconscious mind get to work...

Finally:

- e) Create a massive Benefits List and Fact Sheet
- f) Develop a Unique Selling Proposition that knocks dead all competitors...
- g) Create an Offer / Deal Sheet... being the *strongest proposition* that can be offered to the prospective client or customer.

Including the:

Precisely what you get
The price
Risk reversal
Bonuses included

3. Write Killer Copy: Sell the Damn Thing!

Write the initial draft...

And then edit it, rework it, polish it... and perfect it until the *benefits-intensive copy* just *overwhelms the reader* with compelling reasons to **ORDER NOW!**

The editing process takes into account all the factors mentioned previously, including the best way to:

- Find the right appeal
- Craft the most powerful Unique Selling Proposition
- Create the strongest possible Offer / Deal
- How to best Risk-Reverse
- Creating a knock-em dead HEADLINE / Lead copy
- Write powerful, suck-em down to the order form COPY
- The Close / Call to Action

Plus ...

- The most critical elements to copywriting success
- Proven sales letter formulas to use
- Proven sales letter templates to use
- Proven tips for writing powerful copy, and

- What elements to test...

Create copy that will grab your prospective client or customer's attention, tell them why they should be interested, tell them the reasons why they should believe what you're saying and *prove it...*

List all the benefits they will obtain from use of your product, make them an offer they cannot refuse and finally... *compel them to action* and direct them on how to **ORDER NOW!**

The 12 *MUST HAVE BOOKS* for your copywriting library...

1. Eugene M. Schwartz - Break-Through Advertising
2. Two Hours to More Profitable Sales Copy – Clayton Makepeace
3. John Caples - Tested Advertising Methods
4. Claude C. Hopkins - My Life in Advertising and Scientific Advertising
5. John Carlton - Kick-Ass Copywriting Secrets of a Marketing Rebel
6. Ted Nicholas - Magic Words That Bring You Riches
7. Victor Schwab - How To Write A Good Advertisement
8. Gary Halbert - The Boron Letters
9. Robert Collier - Robert Collier Letter Book
10. John E. Kennedy - Reason Why Advertising Plus Intensive Advertising
11. David Ogilvy - Confessions of an Advertising Man

...and if you're new to direct marketing:

12. The Complete Idiot's Guide to Direct Marketing by Bob Bly (don't be misled by the title... it's an extremely comprehensive book on the subject)

Essential Copywriters Education – Extended List

13. John E. Kennedy - Reason Why Advertising Plus Intensive Advertising
14. Ben Suarez - 7-Steps To Freedom

15. E. Haldeman-Julius - The First Hundred Million
16. Robert Collier's Million Dollar Sales Letters
17. Gary Halbert - How to Make Maximum Money in Minimum Time
18. The Gary Halbert Letter (all back issues)
19. The 2001 Greatest Headlines Ever Written
20. Jay Abraham – Money-Making Secrets of Marketing Genius Jay Abraham
21. Robert R. Updegraff - Obvious Adams
22. Joe Karbo - The Lazy Mans Way To Riches
23. David Ogilvy – Ogilvy On Advertising
24. Denison Hatch - Million Dollar Mailings
25. Dan Kennedy - The Ultimate Sales Letter

Classic Ads And Direct Mail Promos

- "Do You Make These Mistakes In English?"
- "What Everybody Should Know About This Stock And Bond Business"
- "The Nancy L. Halbert Heraldry Letter"
- "How To Burn Off Body Fat, Hour-By-Hour"
- "At 60 Miles An Hour The Loudest Noise In This Rolls Royce Is The Ticking Of The Electric Clock"
- "Why Men Crack"
- "How To Collect From Social Security At Any Age"
- "The Admiral Byrd Transpolar Expedition Letter"
- "The Lazy Man's Way To Riches"

Read Ads/Sales Letters By The World's Best Copywriters:

- Eugene Schwartz
- Gary Halbert

- Gary Bencivenga
- John Carlton
- Dan Rosenthal
- Jim Rutz
- Jay Abraham
- Ted Nicholas
- John E. Kennedy
- Rosser Reeves
- Maxwell Sackheim
- Raymond Rubicam
- Albert Lasker
- John Caples
- David Ogilvy
- Clyde Bedell
- Pat Garrard
- Steve Brown
- Drew Kaplan
- Claude Hopkins
- Joe Karbo
- Ben Suarez
- Joe Sugarman
- Clayton Makepeace
- Scott Haines
- Steve Barwick

- Mac Ross

Read Best Current Ads... Look For Repeating Ads In:

- Sunday New York Times
- Chicago Tribune
- L.A. Times
- San Francisco Chronicle
- Miami Herald

Checkout The Headlines On All Back-Issues Of:

- The National Enquirer
- Cosmopolitan Magazine