

# POWER COPYWRITING FOR THE INTERNET

---

By Bob Serling

A Step-By-Step Guide To Writing  
Million-Dollar Advertising Copy

---

**Copyright © The Internet Marketing Center  
All rights reserved.**

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher.

Requests for permission or further information should be addressed to:

**The Internet Marketing Center  
1123 Fir Avenue  
Blaine, WA 98230.**

Published by The Internet Marketing Center  
1123 Fir Avenue Blaine, WA 98230

Phone: (604) 730-2833

Fax: (604) 730-2480

Printed and bound in the United States of America.

---

## **Legal Notice:**

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The Purchaser or Reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any Purchaser or Reader of these materials.

Any perceived slights of specific people or organizations are unintentional.

---

# Table Of Contents

Chapter 1: Introduction.....	1-1
Chapter 2: Power Prerequisites.....	2-1
Chapter 3: The 32-Step Power Formula .....	3-1
Chapter 4: The 32-Step Power Formula At A Glance .....	4-1
Chapter 5: The 32-Step Power Formula Workshop.....	5-1
Chapter 6: Conclusion.....	7-1

---

# **Introduction**

## **Welcome**

Welcome to **Power Copywriting For The Internet – A Step-By-Step Guide To Writing Million-Dollar Advertising Copy.**

If you've struggled to make any significant level of sales with your online copy... if you're tired of poor results despite following all the advice of the so-called Internet marketing experts... or if you'd just like to pack a lot more selling power into copy that's already working for you – you've come to the right place.

In this course, I'm going to show you everything you need to know, in comprehensive step-by-step detail, to make all of your online marketing much more successful. I'll show you what it really takes to create web copy that brings in a healthy six figures in profits every year.

But most importantly, I'll teach you something invaluable, something you can use to make all of your marketing far more successful for as long as you're in business. From this course, you will gain a precise understanding of what truly motivates people to buy any product or service. Once you understand and apply this invaluable principle, there is almost no limit as to how far you can take your business.

So you have a lot to look forward to in this course.

## **Who I Am**

Before we get started, you'll probably want to know a little more about who I am and why you should listen to me in the first place.

I've been a direct response copywriter and marketing consultant for 18 years. I've worked with a wide variety of businesses from complete start-ups to Fortune 500 companies. My marketing strategies and copy have sold hundreds of millions of dollars worth of products and services for my clients.

### **Why Listen To Me?**

I'll be very frank with you. There's only one reason why you should listen to me – or anyone else who wants to give you advice. It's because the copy I write and the marketing strategies I practice in my own business and for my clients get results.

Look, I don't care how many degrees, credentials, awards, fancy titles, or anything else someone can parade in front of you. If they haven't produced exceptional results, all they really have to offer is theory and chatter.

I personally buy a lot of business books and subscribe to a lot of business newsletters. But I *only* part with my hard-earned money when it's going for proven, practical results I can apply to my own business. If it's theoretical, overly expensive to implement, or so complex that you have to be a PhD in math to understand it, I'm not interested.

And I advise you to hold any so-called expert to this same criteria: Have them show you actual results before you ever pay them a dime of your money.

With that said, here are some of the practical results my techniques have produced – techniques that you can begin applying to your business right away:

#### **1. A sales letter that's been the control for over nine years for Book Marketing Update.**

Now in case you're unfamiliar with the term "control," let me tell you what it means. A company's control is its best performing marketing piece. All other marketing pieces are tested against it, head to head, to see if they can beat the results of the control.

If a piece beats the control, it becomes the new control that all future marketing pieces are tested against. It's sort of like being the heavyweight champion of the world. You own the title for as long as you're undefeated. Once someone defeats you, they become the new heavyweight champion and reign until they're defeated.

Normally, a control lasts anywhere from three months to a year or so. A marketing piece has to be very strong to even become a control in the first place.

Now I don't tell you this to brag (well, maybe a little), but primarily to demonstrate that you're in good hands as far as getting marketing and copywriting advice is concerned. So without patting myself on the back too much, I want you to consider what it takes for a single marketing piece to outperform dozens, maybe even hundreds, of other pieces and still be the control for over nine years. In order to accomplish that, it must be an exceptionally effective piece.

To put it another way, that single piece alone has produced millions of dollars in sales for Book Marketing Update, the premier newsletter for small publishing companies.

*"Our most successful package, which we still use, contains a sales letter that Bob wrote nine years ago! It's helped us make Book Marketing Update, the number one newsletter for book publishers and publicists. A lot of copywriters can make a strong logical sales argument, but Bob also has a real knack for presenting things in an exceptionally emotional and persuasive way – which makes a HUGE difference in your response rate."*

Bill Harrison, Publisher  
Book Marketing Update  
Bradley Communications Corp.

### **2. A five-minute change to a block of copy for a customer to test a new strategy produced a 38% increase in profits overnight.**

Often when I critique a client's copy, I uncover important strategic issues that are compromising the client's profits. In this case, I noticed that the client's market was service professionals with large incomes. His product was unique and offered tremendous value to his customers, but it appeared to be under-priced for the value provided.

I advised my client to test a series of price increases to test whether or not he could maximize his profits without reducing the

number of sales he made. The results were an immediate increase in profits of 38% – for no additional cost whatsoever.

Further changes resulted in a profit increase of over 100% in approximately six months. And I just heard from this client the other day that this piece, which I originally strategized and critiqued, has been the control for nearly 5 years running.

*"One simple strategy alone – that took me all of five minutes to apply – increased my day-to-day profits by a hefty 38%. Other strategies have kept my business in a continuing growth cycle, to the point where my profits have more than doubled."*

Derek D'Angiolini, President  
Ashland Equities, Inc.

### **3. A sales letter that immediately increased gross sales by 714%.**

One of my favorite clients came to me with a unique problem. They had a training program for insurance agents that was selling very well, but they felt was significantly under-priced. They wanted to take the price all the way from \$700 to \$5,000!

This was obviously very risky as it could create a huge backlash among their sizable customer base. How could we accomplish this immense goal, yet not lose customer loyalty at the same time?

Here's what I did. The original program was structured as a three-day seminar with a year of personalized follow-up. I "flipped" the components to make it a one-year personal support program, kicked off by a three-day intensive training. This repositioning, without changing any of the components of the program, dramatically increased its perceived value.

I then wrote a 16-page sales piece promoting the new program. The copy focused on what an agent could expect with 12 months of one-on-one support from one of the most renowned sales trainers in the business. The threeday kickoff event was merely offered as an additional benefit, its importance significantly downgraded from when it was the focus of the three-day seminar package.

How well did this new approach and copy do? My client sold out all of the available slots immediately. At \$5,000 rather than \$700 per slot, that's an increase in gross revenue of 714%. This increase has remained constant for nearly three years. And the sales piece I created is still the control.

*"Your copy increased our gross sales by 714% for this product line – almost overnight. Then I put the sales letter up on our web site and it's bringing in 6-figures annually with almost no effort on our part whatsoever."*

Pamela Yellen, CEO  
Prospecting & Marketing Institute, Inc.

#### **4. How I created an online marketing piece that converted 7% of my prospects to paying customers – at \$197 per sale.**

Using the **32-Step Power Formula** I'll be showing you in this course, I created a sales piece that converted 7% of my prospects to paying customers. And each of these customers paid \$197 for the product. Compare that to the usual 0.5% conversion rate that's standard for online marketing and you begin to understand the power my copywriting formula has to deliver windfall profits.

By the way, if you'd like to see this sales piece, it's included as a bonus at the end of this course.

### **What The 32-Step Power Formula Can Do For You**

What I've just shown you is only the tip of the iceberg. Using the **32-Step Power Formula**, I've created dozens of highly successful marketing pieces that produce a healthy six-figure income on my two web sites. Now I'm going to reveal everything you'll ever need to know to produce similar or even better results with your own online marketing.

### **How I Was Forced To Develop This Power Formula**

Before we get started, you might be interested to know how my **32-Step Power Formula** was born. Early in 1998, I decided to put up a web site. So I dug in and read every book, newsletter, and course I could find on Internet marketing.

All of them had pretty much the same message. They said that the Internet is a "free" medium where people come to get a wealth of information available for the asking. Therefore, if you want to sell anything, you'll have to give a ton of stuff away for free, avoid offending people by even hinting that you'd like them to buy something from you, and hope and pray that somehow your prospects will eventually decide on their own to buy something from you.

Well, I fell for it hook, line, and sinker. I created a fairly large, free-content driven site that cost about \$5,000 to get up and running. I gave away tons of extremely valuable information for free and waited for the sales to come rolling in.

Unfortunately, almost nothing rolled in. In fact, barely anything even trickled in. The only positive results I got were a lot of people subscribing to my free e-zine. But nobody was buying my products or services.

After a couple of months of this kind of disappointing results, I spoke with a number of the so-called Internet marketing experts. They all told me essentially the same thing: "The Internet is different than other marketing mediums. Give it some time and things will eventually turn around".

So I waited. And the results were exactly the same. Plenty of tire kickers happy to take anything and everything I was giving away for free, and little – if any – sales.

Now I was mad. Mad at the phony experts for selling me a bill of goods. And mad at myself for buying into something that defies common sense.

So I decided to take what I knew from my years as a successful direct marketing copywriter and consultant, "marry" that to the few

things I recognized as necessary to succeeding on the Net, and develop a formula with only one purpose: to sell my products and services right from the start, without giving anything away for free and without waiting even a day to make the sale.

I created a new site that was nothing more than a sales letter with a few twists to make it "Net friendly." There is absolutely nothing for free on that site: no e-zine, no articles, not even an e-mail address for getting in touch with me!

Let me tell you, this is a total contradiction of what every Internet marketing expert advises you to do. But then, very few Internet marketing experts are making any real money on the Internet!

It took my webmaster an hour or two to get the site up and running. My total out-of-pocket expense was under \$300.

What results has this site produced? From the first day it was launched, actual sales started rolling in. With no maintenance whatsoever – because I NEVER change the content on the site – it's bringing in six figures annually.

As I already mentioned, this entire site is nothing more than a sales piece with a few twists built in to maximize customer attention on the Internet. And this is the exact sales piece I'll be breaking down block-by-block to reveal everything I do to create copy that pulls the most sales possible.

### **What You'll Get in the Rest of This Course**

The remainder of this course is broken out into three major components.

First, I'll cover four **Power Prerequisites** that must be in place before you even consider writing a word of copy. These are very simple to do, but essential to creating the most effective copy you possibly can.

Next, I'll lay out all 32 steps of the **Power Formula** in detail. You'll get plenty of real-life examples to illustrate every step along the way.

Then, I'll take you on a block-by-block tour of my most successful online marketing piece ever. I'll show you everything that went into creating this piece. I'll thoroughly and comprehensively cover every last detail so you'll know exactly how to apply the formula to create blockbuster sales pieces of your own.

By the time we're done, you'll have every tool you'll ever need to make all of your online marketing produce maximum sales and maximum profits.

### **A Note About The Physical Layout Of This Course**

I've done something a little different in laying out the pages of this course. Each page is designed with ample room for taking notes. As you can see, the right-most column on each page is labeled "Notes" and I've left plenty of room for you to write down vital information.

This way, you can keep all of your notes in the same place as the information it pertains to. You won't have to search for your notes later or risk losing separate sheets of paper.

Alright – now that you know what to expect, let's get right to it!

## **Power Prerequisites**

Before you ever think about writing a word of copy, there are certain prerequisites that must be in place. Without these four essential components, whatever copy you write will be seriously compromised.

The good news is, these components are totally driven by common sense, and therefore very easy to put into place. Let's take a look at all four prerequisites now.

### **Power Prerequisite #1: You Must Have A Quality Product**

This might seem obvious, but from what I see being offered in the marketplace, a lot of businesses overlook this crucial concept.

There are a number of important reasons why you must have a quality product (or service). First, selling a quality product substantially reduces returns and unhappy customers. Even with all the attention that's supposedly given in today's marketplace to creating quality products, I know of companies that experience return rates as high as 70% of all orders! Obviously, that's a financial disaster.

An inferior product kills repeat sales and referrals to other customers. This is another severe financial limitation, because repeat sales are where the true wealth is for any business. And referrals are extremely profitable since you have no marketing costs to make these sales.

There isn't anything more basic to your success than having quality products. Without quality products, you really don't have a business.

### **Power Prerequisite #2: Creating And Using The Ideal Customer Profile**

This is an extremely important concept that you must understand from the beginning or you'll seriously compromise your sales and profits. When it comes to customers, it's essential to understand that there may be a wide range of people you could potentially appeal to. But the customer group your business will profit the most from is the **Ideal Customer**.

What is an **Ideal Customer**? Quite simply, it's a customer with these characteristics:

1. A customer who wants your product
2. A customer who has the ability to pay for your product
3. A customer who has the authority to purchase your product

It would seem that all three of these characteristics are obvious, but my experience with hundreds of clients proves this isn't so. Let's look at each characteristic individually.

#### **1. A Customer Who Wants Your Product**

Seems simple enough, doesn't it? But be careful, because this area can be extremely dangerous. Typically, the most danger occurs when you have a product that proverbially, "everyone needs."

Trying to market to "everyone" can be extremely costly and almost always leads to failure. What you really need are carefully defined groups of customers who have specific hot buttons you can appeal to.

The tighter the definition of your market, the easier it is to market to them. For example, people who need the services of a tax professional could be very difficult to market to. There are a wide variety of services to offer and an even wider variety of needs these customers might have.

But if you narrow this group down to people who are having trouble dealing with the IRS, you now have a tightly defined target to aim at. Creating powerful selling copy aimed at this specific market segment is much easier than dealing with everyone who needs the services of a tax professional.

### **2. A Customer Who Has the Ability To Pay For Your Product**

This point is a little more subtle. I've noticed a very interesting pattern with clients who come to me for consulting. When clients ask me to evaluate what's wrong with their marketing, they're very often surprised at my answer.

They expect me to dismantle their headline, or restructure their offer, or recommend a stronger close, and so on. A good number of them are completely shocked when I tell them they've missed the mark in defining their market. Quite simply, what's really holding them back is that they're trying to sell to the wrong people.

This error takes two forms. The first is trying to sell to people who simply can't afford your product. The logic that blinds so many people goes like this: "people need my widget so much that they'll dig down and buy it even if they can't afford it". Sorry, but that rarely happens. And then you're stuck with a warehouse full of widgets you can't sell.

The second variation is selecting a cash-poor market as your target and then adjusting your prices down to try to sell to this market. This is another crucial error.

You simply can't make solid profits by selling low cost products to buyers who lack the financial resources to pay a fair price. I've seen clients choose starving actors, start-up businesses, "mom and pop" type businesses, college students, and worse as their target market. This is pure financial suicide. What you really want is a market that has a true need and is willing and able to pay to satisfy that need.

### **3. A Customer Who Has the Authority To Purchase Your Product**

This is another critical characteristic a lot of marketers overlook. Often, a prospect who looks like a strong potential customer really isn't a customer at all.

This frequently occurs when an employee of a company is assigned to evaluate a product – or responds to your ad, mailing, email, or web page without the knowledge of their boss. The employee may have a burning desire to buy your product. But their employer doesn't share their interest and won't authorize the purchase. So, you're out a sale.

When I first started marketing my book **Small Business/Big Profits**, I tested an offer to a list consisting of business owners and marketing managers. I predicted that the marketing managers would be the strongest buying group since the course could make them much more effective in their jobs.

Was I ever wrong! Not one marketing manager bought the course. Every purchaser turned out to be the owner of the company.

When I did my follow-up research, I was able to talk to a number of marketing managers who didn't buy. A high percentage of them told me they really wanted to buy the course, but couldn't get their company to authorize payment. And, as I've found to be a consistent pattern, very few employees will dig into their own wallets and pay for something they feel their employer should pay for. Like it or not, that's the way things go.

So remember, you always want to reach the prospect who has the authority to make the purchasing decision. Without that person, there is no sale.

### **How To Create Your Ideal Customer Profile**

Your profits depend on your ability to correctly identify a large group of customers who want, can afford, and have the authority to purchase your products. And the best way to do that is to create a

profile of exactly what that group would look like.

Let's take a look at how you use these three characteristics to create an actual **Ideal Customer Profile** that will drive your advertising copy. For our example, we'll say you're in the business of selling videos that teach people how to use personal computers. Who would be most likely to buy your products?

Obviously, computer owners would be potential candidates, but that's too broad a definition. For one thing, your strongest audience would be people using computers at home rather than at work. This would eliminate the more advanced users you'd reach by advertising in mainstream computer magazines.

However, there are a lot of smaller magazines, e-zines, and web sites that cater to home computer users. These would be a good start for profiling your ideal customer groups. If you went to the newsstand and bought a few of these magazines and looked at both the articles and advertising, you'd start to see consistent patterns.

For example, there would be regular features on games for kids, education for kids, managing household budgets, managing investments, and other topics. You might also find these same themes repeated in the ads that run in these magazines.

Whichever themes showed up the most, issue after issue, would point you in the direction of your hottest prospects. Assuming that the characteristics I've just described are accurate, let's start drawing your **Ideal Customer Profile**. Your ideal customer would look something like this:

1. Owns their own computer and uses it at home.
2. Has family with children.
3. Earns middle to upper income.
4. Subscribes to one or more magazines for home computer users.
5. Has an Internet connection and uses it for business and

personal tasks.

6. Has bought other computer-related products through the marketing method you use to sell your products.

That would be a strong starting profile. After you've been in the market for awhile, you might discover that certain segments of the group vastly outperform others. You'd then give this segment higher priority, and they might eventually become your **Ideal Customer Profile**. It might be so lucrative to market to this group alone, that other efforts would be wasteful.

For example, you might discover that 80% of all buyers are parents who want to teach their children to be proficient at using the computer. And, if you also discovered the amount this group spends is nearly twice as much as other customer groups, you'd be wise to focus all your efforts on these parents.

You'd change all of your marketing materials to appeal to the hot buttons that motivate parents to buy. Improving reading, math, language, and general learning skills would probably prove to be the most important.

That's a quick exercise in creating your **Ideal Customer Profile**. You should now be able to create one of your own – one that you can take all the way to the bank!

### **Power Prerequisite #3: Credibility Produces Maximum Profits**

The key to controlling an ongoing source of consistently high sales is having credibility in your marketplace.

This might sound vague or mysterious at this point. But I guarantee that after you've been in a marketing-intensive business for a few years, you'll come to live by this principle.

I know of dozens of businesses that have customer lists of 2,000 to 3,000 customers. These businesses are making small fortunes year in and year out because they have built flawless credibility with their

customers.

Think about it. Profits of \$300 per year per customer comes to \$600,000 on a list of 2,000 – and \$900,000 on a house list of 3,000. Once you understand this simple principle of gaining and leveraging credibility, you begin to see how easy it actually is to create a highly profitable business.

Here's another example. I have a consulting client who has produced exceptional results by leveraging their credibility. Our efforts together to sell information products to their house list of under 300 customers resulted in sales of over \$175,000 last year – the first full year they were in business!

Take my word for it. A high degree of credibility with your house list is worth far more than anything else you could possibly imagine.

I'll show you everything you need to know to get, use, and maximize credibility in all your web marketing later in this course. When we're done, you'll have everything you need to cash in by leveraging your own credibility.

### **Power Prerequisite #4: The Offer is Everything**

Whatever you're doing right now, I want you to focus your complete attention on what I'm about to tell you. I promise that if you master this one simple concept alone, you can easily double or triple your sales.

Here's the most important thing you'll learn in this entire course:

In today's marketplace, your offer is the most important component of your advertising. Or, put another way, the "deal" is everything.

I attribute the majority of the success I've had to my ability to craft an extremely potent offer. In the past few years, I've taken a very different approach than most "experts" recommend. It's this simple:

I always develop, refine, and perfect my offer before I do anything

else with my ads, sales letters, or web marketing.

In fact, I'll take it one step further: I know this might sound overly simplistic – even too good to be true, but I'll let you in on the greatest marketing secret you could ever hope to learn:

**You can virtually write your own ticket by becoming an expert at creating powerful, compelling offers.**

Here's why: In today's marketplace, prospects and customers are saturated with advertising material. Television, radio, magazines, newspapers, the Internet, billboards, movie theaters, grocery stores, and many other sources bombard you on a daily basis with more advertising than you can possibly absorb.

What this means is that your customers are almost numb to advertising. It barely registers anymore.

The way to cut through this saturation layer and overcome your prospects' disinterest is to make an offer that is (1) so compelling, and (2) so believable, it stops them in their tracks.

As I said, when I sit down to create copy for myself or my clients, I slave over the offer. Once I've come up with the offer I feel will be most successful, I put it aside for a few hours. Then I edit it and re-edit it. Then I put it aside until the following day. The following day, I edit and re-edit my offer yet again.

Once I've got it as finely tuned as possible, I run my offer by two or three of my peers whose opinions I highly respect. I know these people will be mercilessly honest with me – and that's precisely what I want.

The objective of this entire process is to come up with an offer that's so exciting, few people who have even a mild interest in the topic could resist reading my promotional piece.

Your offer can't leave anything to the imagination. Every aspect of it should be spread out in complete detail. It should be impeccably clear.

After clearly defining a blockbuster offer, I find the rest of the copy almost writes itself. Creating the remaining copy is just a process of elaborating on and giving factual and emotional support to my offer. This makes the entire copywriting process extremely easy.

I rarely sweat over creating the supporting copy – but I sweat bullets over creating my offer – my "deal." Write this down and tape it over your desk:

**The deal is everything.**

What do I mean by everything? Nothing short of being the key to huge immediate profits and ongoing long term success!

I'll cover all the details on creating powerful offers a little later in this course. But for now, it's important to recognize that a great offer can easily triple your profits.

## **The 32-Step Power Formula**

### **A Step-by-Step Guide To Writing Million-Dollar Advertising Copy**

In this course, I'm going to give you everything you'll ever need to write the kind of Internet marketing copy that gets powerful results. I'll show you how to write the kind of copy that wins you more sales and increases your profits exponentially.

The 32 Steps that I'm about to reveal to you are actually my "power formula" for creating copy that produces record breaking sales results. I've used this "power formula" time and time again to create highly profitable winners for my clients and myself.

The purpose of this course is to show you everything I do when I write copy – all the techniques, all the angles, all the tricks I use to pump maximum selling power into an online marketing piece. And to save you the many years of trial and error it would normally take to become a successful copywriter on your own.

Now, before we start, I'll let you in on a little secret: Writing high-profit copy isn't nearly as difficult as you may think. In fact, I believe that anyone can be taught to write solid sales copy. Exceptional results are generated by effort much more than by creativity.

So if you apply yourself and put in the effort, it won't be long until you're writing the kind of copy that will increase your sales and profits.

So let's get right to the 32-Step Power Formula.

### **The 32-Step Power Formula**

What I'm going to do in the remainder of this chapter is lay out the entire 32 steps in detail. I'll show you the logic behind each step and give you precise instructions on how to apply these steps to your own copywriting. I'll also give you a real-life example of each step in

use.

Then, in the next chapter, I'll illustrate how to use each step by re-creating one of my most successful online marketing pieces block-by-block. This double-barreled coverage will give you all the tools you need and a working model to make sure you can create powerful, high-profit online marketing copy any time you wish.

**Important note:** Before we get started, there's one point I want to emphasize. Each step in my Power Formula is a crucial and necessary ingredient for your success. If any step is left out, it could seriously compromise getting the results you're after. But when used together, the 32 Power Copywriting Steps represent your fastest, most direct route to greater sales and higher profits.

### Power Copywriting Step #1

**You must conduct exhaustively thorough research before you ever write a word of copy.**

A lot of people are under the illusion that writing powerful sales copy is hard. I said it earlier in this course, and I'll repeat it again here. Writing hard-hitting sales copy is actually quite easy.

In fact, **most of the best sales copy nearly writes itself.** I'm not kidding. And I don't say this lightly.

**The reason the best sales copy nearly writes itself is that the copywriter took all the necessary time and went to all the necessary effort to do thorough research before ever writing a word.**

Etch this point permanently into your brain. If you get nothing else from this course other than this crucial point, it will significantly improve your copy and your sales.

Most of the copywriters that I really respect (because their copy has sold millions of dollars worth of goods) write very quickly. Again, this is because they invested the time and effort up front to do the proper research.

Once you know your subject inside and out, it's easy to write about it. This is also why many owners of small businesses write copy that's vastly superior to what they'd get from an outside copywriter.

Small business owners know their product, their market, and all the hot buttons from top to bottom. So their copy shines and sells like crazy.

But many professional copywriters are lazy and arrogant. They think they know everything there is to know about copywriting. So they feel it's below them to have to bother with something as mundane as research. Consequently, their copy is lukewarm, ineffective filler that never reaches its intended goal: to increase sales and profits.

How important is the research process to creating an incredibly successful web marketing piece? Take a look at...

#### **Serling's Rule of Successful Sales Copy**

**The process of creating great sales copy is 70% research and 30% writing.**

The secret to writing copy that breaks all performance records is research, research, and more research. If you really want to make your sales piece, and your business, as successful as possible, it's crucial that you master the simple process of proper research.

#### **What To Research**

Now, what exactly should you be researching? Everything that's critical to making the most compelling case for your getting your customers to take the action you want.

Here's a list of everything you need to research in order to have all the raw material that will eventually become a highly profitable sales piece:

### **1. What is the goal of your copy?**

Do you want to get leads or make a direct sale? Will you sell directly or use a two-step model?

### **2. What is the major goal you're trying to achieve?**

Look to the future six months from now. If this project could accomplish just one critical task, what would it be?

### **3. What other goals would you like to achieve with this project?**

### **4. Is there anything about your product or company that will lend credibility to your sales pitch?**

This could include awards you've won, how long you've been in business, results your product produces, etc.

But a word of caution is due here. These factors are only useful when they demonstrate a true benefit for your customer. Your advertising piece is not an avenue for bragging or boosting your ego. Not if you want to sell as much as possible.

The only purpose of gathering this information is to see if you can use it as leverage to get your customers to take the action you want as quickly as possible.

### **5. What product or service will you be selling?**

This might sound obvious, but from marketing pieces I see every day, it really isn't.

One of the biggest mistakes I constantly see is a marketing piece that doesn't seem to know what it's selling. Sometimes it's a piece that's selling a service, but does little more than tell you about how long the company has been in business, a complete history of all the officers of the company, or some other irrelevant information.

Another big mistake is copy that tries to sell too many products at once. For the most part, unless you're creating a catalog, your

sales piece should focus on one product only. Occasionally this rule can be broken, but it takes an experienced hand to do this without significantly weakening your sales pitch.

#### **6. What are all the features of your product?**

How many different models are there? Different colors? How does it operate? Is it efficient? Economical? Easy to learn about and use?

#### **7. What relevant facts and figures have been gathered about your product?**

Have any studies been made that provide facts and figures that will substantiate your claims? Is there an industry trade council that can give you meaningful facts, graphs, charts, and statistics about your product? How does it compare to your competitors' products?

#### **8. What are the major benefits your customer gets from your product?**

The difference between a fact/feature and a benefit is this: A fact/feature is something the product does, while a benefit is something it does for you.

Another important point to keep in mind is that benefits are directly related to features. You can usually list all of your facts/features first and then go through your list and identify the corresponding benefits.

Here are some examples of fact/features and their corresponding benefits:

**Fact/feature:** Deluxe Autowasher reduces water use.

**Benefit:** You save money.

**Fact/feature:** Wash, wax, and rinse with the same unit.

**Benefit:** Extremely easy and convenient to use. You save countless hours every month.

**Fact/feature:** Sturdy, polished aluminum construction.

**Benefit:** Unit will last longer, saving you money for years and years.

As you can probably tell, doing a thorough job of researching benefits is an absolutely critical task, because the benefits you deliver to your customer are the driving force of any sales copy. Your goal then is to list every possible advantage your customer gets by using your product.

**9. What major benefits do your customers get from doing business with you rather than doing business with your competition? Or from your product rather than your competition's products?**

This is another crucial point. When you determine which benefits you offer that your competition doesn't, you gain a powerful marketing advantage. I call this advantage your ESA, or Essential Selling Advantage.

What sets you apart from the pack? Why do your customers prefer to do business with you rather than someone else? Your ESA can be something about your company or your product. But like every aspect of marketing, it's always stated from the standpoint of how it benefits your customer.

Some of the possible ESAs of your product include the following: best price, best service, largest selection, highest quality, strongest guarantee, exclusivity, elevated status, or serving specialized groups.

A clearly defined ESA helps you position your company or product in the market. It can also be the major theme of your sales copy.

I just had a premonition. My premonition told me that maybe you're thinking you don't have an ESA... Or that your type of business doesn't have or need an ESA.

Don't kid yourself! Every business has distinct benefits over its competition. You may not be aware of what they actually are. Or

you may have been delivering it for so long that you take it for granted.

Here's a tip on how to identify your proprietary benefits. Call up 10 or 20 of your best customers. Ask them why they prefer doing business with you rather than someone else.

Listen carefully. After completing five or six calls, a pattern will emerge. You'll become crystal clear on which benefits make your customers prefer doing business with you.

By the way, if there is more than one reason, ask your customers to rank them in order of importance. More fuel for your marketing fire!

One last point. If you're starting a new business, please don't tell me you don't have a key benefit that will give you a major edge over your competition. Because if you haven't yet identified what key benefit you'll be using to attract new business, you're not yet ready to open shop.

If you open a new business without a benefit that will position you over your competition, you're in danger of being out of business fast. Poll some of your likely customers. Find out what would motivate them to change from your competition to you. Then use that to define your Essential Selling Advantage.

To give you an example of what an ESA looks like, here's what mine was when I worked as a freelance copywriter:

Copy that's guaranteed to meet your satisfaction. On time, on budget, and with a smile.

A good ESA is clear, concise, and carries no extra baggage. Here's one more example, this one is probably quite familiar to you:

Fresh, hot pizza delivered in 30 minutes or less, guaranteed!

— **Domino's Pizza**

**10. What is your customer's main concern?**

Price, delivery, performance, service, reliability, quality, efficiency?

**11. Create a short, accurate profile of the type of customer you'd most like to attract.**

Where does your Ideal Customer live? What's their age range? Education level? Hobbies and interests? Income? How does your customer see him/herself?

Why is this person your Ideal Customer? Because they have the need for your product. Because they can afford it. Because it can truly make their life easier or better.

The more accurate your profile is at this stage, the more accurate you'll be in addressing your Ideal Customer's true needs when it comes time to write your copy.

**12. What type of guarantee do you offer?**

**13. What level of service and support do you offer?**

**14. What is the average dollar amount of a typical purchase?**

This is important for two reasons. First, it helps you target your Ideal Customer more accurately. Obviously, you only want to get your message to those people who can afford to buy what you're selling.

Second, if you're introducing a new product to the same market you already service, the price should be reasonably close to the prices of other products you already sell. Offering a \$600 product to a market with an average order amount of \$45 may be a tough sell.

**15. What other information do you need to gather that's unique to your market? Is there anything else you can use to strengthen your sales pitch?**

### **3-9 The 32-Step Power Formula**

### **Notes**

Here's another list you might find helpful. When I'm writing copy for a client, I always ask them to send me as many of the following items as they have. These items are invaluable for research purposes.

- Sales letters
- Newspaper and magazine ads
- Web page copy
- E-mail marketing copy
- Radio and television scripts
- Brochures
- Catalogs
- Card decks
- Press kits and news releases
- Telemarketing scripts
- Sales training materials
- Back issues of promotional newsletters or e-zines
- Classified ads
- Marketing plans
- Market research
- Other relevant research, studies, or statistics
- Feature articles by you or about you and your company
- Competitors' ads and marketing pieces

- Testimonial letters from satisfied customers
- Complaint letters from dissatisfied customers

### Power Copywriting Step #2

#### **Rest and Percolate.**

Congratulations! Once you've actually completed the first step, you've performed a major accomplishment. You've gathered all the raw material you'll be using to significantly fatten your bank account.

So let's dive into the next step. Rev up your engines, strap on your seat belt, and get ready to do:

#### **Nothing!**

That's right. Your next step is to do absolutely nothing.

All I want you to do is take in a movie, play your favorite sport, go for a long walk, have a meal at your favorite restaurant – or anything else that you find particularly enjoyable.

The reason I want you to do this is not because you deserve a reward (you do, but that's not why this step is so important). It's because this is a vital, integral step in the process of creating the most powerful sales copy you possibly can.

Here's how this works. You see, by now you've bombarded your brain with every fact, every scrap, every detail and fragment of a detail that you could ever hope to find. You've saturated your mind with information – and put it into a state of information overload.

Now it's time to shift out of this logical stage of information-gathering into an intuitive stage of letting it all percolate in your mind. And the great news: In order to promote this process, what's required is that you do nothing!

What's going on is that while you're doing nothing, behind the scenes your mind is sifting, sorting, and putting all this information in

an extremely useful order. Your brain is forging incredible connections between bits and pieces of information that your conscious mind assumed were unrelated.

This is important work. What you're doing is inducing a critical process. The same process that takes place when you're laboring over some idea, give up, go to bed, only to wake up at three in the morning with the solution as clear as a bell.

So take this opportunity to let your brain work some marketing magic. Try not to think about all the information you've just gathered. Get a little distance from it. When you return, you'll be amazed by how much this step will do for you.

### **Power Copywriting Step #3**

#### **Create a comprehensive list of features, facts, and figures.**

Now is the time to start putting your research to good use. List every last feature, fact, and figure of your product. Don't discriminate here. Treat it like brainstorming. Put in too much. Your goal is to assemble a list of every possible scrap and detail that you can.

Remember, features are about your product – how many sizes it comes in, what it's made of, what colors, how efficient it is, how loud or quiet, how fast or slow, how much it costs, how long it will last, what purpose or purposes it can be used for, whether it can be customized, and so on.

### **Power Copywriting Step #4**

#### **List every benefit your customer will get.**

Benefits are the meat of all advertising copy. What exactly can you do to make your customer's life easier, better, or more enjoyable? What crucial problems do they have that you can solve? What do they desperately want that you can deliver? How can your product make them feel recognized, special, or appreciated?

Here are the two best ways to build an all-encompassing list of benefits. First, write down all of your customer's main concerns. Price, performance, quality, reliability, efficiency, delivery, availability. Then state each of these in terms of a benefit your product delivers.

Next, take the list you compiled of every feature, fact, and figure. How do these translate into benefits? Use the examples I gave you earlier as a guideline for restating features/facts/figures as benefits.

Once you've completed your list of benefits, put them in order. Prioritize them according to how important they are to your customer. Then choose the benefits that are the most important – that will really compel your customers to do business with you.

The most compelling benefits are the ones you'll stress in your sales copy. Showing your customers how they can save time or money, achieve a worthwhile goal, avoid or solve a crucial problem, and make their lives easier and better is what sells products and services.

### **Power Copywriting Step #5**

#### **Create an irresistible offer.**

Before you ever write a word of actual copy, it's essential that you develop a powerful offer few customers in their right minds could resist.

The offer that you make can have a tremendous impact on your sales. I've seen tests of the same copy with different offers where one offer pulled two to three times as many cash orders.

In fact, one of the key services I perform for my clients is creating powerful offers to go with their existing copy. By changing just their offer, I can almost always increase their sales by a minimum of 30% – and often much more.

The best offer to make to your customers is one that eliminates as much of the risk on their part as possible. I'm always amazed by

### 3-13 The 32-Step Power Formula

### Notes

offers of a 15 day guarantee, especially for information products. Who can possibly do a thorough evaluation of something in just 15 days, with the type of schedule most people lead?

When I see a company offering a 15-day guarantee, it tells me two things. Either they don't understand how to write maximum profit sales copy or they have so little confidence in the quality of their product, they want to keep the guarantee period as short as possible.

While we're talking about guarantees, let's look at the effect of offering a much longer guarantee period for your product. The first thing a longer guarantee does is shift the majority of the risk from your customer's shoulders to your own shoulders.

This gives you a powerful selling advantage. Your customer wants to be certain that they can buy with complete confidence – and know that if your product doesn't live up to your promises, they can return it without any aggravation.

Second, a long guarantee period gives the message that you believe in your product. If not, you'd be offering a shoddy 15-day guarantee just like all your competitors do.

Third, and most importantly, it signals to your customer that you put their interests ahead of your own. You're not just in it to make a quick buck, you're there to make sure they gain every last benefit you promised.

Here's a list of powerful components that can go into an exceptional offer:

- Guaranteed lowest prices
- Guaranteed satisfaction
- Liberal payment terms
- Discounts for special groups
- Discounts for larger quantities

- Time-limited discounts
- Bonuses. Especially bonuses that the customer gets to keep even if they return the item they ordered
- Free trials
- Free samples
- Free shipping, or express shipping for a minimal charge
- No obligation
- Toll-free number
- Generous quantities
- Free or inexpensive upgrade to another product at a later date
- Free credit for a specified period of time
- No money down. Pay nothing for a specified period of time
- Limited availability
- Exclusiveness

Alright, now let's look at some examples of actual offers that rocketed sales through the roof.

Here's an offer from a space ad of mine that ran in a direct marketing trade journal. The offer is contained in the headline and validated by the sub-header. The ad is written as a testimonial from one of my satisfied clients.

\*\*\*\*\*

**How To Get A Maximum Profit Copywriter  
To Kick Your Sales Into High Gear  
– Risk Free!**

**...I should know. His concepts and copy  
increased my income on one project by 917%!**

\*\*\*\*\*

What elements are at work in this offer? First of all I've eliminated all of the customer's risk. They're promised a risk-free deal.

Second, there's the tantalizing offer of huge rewards – verified by my endorser's actual experience. This is a powerful offer that worked extremely well. I was overwhelmed with a barrage of new clients wanting me to create a winning package for them.

Here's an offer I created for one of my clients. The challenge was to pump some life into a very mundane product – a home equity line of credit.

\*\*\*\*\*

**Announcing READY EQUITY**

**As a Preferred Customer  
You Can Get A Substantial Line Of Credit  
Based On the Equity In Your Home  
-- and You're Pre-approved  
up to \$50,000 with no fees!**

\*\*\*\*\*

There are quite a few powerful elements at work here. First of all, there's the appeal of exclusivity. You're part of a limited, select group of people who can get this.

The terms are easy. You're pre-approved. It can't get any easier

than that.

The fees are discounted. No fee at all. That's as deep a discount as you can get!

Plus, generous quantities. The customer is promised a substantial line of credit based on the equity in their home. The minimum they can count on is \$50,000. A very generous figure that puts real teeth into the promise made by the offer.

And finally, an implicit promise of no risk. That is, you don't have to risk being embarrassed. You can't be turned down. You're pre-approved so all you have to do is sign on the dotted line for a minimum of \$50,000.

Your offer will often determine the flow or the tone of your copy. Plus, knowing how you're going to position your product (by means of your offer) can have a major effect on the key points you highlight in your sales copy.

Cast this rule in stone: ALWAYS write your offer at this stage in the process. Don't even think about jumping ahead. If you do, you'll seriously compromise the quality of your sales copy.

### Power Copywriting Step #6

#### **Create an extraordinary guarantee.**

Remember, I told you earlier that buyers have been trained to be incredibly skeptical? That they've been hardened by experience to doubt nearly any advertising they see or hear? Well, that's all true.

One of the best ways to counteract this skepticism and doubt is to offer a powerful, air-tight guarantee. And –as you probably already know – I mean air-tight from the customer's standpoint.

An iron-clad, no-questions-asked guarantee goes a long way towards letting customers know that you're reliable, and that if they aren't satisfied with what they received, they won't lose a thing. This is especially important on the web, where the majority of your first-

### 3-17 The 32-Step Power Formula

### Notes

time customers don't know you and don't have any reason to trust you with their business.

The minimum length of any guarantee that's expected to carry any weight with your customer should be 90 days. I've personally never offered a guarantee for any of my own products or services that's less than one year.

There are a number of reasons for this. First, I take pride in all my products and services, and I want my clients to know this beyond a shadow of a doubt. Also, I feel that the client deserves this type of consideration if they're going to pay me their hard-earned money.

Next, a guarantee of one year is a powerful motivator for closing the sale. Look, if a customer is on the fence and can't quite decide whether a product is worth it to them, do you think a 10-day guarantee is going to win you the sale? I guarantee you that it won't!

On the other hand, a guarantee of one full year has some real substance to it. And that substance will more than likely close the sale for you.

Finally, a one-year guarantee can be presented with real impact in your copy. Listen to how wimpy this guarantee sounds.

Take 10 full days to examine and use this home remodeling course. If it doesn't live up to your expectations, you won't be out one red cent. Just return it and we'll refund your entire payment.

Now, listen to the same guarantee, but expanded to one year.

Take one full year to examine and use this home remodeling course. That's right. You have 365 days to put this valuable course to work in your own home. Or on any project you want, wherever you want.

Imagine all the money you'll save this first year alone. No more having to hire professionals to do those simple jobs around the house. You'll easily save 10 times the cost of this course during the first year.

Plus, if you aren't satisfied for any reason, or it doesn't live up to your expectations, you won't be out one red cent. Just return the course and we'll refund your entire payment. Right up to the final day of this 365 day guarantee!

That's quite a difference, wouldn't you agree? The 10-day period is flimsy. But the one-year period provides a solid foundation that you can build a compelling sales pitch on.

One final item on longer periods for guarantees. Many people who have never used a guarantee or only offered a 10-day guarantee are fearful that by offering a six-month or one-year guarantee, they'll be taken to the cleaners by unscrupulous customers.

You actually run very little risk of losing anything. In fact, just the opposite happens. First, very few people go to the trouble of returning anything.

Unless they're absolutely infuriated, people are either too busy or too lazy to go to the trouble of returning something. It's another sign of our times. But more importantly, you should be a savvy enough marketer not to do the kind of things that absolutely infuriate customers.

But just for argument's sake, let's say you do experience a few returns. Say, for example, that on a given promotion you usually sell 1,000 units, and by offering a powerful, one year guarantee you've managed to increase your sales by 10%.

That means you have now sold 1,100 units without investing another cent in your marketing. But now you begin to experience some returns. However, remember that very few people ever actually return things.

Let's just say though that you get a whopping 10% of your new orders returned (which you won't). 10% of 100 (the additional sales your new guarantee brought in) is 10 orders. So now you've increased your orders by 90 rather than by 100.

Do you see where that leaves you? You've still gained 90 extra sales that you never would have seen without offering a powerful

guarantee... 90 extra sales that didn't cost you a cent and required almost no time or effort on your part.

Case closed!

Now, it's time to see some real guarantees in action. Here are some powerful guarantees that I pulled out of my files.

I took the first example from a magalog (that's magazine type articles and a catalog rolled into one) by my friend Phil Kratzer. Phil is the CEO of National Response Corporation. Besides being a great guy, he's also an expert marketer.

\*\*\*\*\*

**Order With Confidence  
Our Take-It-To-The-Bank  
G U A R A N T E E**

**Order any report, video or  
audio tape at our risk. Try it  
for one full year! You must  
be 100% satisfied, or return  
information for a full refund.**

\*\*\*\*\*

Here's the guarantee that ran in a sales letter from a business owner offering my marketing course "**Small Business/Big Profits**" to other business owners and entrepreneurs.

\*\*\*\*\*

Now it gets even better. When I was talking with Bob, he told me that his personal goal is to have this course overflow with vital, specific marketing information that's pivotal to increasing your sales and profits. In fact, he feels that you should easily be able to produce a minimum of \$5000 extra profit by using the techniques presented in this course.

What's more, he guarantees your success. Bob has gone on record with the most solid guarantee I've ever seen. He promises that if you make a diligent effort to use what he's taught you and don't generate at least \$5000 extra profit – \$5000 you never would have seen without this course – in the next 12 months, he'll refund your entire fee. If that isn't an iron-clad guarantee, I don't know what is!

The truth is, you'll never have to worry about a refund. Because when you actually do put Bob's marketing genius to work for you, I know your results are going to be as satisfying and profitable as my own.

\*\*\*\*\*

**Power Copywriting Step #7**

**Write a powerful, attention seizing headline.**

Let's say you were shipwrecked on a remote, abandoned island. What would you do to let someone know where you are and save your own life?

The first thing you'd do is try to create some kind of message that could be seen by a passing airplane or search party. What do you think you'd write?

Would you write out a little joke, some clever play on words, or just draw a picture of a sexy woman? No way! Not if you wanted to save your life, you wouldn't.

You'd want your message to seize the undivided attention of whoever saw it. You'd also want it to be direct and right to the point. Something along the lines of:

**HELP – SAVE ME!!!**

That ought to do the job of getting your message across in no uncertain terms – and of drawing the complete attention of whoever spotted it, wouldn't you agree?

Why then would you ever want to start off your sales piece with a joke, a cute phrase, a clever play on words, or a picture of some bimbo in a bikini?

The answer is, you wouldn't!

Yet this is a major mistake that's still being made by 95% of the businesses you see advertising. Need proof? Just pick up today's newspaper and thumb through the ads. Or search on any key word in any search engine, and randomly visit 10 or 15 web sites. You'll be shocked at how many of them waste their precious resources.

With all the competition for your customer's time and attention, you don't have the luxury of tricking them, being too clever for your own good, or boring them for even a second. Here then is...

### **Serling's Rule For Headline Horsepower**

**Your headline should be as powerful and direct as a concussion grenade.**

I can hear the collective groan of art directors all over the world right now. I have a simple message for them: Tough luck!

You should take your marketing and advertising as seriously as you would saving your life. If you don't, you may not be in business too long.

What this means is that the only type of headline that is worth writing is a headline that jumps off the page, seizes your reader by the throat, and forces them to pay attention.

How can lofty goal be accomplished? By showing your customer a powerful display of what they gain from reading your marketing piece.

I forget who it was that said it, but some wise marketing guru once stated something along the lines of, "The heart of any headline is promise, major promise."

That, my friend, is the absolute truth, because your headline has to do two things. The first we've already covered: It must absolutely command your reader's attention. If it doesn't, you're dead in the water. You've lost your reader and any chance of getting them to take the action you want.

The second thing your headline absolutely must accomplish is promising your reader something so wonderful – yet believable – that they can't resist being drawn into the rest of your sales piece.

Look, people today are extremely busy. You're only going to get 5 or 10 seconds at most to show them an extremely compelling reason why they should continue reading your piece. If you think a customer is going to read 3, 4, 5 paragraphs or an entire page to find out what's in it for them, you're sadly mistaken.

If you don't go with your biggest guns right from the start, the odds are extremely high that your piece will be shot straight to the trash can. You'll lose your reader and any possibility of making the sale.

What kind of promise makes a powerful, attention getting headline? Here's a list:

- The major benefit your customer gets from your product
- A powerful offer
- A FREE offer
- A special, limited time offer
- A powerful testimonial
- A warning to the reader (one that cautions not to buy without reading this first; or a warning if you have a powerful, verified statistic that will shock your reader or command attention)
- A message targeting a specific group of people – if it's the only group whose attention you want

Of all the promises listed above, there's one that stands head and shoulders above the rest. In fact, 99 out of 100 ads and sales letters that I write use it as the focus of the headline. I might include other promises in the headline as well, but I always focus the headline on this type of promise.

Can you guess what it is?

I won't keep you in the dark any longer. The single most effective promise to use in your headline is: **The major benefit your customer gets from your product.**

Remember, when reading advertising, your customer only cares about how your product can make their life easier or better... or how you can solve a crucial, nagging problem they have... or how you can help them achieve a goal they desperately desire.

So why fool around with anything else? Use your headline to drive your advertising stake directly through the heart of your customer's most critical needs.

It's simple and it works like wildfire. I've used it time and time again to help my clients sell millions of dollars worth of their products and services.

Countless times, I've seen nothing more than the change of a headline improve sales by as much as 400%. Now, admittedly, 400% is an extreme case. But gains of 20% to 50% in sales are not uncommon, just by changing a lukewarm headline to a powerful, major benefit headline. With gains like that, I can't see any reason why you'd even consider not using this type of headline.

Here are some examples of headlines that earned their advertisers impressive sales. This example is from a brochure for a bank selling mortgage loans to people interested in buying a house.

\*\*\*\*\*

**NO FEES.**

**NO POINTS.**

**NO CLOSING COSTS.**

\*\*\*\*\*

Not very subtle is it? Just direct, to the point, and loaded with promises of the three benefits most valuable to home buyers.

You'd think that home buyers would be most interested in the best interest rate, since interest will be paid for the full 30-year term of the loan. But consumers are an interesting bunch. They'll pay a lot more in long-term pain to avoid a little short-term pain right now.

The following headline is from a sales letter for the Lifecycle.

\*\*\*\*\*

**Now you can cut your exercise time in half –  
risk-free for 30 days!**

**Plus receive a \$199 home gym absolutely FREE –  
No obligation!**

\*\*\*\*\*

Let's take a look at what kind of promises the advertiser is using in this headline and subhead. First, they concentrate on the major benefit "cut your exercise time in half."

Then they kick in another benefit, a "risk-free 30-day trial."

The subhead makes another powerful promise: A bonus of a "\$199 home gym absolutely FREE." They worked FREE into their promise too – a powerful motivator.

Now, let's take a look at one more example.

\*\*\*\*\*

**How To Sell Much More Of Your Software  
And Eliminate Your Two Worst Headaches!**

**...Now an ace copywriter (who is also a former software engineer) can kick your sales into high gear – and make your life a whole lot easier at the same time**

\*\*\*\*\*

This final example demonstrates how focusing on the key benefit and offering the solution to a critical problem makes a powerful combination. Also, notice how the subhead speaks directly to making the reader's life easier.

One other promise element is at work here. The sales piece has targeted a very specific, limited group. The offer is designed to appeal only to businesses that produce and publish computer software.

### **Power Copywriting Step #8**

#### **Use color to accentuate key points.**

This might sound obvious, but the Internet is a highly visual medium. You can take advantage of this to improve your selling power by using color to accentuate key points in your sales piece.

However, it's extremely important that you don't overdo it with too much color. At most, I use two colors to underscore vital points I want to make certain my customers take notice of. But usually, I use only one color in addition to the black text that makes up the majority of my piece.

For example, I ALWAYS use a second color for my headline and sub-heads. I'm particularly fond of green for this purpose – but feel free to choose a color you feel best underscores your message. I'll also occasionally use red to emphasize a particularly important point in the body of my sales piece.

However, with the exception of my headline and sub-heads, you'll find that I limit the use of color to just a few places. If you start

using color too often, and emphasize too many points, you actually end up emphasizing nothing at all. Instead, you end up with an overly-decorated, cheap-looking sales piece.

There's one more use of color that's critical to making your sales message as effective as possible. Whenever you offer a link to your order form, that link should always be formatted in underlined blue. Underlined blue is the standard format for indicating that a piece of text is a clickable link. Following this standard convention makes it clear and easy for your customers to use your order form.

### Power Copywriting Step #9

#### **Keep the amount of graphics you use extremely limited.**

One of the biggest problems I see with most Internet copy is the overuse of graphics. Just because you have the capability to put animated characters, flashing lights, and other gizmos on your sales piece doesn't mean you have to plaster them all over every page.

First of all, too many graphics slow down the loading of your pages. This is a critical mistake to avoid. People are extremely impatient on the Internet. They demand instant gratification. If you keep them waiting – even a few seconds too long – with a CLICK, you'll be blasted into oblivion.

More importantly, graphics rarely contribute any real value to your sales message. Copy sells your products or services, NOT graphics. 95% of your effort should be devoted to writing a compelling sales piece. Only 5% should be devoted to creating graphics.

To prove that what I've just told you is true, simply ask yourself this question: How much of your products or services would you sell if you were to remove all of the copy?

Then, follow up with this question: How much of your products or services would you sell if you were to remove all of the graphics?

The answer is simple. Copy sells. Graphics only support the sales message.

So many Internet marketing pieces go wild with clip art simply because it's available. The images don't really support the sales message. Instead, they're a distraction or make your sales piece look like a big cartoon. And distracting your customers or coming off as clownish doesn't do anything but hurt your sales.

When should you use graphics? First, you want your piece to have a nice, clean look. A little style applied here can be beneficial. I prefer black text on a white background, but I've seen other color combinations that look very appealing. If you discover a color combination that looks good visually, without obscuring your message, feel free to use it.

Also, some marketers find it adds value to include a picture of a key person in their company (themselves or the company president) to personalize their piece. Personally, I've tested using my picture versus no picture dozens of times and never found any measurable difference. But I know companies that swear by this technique – and if it doesn't hurt your sales message, I go ahead.

Finally, a few judiciously placed graphics can provide additional support to your sales message. A couple of graphic techniques that I frequently use are a box around a particularly important testimonial and an illustration next to my ordering information.

I have to give credit to my webmaster, Gene Ramos, for the illustration next to the ordering information. This was his idea, and I find it really highlights the message and perks it up at the same time.

You'll get specific examples of how and when to use graphics when we get to the actual creation of a sales piece.

### Power Copywriting Step #10

**Create a no-holds-barred opening paragraph that immediately begins to deliver on the promise made in your headline.**

Okay, so your headline has seized your reader's attention and made a powerful promise. What you have to do next is follow through by immediately showing the reader how you can deliver on the promise you made.

That promise is what got your reader into the letter. And it only makes sense that the next step is to hammer home your ability to deliver on that promise.

Your reader wants to know what's in it for them and they want to know right now. They don't want to wait for half a page or even a couple of paragraphs. They're greedy to gain what they need or solve their problem.

Now, there are a lot of books written on copywriting that say you can open with a story, motivational quotations, a statement that flatters your reader, a human interest line, and so on.

I disagree completely. While those techniques occasionally work, more often than not they fall flat on their face. More importantly, those types of openings are valid only if they deliver on your main promise. And 99 out of 100 times, they don't.

Besides, why bother with an indirect opening? Your reader isn't looking to be entertained. They're looking for benefits – MAJOR benefits. So give them what they want and give it to them as straight, simple, clear, and compellingly as you possibly can.

Here's a real-life example. What follows is one of the headlines I showed you above, along with the opening paragraph and second paragraph of the actual sales letter.

\*\*\*\*\*

**How To Sell Much More Of Your Software  
And Eliminate Your Two Worst Headaches!**

**...Now an ace copywriter (who is also a former software engineer) can kick your sales into high gear – and make your life a whole lot easier at the same time!**

Dear Marketing Manager,

Can your business use hundreds, perhaps even thousands of additional sales? Would you like to achieve this and get rid of your two most nagging problems?

If so, I know you'll find this letter to be extremely valuable. Because I'm going to show you precisely how to pull in tons of new orders and get rid of your two biggest headaches at the same time!

\*\*\*\*\*

In this letter, the opening paragraph doesn't waste any time getting right to the point. The major benefit is restated in a powerful, exciting way. Then the second paragraph ties another powerful promise "you'll find this letter to be extremely valuable" to the original promise.

Pretty simple, isn't it? The secret is in focusing strictly on the customer and on what the customer needs the most.

No grandiose bragging about the company's glorious history. No cute stories. No stuffy quotation.

Just tough, tight copy that really makes the reader want to find out more. And to find out more, they have to keep reading your sales piece.

### **Power Copywriting Step #11**

#### **Eliminate all objections with "Pre-emptive Strike Credibility"**

This is a technique I pioneered that I'm particularly proud of. Since I created it, and started talking about it in my newsletter and at speaking engagements, I've seen it used and imitated hundreds of times by other marketers. That's fine – I wouldn't be teaching it if I didn't want to see it used by as many people as possible.

But what's most important is why it's being used so frequently. And the reason so many marketers are now taking advantage of this extremely powerful, yet very simple technique is that it works so effectively. Let me explain this step to you, so you can start benefiting from it as well.

In the earlier steps, I advised you to create a headline and opening paragraphs that are packed with immense promise. While these techniques work extremely well to command your prospect's attention, they also create an immediate problem for you. You see, if you apply these techniques properly, you lead your prospect...

To the brink of not believing you!

Which is exactly what you want to do. Your goal is to create a headline that's so packed with promise (yet still believable) that many prospects will be tempted to doubt what you've promised. This is actually very easy to do, since so many prospects have been lied to and cheated by other marketers.

But once you've intentionally created this doubt in your prospect's mind, you must make certain that you immediately blast that doubt to pieces. And the way you accomplish this is with Pre-Emptive Strike Credibility.

Let me give you an example that will show you exactly what I mean. Here's the opening to the sales piece that got you to purchase this course:

\*\*\*\*\*

**Would You Like To Pull In More Sales  
And More Profits With Every  
Web Marketing Piece You Create?**

**Now you can increase your profits as much as 917%  
with a simple, proven formula for  
creating much more effective web copy**

*"Your concepts immediately shot our profit straight through*

*the roof. I increased my profit on one project by a very real 917%!"*

Phil Kratzer, CEO  
National Response Corporation

Do all your web promotions get the results you're *really* after? Are they as profitable as you'd like them to be?

Even if your web marketing pieces are doing alright – wouldn't you like to increase your results substantially, even by as much as 9 times?

One of my clients did just that. Using what I'm about to show you, he increased his profits by 917%. Many others increased their profits by 300% or more, as well.

\*\*\*\*\*

This is a prime example of Pre-emptive Strike Credibility at work. In the headline and sub-head, I've made an immense, nearly unbelievable promise – that a simple, proven copy formula can increase your profits as much as 917%.

To most people, this really tests the bounds of believability. Yet, at the same time, the promise is so compelling that despite being almost preposterous, the vast majority of people will read further to find out what could possibly make a difference of this magnitude. Or, they'll read further simply to see if I try to weasel out of my promise and prove myself a liar.

Now that I've created this doubt, I want to eliminate it as quickly as possible. And at the same time, I want to hammer home that exactly what I promised *can* be delivered.

That's where Pre-emptive Strike Credibility comes in. The first piece of copy that the customer sees immediately following my bold promise is an independent testimonial that supports my promise to the letter.

This immediately proves that what I promised is indeed true.

And it provides the proof in an indisputable way – by using the words of an independent third party, not by using any kind of sales argument stated in my own words.

The paragraphs that follow deliver further on my promise and offer even more promise.

### **The Real Power of "Pre-emptive Strike Credibility"**

Now, if all I got out of this was having the prospect accept in their own mind that what I've promised is indeed deliverable, I'd be miles ahead of the game. But in addition to having achieved this, I've also achieved something substantially more important.

I've set the stage for all further claims I make in my sales piece to be accepted as true. Of course, the statements I make will be absolutely true, but often the truth can be perceived as being too good to be possible.

However, once you've made an immense promise and demonstrated that you can deliver it beyond a shadow of a doubt, you've immediately overcome one of your most difficult hurdles: getting your prospects to believe the claims and promises you make.

Obviously, it's critical that you overcome the natural skepticism that most prospects have. Remember, they've probably been disappointed – or cheated outright – many times by other marketers. It's only right that they approach your offer with a healthy dose of skepticism. And it's your job to overcome that skepticism, to blow it to pieces so it won't endanger a single sale. And as you can see, there's no better way to do this than with Pre-emptive Strike Credibility.

My advice to you is to get in as many testimonials as you can, as early as you can in your sales piece. You can say all the wonderful things you want about your product, but nothing is as convincing as independent third-party endorsements of your product.

I'm constantly shocked that so many marketers save all of their

testimonials until the end, or even provide a link to a page of testimonials that's separate from the main sales piece. This is marketing suicide. By the time your prospect gets to the testimonials you've waited until the end to offer, it's probably too late to overcome the mountain of skepticism they've built up.

Don't let this happen to you. Why risk losing even one sale when Pre-emptive Strike Credibility can pave the way to more and more sales?

#### **Power Copywriting Step #12**

**Create enticing sub-heads that maintain your reader's interest and pull them through your sales piece.**

Sub-heads are a powerful weapon to add to your marketing arsenal. Strong sub-heads can do a tremendous job in advancing your sales argument. But a lack of sub-heads, or weak ones, can substantially hinder your chances of making the sale.

Sub-heads give you three major benefits. First, they separate your sales piece out into manageable, readable sections. You'll notice in all of my copy that I keep my sentence length short, stick with short paragraphs (usually two or three sentences), and divide the entire sales piece into short bursts of copy by using enticing sub-heads as separators.

The human eye can only focus on small sections of material at one time. If you make your sales piece appear too dense and impenetrable, the reader will quickly give up and go on to something else.

This is particularly true when your customer is reading something online. The resolution of most computer monitors and the amount of text that can be displayed on a single screen are very limited. If you present your reader with densely packed text that seems to have few resting points, they will stop reading. And if they stop reading, they will never become a paying customer.

The second benefit compelling sub-heads give you is that they guide customers through your sales piece. They keep your reader's interest at a peak and draw them through section by section.

The third benefit having compelling sub-heads gives you is they act as a “mini-tour” of your entire sales piece. Many people skim rather than read. Sub-heads call out powerful benefits or make provocative statements that make “skimmers” want to read your entire piece.

With all of these benefits going for you, it's important to make sure you have extremely compelling, enticing sub-heads.

### **How To Write Powerful Sub-Heads**

Strong sub-heads are built on three different components:

1. A benefit your customer wants to achieve.
2. A problem your customer wants to solve.
3. A combination of a problem and its solution.

Remember, your customers always want to know what's in it for them. They only care about features, brand names, company history, awards you've won, and so on, if these things are presented in a way that directly benefits them.

I can't tell you how many times I've seen stupid sub-heads built around features that are meaningless to your customer. In fact, here are the three sub-heads I recently saw in a sales piece by a major manufacturer of back-up systems:

**Back up**

**Update**

**Protect**

These were the only subheads in a long block of sales copy. They are all features and are presented in the most mundane

manner imaginable.

If you were depending on your sub-heads to keep people interested in reading your copy, would these three sub-heads do the job? Are these the kind of sub-heads you'd want to stake your sales on? Of course not.

Now, let's take a look at how to write the three types of sub-heads that will pull your reader in, keep them interested, and guarantee more sales.

### **Benefit-Driven Sub-Heads**

Benefit-driven sub-heads can be as simple as stating the benefit directly. Here's a good example. It's from the sales piece for my tape set on profiting with a direct-sales web site:

#### **More About This High-Profit, Web Marketing Breakthrough**

This is a very simple statement that would make anyone who wants to improve their web marketing take a second look. It promises a strong benefit, a "high profit, web marketing breakthrough." It makes the reader want to know more – and specifically tells them that they're going to get more right here.

Another technique is to tie the benefit to a "reason why" this benefit has credibility. You do this by connecting the benefit with an outside source. Here are two examples, both from my sales piece on profiting with a direct-sales web site:

#### **How A Client Opened My Eyes To The Unlimited Profit Potential Of Marketing On The Web**

#### **Here's What Some Of The Participants Have To Say About How These Powerful Strategies And Techniques Will Boost Their Bottom-Line Profits**

By tying the benefits to an outside source, rather than making the statements myself, I build strong credibility into these sub-heads. This credibility helps the customer accept that what I'm about to tell them is indeed true. At the same time, the sub-heads present powerful

benefits the customer would love to have.

### **Problem-Driven Sub-Heads**

The logic behind Problem-Driven Sub-Heads is simple: focus on a problem your customer has and the damage that problem is causing. Here's an example from a sales piece for a course I used to sell on direct marketing:

#### **The Dangerous Myth That's Killing Your Profits**

In this particular sub-head, and in most of the problem-driven sub-heads I create, I don't name the problem directly. I prefer to create a strong sense of curiosity that will practically force the customer to read the copy that follows the sub-head.

Take a look at the previous sub-head again. Who wouldn't want to read a little further and discover what this profit-killing myth is? I guarantee that few customers will quit here without finding out if this problem directly affects them.

Also, here's another reason for not naming the problem directly. Problems can't always be stated in a single sentence. That was certainly the case in this particular sales piece.

First I needed to establish the common myth that nearly everyone accepts as being true. Then I followed up by blowing the myth to pieces and showing the reader exactly how it's robbing them of profits they should be making. This is not something I could accomplish in a single sub-head.

### **Problem/Solution Sub-Heads**

The final sub-head form is a hybrid of a problem and solution presented together. This form is almost always used toward the end of a sales piece – usually as an introduction to summary material. Here's an example from my sales piece on profiting with a direct sales web site:

**Put An End To Wasteful Web Marketing  
– And Start Making Money With Your Web Site Today**

This particular sub-head was used on the second from last page of my sales piece. It summarizes a serious problem the customer has and offers a benefit-driven solution.

**Power Copywriting Step #13**

**In order to present the most powerful sales pitch possible, you must make your customer acutely aware of their most deeply felt pain.**

This step directly contradicts what dozens of academic textbooks on copywriting teach. Those textbooks state that you should never address anything negative in your sales piece.

This antiquated logic claims that any negative utterance can cause your customer to have a destructive association with your product. And that would automatically cause them to say "NO" when it comes time to take action.

I don't know who was responsible for creating old rules like this. Sounds like some worn out psychologist to me. In any case, that old rule should be tossed out the window as quickly as possible, because the truth of the matter is...

Exposing your customer to a dramatic portrayal of their worst pain will help you sell much more of your products.

A lot of people don't like to hear this. They think it's cruel. Or they want to avoid their own pain at almost any cost.

I don't think it's cruel at all. In fact, I think you're doing your customer a service if you can use their pain to get them to take the action that will substantially relieve it.

Look, you didn't create their pain. It was there long before you came along. Ultimately, you're using that pain to help your customer and help yourself at the same time.

## **Why Pain is Such a Powerful Motivator**

Here's how pain works to your advantage as a marketer. People are far more motivated to change when feeling pain than they are when anticipating pleasure.

As proof of this, I'll paraphrase the eminent heart surgeon, Dr. Christian Barnard. Dr. Barnard once stated that he had no sympathy for people who said they didn't have the will power to quit smoking. He clarified this by further stating that he never had a heart transplant patient who couldn't stop smoking on the spot once they were forced to undergo the surgery.

Basically, what he's saying is that the pain of a massive coronary, the resulting surgery, and fear of another coronary and possible death give the patient all the resolve they need to quit smoking.

It's a funny thing with advertising. Many people just don't respond to the promise of a better future alone. Sure, they may claim they want it, but the truth is, they're pretty comfortable where they are.

But those same people can be motivated to action through a taste of their own pain. For example, a lot of prospective clients are referred to me by other clients who I've made a lot of money for.

These prospects will call me up and say they'd like me to create a marketing campaign that will make them a lot of money too. But then they never do any of the simple things I ask of them to get the ball rolling.

But pain is a peculiar thing. I've noticed that a lot of these same prospects will call me again months or even years later – after they've experienced a serious drop in sales!

Now they're really ready to get going. Whatever I ask of them is done with tremendous efficiency. Because the reality of feeling the pain of their lost sales is just as strong a motivator as heart surgery is for the coronary patient.

So, I maintain that if you want to help as many customers as possible – and maximize your own sales at the same time – it's vital that you clearly show them the pain that will result if they don't take the action you want them to.

I realize this may stir up controversy in some circles. I realize this might not be a popular opinion, and it may not gain wide acceptance. But I also recognize that the ethical use of pain as a sales argument can be beneficial to both you and your customer.

Now, let me make something clear. I'm not advocating that you beat your customers over the head with their pain. Or that you callously manipulate them with it. Or that your entire sales piece focuses on their pain alone.

I'm merely saying that a limited dose of pain, written with a controlled hand and delivered in good taste, can do wonders for your sales piece.

That said, here's an example of pain in use. It's taken from a sales letter that was used to sell my marketing course for small businesses and entrepreneurs.

\*\*\*\*\*

**One Last Thing To Consider -- It's Important**

You know, every time I have lunch with another business owner, it isn't long before the conversation rolls around to how to make more money in our businesses. If you're like me, it's a topic you're constantly concerned with.

The question is, how do you maintain your edge and increase your sales and profits in today's super-competitive market? How do you continue to prosper and grow – even during tough times?

Here's one thing I can guarantee you: It can't be accomplished by continuing to do what you've always done.

What you've done in the past has worked to get your business to where it is now. But that's all it will do. It won't carry you any

further. In today's economy, you simply can't keep doing the same things over and over and expect to get a different result.

What you really need to increase your sales and profits is to take a fresh, objective, completely logical look at what your business has been doing marketing-wise. And start exploring new and better approaches.

Which is precisely what Small Business/Big Profits delivers. Not only will it give you the strategies you need to succeed in today's roller-coaster economy – it will show you how to implement these strategies without spending a fortune.

\* \* \* \* \*

Now that wasn't so bad was it? Just a little reminder of what they already know. That keeping on doing what they've always done won't get them any further. At best, it will only allow them to stay where they are. And let me make one more point extremely clear: if they were satisfied with where they are, they never would have read this far!

**Power Copywriting Step #14**

**Eliminate your customer's pain completely.**

There, you see – I told you I wasn't a masochist. The real reason you're making your customer acutely aware of their pain is to completely eliminate that pain for them. Whatever problem they have, you're going to give them the total solution.

Of course, you'll deliver this solution by melding it to your product or service. This will leave your prospect thoroughly convinced at a very early stage in your sales piece that you have precisely what they need.

Also, by clearly eliciting their pain through one of the most perplexing problems they face, then solving that problem, you demonstrate that you possess a deep understanding of what the customer is like and what they need. This is important because

customers like to feel understood. And that invaluable feeling has been proven to lead to greater levels of sales.

In the example I showed you for the previous step, the pain eliminator was already included. It's covered in the final two paragraphs which read:

\*\*\*\*\*

What you really need to increase your sales and profits is to take a fresh, objective, completely logical look at what your business has been doing marketing-wise. And start exploring new and better approaches.

Which is precisely what Small Business/Big Profits delivers. Not only will it give you the strategies you need to succeed in today's roller-coaster economy – it will show you how to implement these strategies without spending a fortune.

\*\*\*\*\*

By this point, customers will readily accept your explanation of what the right solution is. Why? Because you've already proven that the powerful promises you make are true, plus you've demonstrated a deep understanding of the customer's condition.

These powerful factors establish you as a friendly authority whose advice is to be accepted and trusted. Not bad for only being a couple of pages into your sales piece!

**Power Copywriting Step #15**

**You must establish impeccable credentials with your customers.**

When most people think of credentials they think of them in the *old* way. You know:

"Susan Jones received her PhD from Stanford in 1982. Since then she's been the administrator of five major investing councils

including the Southern California Tax Deferred Annuities Council. Her articles and research have won her dozens of awards and commendations including the prestigious Hanley Fellowship."

I'm going to sum up old style credentials like these in exactly two words:

Who cares?

Power Copywriting-style credentials (like everything else we've covered and will cover) are always written from the standpoint of how they will **benefit the customer**.

Here's what your credentials should not be doing. They should not be bragging about you, your company, or your product. They should not be rambling on about topics that your customers couldn't care less about. And most importantly, credentials should never be used to stroke your ego by focusing on you and all the wonderful things you've accomplished.

Here's what your credentials should be doing. They should be soothing your customers' fears and concerns about doing business with you. They should be demonstrating your ability to get your customer the results they so desperately desire.

Power Copywriting credentials should be hammering home credibility and benefits. This is a powerful combination that will result in more sales and more profits once you start applying it.

In order to do this, all credentials must be stated in a way that underscores your credibility and the ability to deliver those all-important rewards your customer is seeking.

I can best demonstrate this to you by using a real example. This example is also drawn from the sales letter sent by one business owner to other business owners offering my marketing course.

The technique employed in this credential copy is to make a claim of achieving powerful results and follow it with an objective testimonial that verifies the claim. Here's what it looks like:

\*\*\*\*\*

Bob Serling's copy has sold literally millions of dollars worth of products and services for companies nationwide. Here are a few examples of his marketing expertise at work:

- He took a small publishing house and helped them double their customer base nearly overnight.

*"We have used Bob to create copy for advertising and brochures, and to plan marketing strategies. His ideas are innovative and have been successful for us. You can bet we'll continue to use him in the marketing of our books!"*

— **Doug Dunn, Publisher**  
**Word Wizards Publishing**

- He worked with a major sports organization to increase their membership tremendously – during the off season!

*"The sales letters that Bob wrote for us really did the job!"*

— **Michele Myers, Marketing Manager**  
**American Golf Corporation**

- Under his guidance, a catalog of data processing products catapulted its sales and customer base in just one revamped issue.

*"Bob Serling did a marketing review for our catalog. He made some changes to both our copy and overall strategy. The results were phenomenal. When you consider how much money Bob actually made for us, his services are one of the best bargains I've ever come across."*

— **Ray Melissa, President**  
**Melissa Data Catalog**

- His marketing strategies sold out membership subscriptions, brought in a multitude of new home loans, and booked room

reservations like never before for the clients of an advertising agency. And made sure those clients came back to the agency with even more business.

*"Bob Serling's marketing know-how is always on target. He's never failed to get results. In a way, I hate to let the secret out, because I know that good news travels fast!"*

— **Marla Covin, Senior Account Executive  
Schroffel & Associates**

Bob Serling has helped restaurants fill their tables, hotels and conference centers completely book their space, banks and insurance companies sell financial services, publishers move books and tapes, and high-tech companies sell sophisticated circuit boards.

Not to mention the boost he's given to manufacturing firms, retail stores, service companies, catalogs, professional services, club memberships, computer gear and more. And he's consistently done this with companies ranging from start-ups to medium-size businesses to Fortune 500 corporations.

\*\*\*\*\*

Do you see the difference between the old style of credentials and the Power Copywriting-style credentials? Who really cares where I graduated from?

Who gives a flying hoot how many awards I've won? Or how many prestigious posts I've been named to? Nobody who's a real candidate for your product. All they care about is the results you can get them.

Now, don't get me wrong. If an award you've won (or any other old-style credential) can be directly translated to benefits for your customers, then by all means list it among your credentials. Just make sure it's there for your customer's benefit, not your ego's benefit.

Let's look at another aspect of credentials. Review the credentials in the sales letter again, but this time pretend the

testimonials aren't there.

Can you see the tremendous difference? Testimonials from an objective party are a powerful tool for verifying your credentials, thus building your credibility.

After all, anyone can make any claim they want about their own product or services. That doesn't mean your readers are going to believe it. But an objective testimonial that clearly identifies the person giving it gives the credential all the credibility you'll ever need.

By the way, credentials don't just apply to a person. They can be used to forward the selling process for any product or service as well.

For example, here's a credential for a product:

\*\*\*\*\*

Acme Industrial Detergent has been getting the big jobs done in aviation plants all over the world for over 40 years. Those same jobs that are so difficult, other industrial cleaning manufacturers don't want any part of them.

*"Acme Industrial is the only cleaning agent we use around here. Sure, everybody will promise you the moon, but in our experience, only Acme Industrial Detergent gets the job done. Without it, many of the fluid spills that come with the territory could have been disastrous for us. Instead, they were just another simple, routine clean-up."*

— **Sam Evans, President**  
**Evans Aeronautics**

\*\*\*\*\*

**Power Copywriting Step #16**

**Lock in your credibility with an "insider's" benefit.**

As you've probably noticed by now, I keep harping on the need

to establish, build, and lock in credibility with your customers. And there's a simple reason for this:

Credibility is the most important factor for selling more of your products and services

Regardless of how terrific your product is, if you can't convince people that you or your company can be trusted... that you're worthy of doing business with... that you understand your customers as well as they understand themselves... you're going to have a difficult – if not impossible – task in trying to get them to do business with you.

First, you have to thoroughly prove that your product delivers (and hopefully over-delivers) everything you've promised it does. But equally important, you must prove that you are worthy of being entrusted with your customer's business. So the majority of the steps in my Power Formula are designed to help you achieve these two all-important goals.

One of my favorite techniques for locking in credibility is to provide a benefit that addresses one of your customer's most deeply seated concerns. By doing this, you make the customer feel they have an ally in you – a trusted friend who won't take advantage of them like so many other marketers have.

I will demonstrate this powerful technique clearly and thoroughly when we get to the actual creation of an Internet sales piece.

In the meantime, here's an age-old example that you'll probably recognize. Insurance companies know that people hate to be "sold" with high-pressure tactics by some slick sales person in a burnt-orange polyester suit. So when they advertise, the savvy insurance companies include a line that says:

"No salesman will call"

This is smart marketing. It shows that you understand and acknowledge a deep inner concern your customer has. And by doing so, it makes it easier for the customer to choose to do business with you and no one else.

**Power Copywriting Step #17**

**Give your customer unquestionable proof that you can deliver everything you promise.**

Sounds tough, doesn't it? How do you possibly prove, unquestionably, that you can deliver everything you promise?

Actually, it isn't very difficult at all. Not because there are any clever techniques or tricks that can help you squeak by on this one, but simply because you should never make a claim or promise that you can't back up. To do so is marketing suicide.

The techniques you use to deliver your proof can make all the difference in the world. Substantial proof can kick your sales and profits into high gear. And it can also help you gain a real edge over your competition.

**Testimonials as Proof**

As always, all proof must be stated in a way that benefits your customer. And as far as definitive proof goes, there's nothing better than independent testimonials to get the job done.

You see, your customers or clients can say things about you that make you sound fantastic to anyone who is a prospect for your product or service. But if you were to say the same things about yourself, you'd come off as a raging egomaniac. Here's a real life example to show you what I mean.

If I were to tell you, "I'm the best copywriter you could possibly find to increase your sales. I can get better results for you than anybody on the planet," you'd be so turned off, it would kill any chance I had of convincing you to hire me.

But when a satisfied client of mine says, "Your copy immediately shot our profit straight through the roof. I increased my profit on one project by a very real 917%!" That's money in the bank.

The client has given powerful proof of my ability to deliver exactly what I've promised. And when it's accompanied by the client's name and company, as all testimonials should be (or name and city in the case of consumer products), it dramatically outperforms anything I could possibly say about myself.

### **Facts and Statistics as Proof**

Another form of proof centers on using the facts and statistics you dug up during your research. Any study, quote from an expert, or accredited statistic that can further support your sales pitch should be used to your advantage.

By supporting your sales pitch, I mean clearly demonstrating and proving a customer benefit. Here's an example:

An independent study by the University of Michigan proved that ultraviolet filtering on sunglasses reduces eyestrain by 43 percent. That's why our practical eyewear has been issued as the field standard by 128 police agencies across the country.

One last word on making your proof as believable as possible: Testimonials, statistics and figures should always be as specific as possible.

Specifics are far more believable than generalities. That's why you want to say, "our practical eyewear has been issued as the field standard by 128 police agencies" as opposed to "by over 100 police agencies."

Specifics make a stronger impact. And you need as much impact as you can possibly build into your sales piece to produce the kind of sales you're really after.

### **Power Copywriting Step #18**

**Use "Click Bridges" to break your copy up into manageable, readable chunks.**

Click Bridges are minor rest stops for your online readers. They

serve two important purposes.

As you'll see when we re-create one of my actual sales pieces, copy that sells people on taking a specific action (buying your product, signing up for a consultation, requesting a free sample, etc.), is usually long copy. It's very difficult to present a convincing sales argument in a short space.

You have only one chance to make a compelling case for your product or service. You have to offer powerful benefits, prove you can deliver those benefits, list all the features of your product or service, provide pricing information, answer all conceivable objections, provide a powerful guarantee, present a blockbuster offer – and much more. This simply can't be accomplished in only a page or two.

It's well known that your customer's attention span online is quite short. People get bored easily online. So breaking your copy up into manageable, readable chunks and creating break points where the reader must click a link (called a Click Bridge) to continue, gives your customer a short rest.

A Click Bridge also forces them to refocus their energy and specifically choose to go forward. At the same time, it makes them feel more in control of the process as they've chosen to click on your link and continue reading your sales piece.

I'll demonstrate the use of Click Bridges during the process of re-creating my actual sales piece. For now, just make a mental note that this is an important device for keeping your customer committed to reading every word of your sales piece.

### Power Copywriting Step #19

**Give your customers a powerful "bullet list" of benefits they get by using your product.**

Now that you've locked in total credibility with your customer, it's time to load on the benefits. The purpose of this step is to overload the customer with so much value that anyone in their right

mind would be foolish not to purchase your product.

A bullet list is a list of each benefit, described in short, tight paragraphs with a bullet or some other dingbat in front of each paragraph. This breaks your benefits out very neatly into small, digestible chunks.

Bullet lists do a great job of selling for you. By loading up on value here, you create stronger and stronger desire on the part of your customer. You give them a ton of emotional fuel to drive their buying decision and match that with dozens of reasons they can use to logically justify their purchase. This is a powerful combination that's hard to beat.

In addition to loading up on value, there are two more reasons for creating a bullet list of benefits at this point. First, your customer is hungry for all the information you can provide on how they can solve their problems and improve their condition by using your product. And it's your duty as a customer-oriented marketer to give your customers what they need.

Second, it's in your own best interest to cover every possible benefit that's pertinent. Writing sales copy is not an exact science. If it were, everyone would be rich.

Even with the best research and years of experience, you're often making an educated guess. You never really know for sure, until you've tested everything, which benefits are really going to persuade your customers to dig deep into their wallet and part with their hard-earned money.

It's true that you can determine your major benefit fairly accurately. But it's often the other supporting benefits that help your undecided readers to decide in your favor. So every benefit that's worthwhile should be presented for your reader to consider.

### **How to Build More Selling Power into Your Bullet List of Benefits**

In order to pack as much selling power as possible into your benefits, the trick is to present your benefits in action.

"This course teaches you how to become a better marketer" is passive.

Instead, open with an action word to pump some real life into your benefit.

"Master every marketing technique you'll ever need to turn lukewarm sales into chart-busting sales".

Do you see the difference? "Master" is a very active word. And it forces the words that follow to be presented in an active format rather than a passive format. Or, put more simply, it really works to get your customer's blood pumping!

The other trick I like to use is to introduce the list of benefits with an active statement appealing to a powerful benefit. To illustrate what I mean, here's an example of an introduction and a partial list of benefits. It's also taken from the sales letter that was used to sell my marketing course.

\*\*\*\*\*

Here's an impressive list of just some of the money-making techniques you'll get in this comprehensive course:

- Dozens upon dozens of powerful concepts and techniques that will open up countless new ways for you to dramatically increase your sales and profits. This detailed how-to guide will change the entire way you look at advertising, sales, and promotions. You'll come away with an arsenal of incredibly effective ways to out-market and outdistance your competition long before they have any idea of what hit them.
- A simple, foolproof way to predetermine whether any advertising or promotional concept you're considering using will be a success or failure – before you ever invest a dime in it!
- How to save major dollars on all your ads and promotions. Using these techniques can often slash your costs by 20 to 80 percent!
- Discover why dirt-cheap "low-tech" research vastly outperforms

complex, time-consuming methods. You'll find out how to quickly and easily determine the real reasons why people buy your product or service. Then you can use that key information to really kick your profits into high gear.

\*\*\*\*\*

Bullets like this focus on powerful benefits and really stir up the drive to purchase in your customers. They help customers envision themselves enjoying the wise decision they made to purchase your product. And that will stimulate a lot more sales.

One last piece of advice on bullet lists: spend a lot of time creating and fine-tuning your bullet list of benefits. They are critical to making the sale. The elements of my own copy that I put the most time into are my offer, my headline, and my bullet list.

I might breeze through other portions of my copy, but bullet lists get my full, obsessive attention. Over the years, hundreds of customers have told me they purchased a product to get this benefit or that benefit. Every one of these benefits was presented in a bullet list. The time you put into creating powerful bullet lists will pay off handsomely.

**Power Copywriting Step #20**

**Briefly summarize your key benefits.**

The purpose of these next few paragraphs is to provide a transition to your next major section. It's important that the flow of your copy remain smooth and consistent. You achieve this by summarizing the most important benefit (or two) your customer has been promised, then introducing the next major topic.

You'll get a complete demonstration on how to do this when we get to the chapter that re-creates an actual sales piece.

**Power Copywriting Step #21**

**List the features of your product.**

To many people, it may come as a surprise that I don't describe all the details of the product (or service) itself until nearly half-way through the sales piece. But remember, customers don't care very much about you, your product, or your company.

All they really care about is what you can do for them – how you can make their life better or easier, solve their most nagging problems, or help them achieve their most important goals. That's what you must show them first, before ever getting to the details of your product. Your product is merely the way you deliver the benefits your customers ultimately want.

Your product or service is very important to you. It's the life-blood of your business. But it's only meaningful to your customers because it delivers the benefits they want. And that's why you defer describing all the details of your product until this point.

Even when you're describing the features of your product, you're still going to link them to benefits. But at this point, you'll describe the product, list its features and options, and give a tangible description of all of its components. Here's an example from a web marketing piece for one of my own products:

\*\*\*\*\*

**Here's How To Get On A Fast Track To Increasing  
Your Sales By 50% Or More In The Next 12 Months**

**39 Secrets For Maximizing Your Direct Marketing Profits** is the fastest, most reliable way of taking your sales to the next level in the shortest time possible.

You can start increasing your sales by at least 50% by ordering your personal copy today. The cost of this remarkable 250-page program is just \$97. I think you'll agree this is a tremendous bargain.

\*\*\*\*\*

As you can see, I introduce the features with a sub-head that promises a powerful benefit: "Increase your sales by 50% or more in the next 12 months." And the only real feature in this block of copy is that it's a "250-page program."

Now this isn't always the case. Many times your product or service will have more than a single component. I'll give you a more detailed example when we get to re-creating my sales piece. But this gives you a very good example of how easy it is to describe the features of an uncomplicated product, and how little actual space is devoted to this task.

**Power Copywriting Step #22**

**Over-deliver with a highly valuable package no reasonable customer will want to miss out on.**

Now we come to one of the greatest secrets for increasing your sales and profits. Creating a blockbuster package that any customer will clearly see exceeds the value of what they're being asked to pay, can easily double or triple your sales.

I like to call this "Pile-on Packaging," because you pile on so much value, the customer can hardly believe that they're getting everything in your package at such a reasonable price.

The method I prefer to use in creating my own packages is to offer bonuses that greatly exceed the value of the product itself, so the customer will understand they're getting a minimum of twice the value for the same price.

Following up on the example from the previous step, here's the copy that describes the additional components of my package:

\* \* \* \* \*

Plus, if you order in the next 10 days, you also get two valuable bonuses...

**FREE BONUS #1: A 1-Year Subscription To My Newsletter**

Six times a year, my newsletter **Results!** brings you the latest information on what's working best to sell even more of your products and services.

You'll get all the latest ideas, strategies, and new techniques I'm using to boost sales... interviews with other successful marketers... case studies of marketing campaigns that have been hugely successful... answers to all your most crucial questions...and much, much more delivered right to your door.

Clients tell me they can't wait to read every issue of *Results!* A \$79 value, it's yours absolutely free if you order **39 Secrets For Maximizing Your Direct Marketing Profits** within the next 10 days.

**FREE BONUS #2: A Free Marketing Evaluation – Worth \$1250**

To help you achieve the success you want as quickly as possible, I've added an extremely valuable bonus. Along with the 250-page program manual and the one year subscription to my newsletter, you'll also get a certificate that entitles you to a free marketing evaluation that I'll do personally.

Just send the certificate in with any marketing piece – any ad, sales letter, brochure, etc. – and I'll personally review it and make written recommendations for making it more successful. If you've ever contacted me about having an evaluation done, you know that my fee ranges from \$1250 to \$2250 for this service.

But you get this evaluation free of charge if you order **39 Secrets For Maximizing Your Direct Marketing Profits** in the next 10 days. That's a minimum value of \$1250. But most importantly, think about how much this valuable bonus will do for your sales.

\*\*\*\*\*

In my package, I've offered bonuses that are worth a minimum of \$1329 in exchange for purchasing a product for just \$97. Both of the bonuses are valuable items thousands of customers have paid full price for in the past. Plus, customers can verify that these are the actual prices I charge, not some trumped up prices to make things look better than they are.

The \$79 price for a one-year subscription to my newsletter was printed right on the newsletter. Often, customers would call and request a one-year extension as they had already paid \$79 for a subscription. Of course, this extension was immediately and cheerfully granted.

Also, customers had seen my consultation rate published many times – and they could also verify it on my web site. So both bonus items represent actual value the customer gets. Value far in excess of what they're being asked to pay for the main product.

### **Power Copywriting Step #23**

#### **State the price of your product.**

You may have noticed that I'm telling you to state your price at this point, but in the example above, I've already stated my price!

That's true. But sometimes I wait until after I've described the entire package to state the price. For example, I always wait until after I've described the package to state my price if I'm offering “standard” and “deluxe” versions of my product. You'll see an example of this when we re-create my sales piece.

It's not all that important whether you state your price before or after you describe your irresistible package. Just make sure you give your price at one of these two points.

### **Power Copywriting Step #24**

#### **Issue your call to action.**

Every marketing piece should have one action – and one action only – you want your customer to take. In the case of all the examples I've shown you so far, the action I want my customer to take is to buy my product.

But often you'll want your customer to take a different action. You may want them to fill out a form to receive a free sample of

your product or service. Or you may want them to phone or email to request a free consultation or take the first step in a multiple-step selling process.

Whatever the action is you want your customer to take, it must be just one action only. If you offer your customer too many different action options, or if you confuse them in the least, there's a high likelihood they won't take any action at all.

Here's the call to action from a sales piece that I've used to sell this course:

\*\*\*\*\*

**It's Easy To Get Started**

Getting started couldn't be easier. The cost of this powerful business-building program is just \$249. That includes my complete "power formula," all interactive workshop sessions, and all 5 bonuses.

Even though the price is extremely reasonable, here's what's really important. If this program was just another set of "tell you what to do" techniques without showing you precisely how to do it... another lightweight program that just leaves you broke and frustrated, it wouldn't matter what the price is. It wouldn't be worth it.

But if you can know with complete certainty that every web marketing piece you write will successfully achieve your goal, whether it's getting a steady new stream of new customers... doubling or tripling your revenues... cashing in with lucrative back end sales... or whatever your specific marketing goal may be... and having the skill to do this year after year for as long as you're in business, what is that actually worth to you?

I can't put an exact dollar figure on it for you – only you can do that. But I can tell you this: at \$249, this program could very possibly be the best bargain and the best investment you'll ever make.

To get on track to making all of your Internet marketing as profitable as possible, the easiest way to order is to use the secure order form right now. Or, you can print the form and fax it to my office at **(604) 730-2480**. I accept fax orders 24 hours a day, 7 days a week.

You can also order by calling my office at **(604) 730-2833**. If the lines are busy, please leave a voice mail and someone will get back to you the same day.

The fourth option is to fill out the order form and mail it to:  
Internet Marketing Center, Inc., 1123 Fir Ave, Blaine, WA 98230

\*\*\*\*\*

### **Comments On The Call To Action**

You might have noticed that the first thing I do is tell my customer, two times, that it's easy to order. I want to do everything I possibly can, right from the beginning, to let them know that getting the benefits they truly want is effortless.

Then I justify the price. I do this by presenting an argument they already know to be true, but haven't necessarily articulated themselves. Here again, I'm underscoring my credibility by clearly demonstrating that I understand their innermost thoughts.

Then I follow through on my promise that ordering is easy. I give the customer four different options for placing their order, all of them simple to use.

The most important element is that I've told the customer precisely what to do and how to do it. I've called them to action and shown the valuable benefits they get by taking that action.

At the risk of repeating myself, it's imperative that you tell your customers precisely what you want them to do. Because if you don't tell them what to do, most customers will do nothing.

By the way, this is the first of numerous calls to action I use in

any sales piece I create. I will rephrase and repeat the call to action two or three more times before I'm finished. That way, there's no chance that the customer can misunderstand exactly what I want them to do.

### **Power Copywriting Step #25**

#### **Increase your profits with a Piggyback Offer.**

This is absolutely one of my favorite topics – because it's put hundreds of thousands of dollars in extra profits in my pocket. At the same time, it's incredibly easy to use. All it takes is 5 or 10 minutes to include a Piggyback Offer in your sales piece.

Here's how a Piggyback Offer works. First, it's important to recognize that the easiest people to sell more of your products to are existing customers. And to extend this concept one step further, the easiest and most convenient time to sell more to your current customers is right at the time that they're buying from you.

Look, you already have the person ordering from you, whether it's by secure server, phone, fax, or mailing in the order. They will never be more willing to dig a little deeper into their wallets than they are at this point of sale. All you need to do to capitalize on the situation is offer your customer a strong incentive to buy more right now.

Getting your customers to spend a little more at the point of sale is a snap when you use a Piggyback Offer. All you do is offer your customers the opportunity to buy even more of what you sell at an attractive discount once they've made the commitment to buy something else at the regular price.

You simply set up a special item or items with an attractive offer and make it available to every customer once they've committed to buying your main product. The more your special item is related to your main product, the stronger your additional sales will be.

The items you feature in your special offer should be very

popular, quick moving items. They should also be items that have a fairly high profit margin so you can give a liberal discount and still make a decent profit.

For example, if you sell cookware, a good Piggyback item would be a cookbook. Another would be a set of kitchen utensils. Again, the Piggyback item is offered at an attractive discount, but *only* when the customer buys the original item you're offering at full price.

Another example would be a software company that sells desktop publishing software. Piggyback items with strong appeal for your market would be additional font sets or clip art collections. These would be offered at a substantial discount to motivate customers who are already buying your main product to increase the amount of their purchase even more.

Successful Piggybacking is a function of numbers. You'll find that 20% to 40% of your customers will take advantage of your special offer. But in order to reach these levels of additional sales, you must present the Piggyback Offer to every customer at the point of sale.

Now, let's take a look at an example of an actual Piggyback Offer and the results it produced. Here's the copy for a Piggyback offer that was offered to customers who purchased my course, "Info Millions," which shows people how to turn what they know about their hobbies, work, or personal experience into a best-selling information product, even if they've never written a word in their life.

\*\*\*\*\*

**Special Advanced Edition**

Now in case you want even more, here's a great way to jump-start your success. I've created a special advanced package that completely charts one of my most recent successes. You get a detailed breakdown of exactly how I bring a product to market.

This package starts by giving you an actual copy of one of my

hottest selling "Instant" Information products called **Direct Marketing Hotseat**. Comprised of two manuals and three bonus audio tapes, it features the inside secrets of multi-million dollar direct marketing campaigns by some of the most successful marketers in the world – including Dan Kennedy, Ted Nicholas, Jeff Paul, and others.

Along with **Direct Marketing Hotseat**, you get the actual marketing research, marketing plan, ads and sales letters I used to strike paydirt with this product. This model leaves nothing to the imagination. Every last detail is included. This allows you to pattern your own "Instant" Information Product sales on a proven winner that will multiply your profits many times over.

**Direct Marketing Hotseat** normally sells for \$187 – and that price does not include the comprehensive marketing plan. In the past, clients have had to pay \$1697 just to get their hands on this marketing plan. But when you order the advanced version, you'll get the complete product and the detailed marketing campaign for just an additional \$137. That's all the basic and advanced components for just \$434. Plus, I'll give you two more powerful bonuses along with the advanced version.

\*\*\*\*\*

This Piggyback Offer was in a sales letter that came as an insert to Gary North's newsletter, "The Remnant Review." Because of the space limitations of the insert, I had very little room in the letter for the Piggyback Offer. As you can see in the copy above, the Piggyback Offer was presented in just four paragraphs.

Normally, for a Piggyback that takes the price from \$297 to \$434 (an increase of \$137), I'd devote much more room to it – closer to a full page. But I had a physical restriction that only allowed four paragraphs.

Please note that the Piggyback item is closely related to the main product. The main product teaches people how to create a complete information product in 15-20 hours that sells for hundreds of dollars. The Piggyback item is an actual product that was created using this method and the marketing plan, ads, and

sales letters that were used to successfully sell it.

I was pleasantly shocked by how well this Piggyback Offer performed. Even though it was presented in just four paragraphs, without enough room to thoroughly describe the benefits, a full 69% of all buyers took the Piggyback item as well. That translates to additional revenue of \$13,700 for every 100 orders. Not a bad return for just four paragraphs!

With increases in profits like this available for just a few minutes of effort, Piggyback Offers are the fastest, safest, easiest way of adding significant profits to your bottom line. With what you've just seen, I'm sure you'll agree there's absolutely no reason not to include a Piggyback Offer in every sales piece you create!

### Power Copywriting Step #26

#### **"Shift the Risk" to close more sales.**

When you shift the risk entirely off of your customer's shoulders and onto your own, an incredible thing happens: far more people convert to paying customers. People who might have been reluctant to purchase because they don't know you, now become more willing to part with their hard-earned cash.

Shifting the risk is done through your guarantee. There are two factors that make up a powerful, risk-shifting guarantee.

The first factor is an iron-clad, easy to use guarantee of the customer's full payment being returned if they aren't happy for any reason. There's nothing I hate more than guarantees with "weasel clauses" in them. You know, copy like, "You must have tested our hand cream under actual subtropical conditions that emulate or match the exact temperature and humidity in Bora-Bora during the Autumnal Equinox."

Obviously I'm exaggerating, but putting rigid conditions on your guarantee that few people could ever meet, sucks all of the power out of your guarantee. And it makes you look deceitful by forcing people to meet unreasonable conditions.

So the first factor that must be present to maximize the effects of your risk-shifting is an easy-to-use, easy-to-understand guarantee.

The second factor is the length of your guarantee. Have you ever seen guarantees where the time period is just 10 days? I've seen plenty of them, and let me assure you, a short guarantee period like this will kill your sales.

I recommend a guarantee period of a full 12 months. This gives you two powerful advantages. First, it clearly demonstrates to your customers that you put their best interest ahead of your own. By allowing them a generous period of time to use and evaluate your product or service, customers are put at ease about taking all the time they need to prove to themselves that your product fulfills all the promises you've made.

Equally important, a long guarantee period tells your customers that you believe in your product and back it up fully. If you didn't, you'd be offering the same, flimsy 10-day guarantee period nearly everyone else offers.

In case you're worried about people taking advantage of you and your returns going up due to using a risk-shifting guarantee, there's good news: Test after test has proven that returns actually go down when you offer a longer guarantee period.

The longer someone uses your product or service, the stronger their sense of ownership becomes. And few people will return something they own when it truly solves their problem or helps them achieve their most important goals.

### Power Copywriting Step #27

**Bring your sales piece to a close by summarizing all the major benefits your customer gets.**

After you've completed your body copy – loaded with all the benefits your customer gets from your product – you need a

powerful way of bringing your sales piece to a close.

The way you do this is by summarizing all the major benefits they'll get by making the right decision to buy your product. Essentially, the content of a sales piece can be described like this:

- 1. Tell your customer what you can do for them. Make sure you tell them with as much impact as possible.**
- 2. Tell them again.**
- 3. Then, tell them once more.**

If you think I'm kidding, I'm not. Look at what we've done so far.

We opened with our biggest gun – the major benefit your customer is desperately seeking. We followed that by demonstrating a deep understanding of what the customer wants and needs, emphasizing a painful problem and offering the solution, building total credibility, providing complete proof of all our promises, using a comprehensive bullet list of powerful benefits, describing the features of the product, piling on the bonuses, and a risk-shifting guarantee. Every one of these components hammers home more and more benefits to the customer.

Now we're ready to bring the sales piece to a close. We'll do that by summarizing and emphasizing the benefits one more time, because the only purpose of a sales piece is to get your customer to take the action you want. And you achieve that by constantly appealing to all the emotional and logical factors that drive your customer's buying decision.

Benefits are the tools that satisfy all the emotional and logical needs your customer has.

Here's the summary of benefits from the sales letter marketing my course that will show you exactly how you wrap up your sales piece:

\*\*\*\*\*

So now that I've told you about this no-risk way to substantially increase your sales and profits, the next move is up to you.

You and I already know that if you've read this far, you have a strong interest in making your business as profitable as possible. All that's left is to take the action to do it.

If you want to secure your financial future... if you want to stop gambling on how well your business will do... if you want to take control of how much more profitable and pleasurable your business can be, you owe it to yourself to take advantage of this risk-free offer.

\*\*\*\*\*

**Power Copywriting Step #28**

**Increase your response even further by using a P.S.**

A P.S. is an essential tool for every sales piece. I never create a promotion without a P.S. That's how strongly I believe in the ability of a solid P.S. to have a significant impact on your results.

Here's an important fact that will tell you why: Comprehensive research has proven that 80% of all readers will read your P.S. Even those who don't read very much of the rest of your piece.

So you'll want to make sure your P.S. has maximum strength. The best way to accomplish this is to have two key ingredients. The first ingredient never varies. It's a restatement of one of your major benefits.

The second ingredient can be a repeat of your offer, a repeat of your guarantee, another attempt to close, a bonus offer, a reminder of the painful situation the customer is in, etc.

The main thing to remember is that you have a built-in opportunity to win extra customers. Those people who went straight to the end of your sales piece without reading it can often be enticed to go back and read the entire piece by a strong P.S. Don't waste this valuable gift. Take full advantage of it to convert more readers to paying customers.

Here's an example of the P.S. that was used in the sales letter to sell my marketing course.

\*\*\*\*\*

P.S. Here's a hot flash! Bob Serling is the kind of person who is always willing to go the extra mile. He's just informed me that he wants to do everything he possibly can to make sure you're successful.

So he's created a special report for you called How To Turn A Single Sale Into A Multi-Million Dollar Business. It's yours FREE when you place your order in the next 10 days.

I've just read it and let me tell you, it will stop you in your tracks. It's yet another simple, ingenious technique of Bob's that will put a smile on your face and more money in your bank account.

Order your copy of Small Business/Big Profits within the next 10 days and this special bonus report will give you yet another source of tremendous profits!

\*\*\*\*\*

**Power Copywriting Step #29**

**Make it easy for people to order.**

At the very end of your copy, the last thing people should see are two very important links. Clicking on these links takes customers to:

1. Your secure order form
2. Your printer-friendly order form that can be printed and faxed or mailed in

These links are critical. Don't force your customers to navigate their way back through your sales piece to find the ordering information. Repeat it again right here.

If you make it as easy as possible for more people to order, more people will. It's that simple.

### **Power Copywriting Step #30**

#### **Avoid all links that take your customer away from your site.**

One of the most common bits of advice that most so-called Internet marketing "experts" promote is that you should have plenty of links on your site giving your visitors tons of opportunities to get more free information from other sources. The convoluted logic seems to be that this will make prospects like you and mysteriously influence them to become eventually become a paying customer.

Ridiculous!

Nothing could be further from the truth.

Let me ask you this: If you were at an auto dealer ready to purchase a car – you had your check book out and your pen to the paper – then the salesperson said, "Before you buy, you should go visit Sue Jones who sells auto insurance. She has some really good deals. Why don't you take a couple of hours and go see her right now," what would you think?

I'll tell you what I'd think. I'd think the sales person was a total idiot. Here I am, ready to sign on the dotted line, and they send me off somewhere without getting my check? You've got to be joking.

The chances of me returning are terrible. Maybe I'll change my mind. Maybe I'll drive by a different auto dealer and see another car I like even more. Maybe Sue Jones will tell me about a better deal I can get someplace other than the original dealership. Maybe I'll decide to spend my money on a trip to Tahiti instead of a new car... and on, and on, and on.

There are dozens of reasons why this action would almost guarantee that the original car dealership never sees me again. Yet this is what the so-called experts advise you to do every day.

They tell you to trade links with other companies. You promote their site and they'll promote yours. This is sheer stupidity. All you really accomplish when you offer links that take people away from your site is the loss of sales.

My advice is simple. Do not allow any links on your web pages that take people away from your site. If you do, you're dumping money in the trash.

Instead, follow all the steps I've given you above to make your copy as compelling and full of customer interest as possible. That way, you'll keep more people where you really want them – on your site and ready to order.

### **Power Copywriting Step #31**

#### **Rest and Percolate – Again.**

By now, your major work is done. You've used all the previous Power Copywriting Steps to create a powerful, highly successful sales piece.

Your first impulse may be to jump right in on editing it, to make it even better.

#### **Don't!**

Not yet, at least. You have a big job to do first. You have to:

**Do Nothing!**

That's right, another break made up of nothing. Well, not exactly nothing.

What I want you to do is put your sales piece away in a drawer and go have some fun.

Before you begin to rewrite your sales piece, your mind needs time to work its magic. It needs to do all of the sorting, twisting, turning, and reordering it needs to come up with even further breakthrough ideas for you. And the best way to help your mind do that is to put your copy away and give your brain the room it needs to percolate.

Now sometimes your mind won't come up with any new killer ideas. That's okay too. The very least this process will do for you is make your rewriting efforts go much more smoothly and take far less time.

Here's why. Every great copywriter I know of recognizes that it's impossible to do a high quality rewrite right after they've finished writing the original.

You need time to get some distance from what you wrote. At first, every word you wrote looks brilliant. But with a little time, the flaws and cracks begin to show.

So give yourself some room. Give yourself the break you've worked so hard for and truly deserve. Take some time to do nothing.

Another thing I recommend is sleeping on it. Don't start rewriting your copy on the same day you finished it. Work on something else and get back to your sales piece the following day.

I can't count the number of times I've gone to bed having forgotten all about my copy and awakened with a major idea I hadn't thought of that really kicked my copy up another level.

**Power Copywriting Step #32**

**Check and rewrite your copy for maximum impact.**

Now that you've had a little time to put some distance between yourself and your copy, it's time to get to work on rewriting it to make it even more effective.

The process of rewriting is simple. The first step is to write and add in any new ideas you might have had. The next step is to check your copy, correct any errors you might have made, and make any changes that will sharpen your sales pitch.

Here are the checking techniques you use to improve your copy:

➤ **Make sure your copy is free of spelling errors.**

➤ **Check your copy to make sure it's believable.**

Are all of your claims backed up with actual proof? Remember, the best proof is proof provided by an objective third party such as an independent study or a customer testimonial.

➤ **Check the flow of your copy.**

Does it move naturally from one point to another – all the way through? Understand that if your reader gets stuck or confused, they'll stop reading your copy right away. There are few, if any, second chances.

➤ **Your headers and sub-headers should give your readers a powerful overview of the benefits they'll receive.**

Readers often skim a sales piece rather than reading every word. Strong headers and sub-headers that pack a solid punch will go a long way toward persuading more people to read your sales piece.

NOTE: I'll be showing you a whole lot more about headers and sub-headers when we get into the next section and re-create one of my sales pieces.

➤ **Measure your sales piece against your mission.**

Is it consistent with what you originally set out to accomplish? Does your lead letter clearly work toward getting you that lead? Does your direct sales piece push hard for the sale? Whatever your mission is, make sure you fulfill it.

➤ **Make sure your sales piece is interesting.**

If you bore your customer or lose their interest, kiss them goodbye!

Again, the best way to make sure your sales piece is interesting is to constantly show the benefits your customer gets when they use your product.

Customers don't buy products or services. They buy results. You'll never lose a true customer's interest by appealing to their need for better results.

➤ **Make your sales piece easy to read.**

If your sales piece is hard to read, your sales will drop drastically. This can happen when the physical format or the typeface you use is difficult on your reader's eye. Or, if the content of your sales piece is unclear or difficult to comprehend.

Also, even when you're selling extremely sophisticated products or selling to highly educated people, you need to keep your copy simple. All human beings understand a clear, direct presentation of the benefits they'll get from a product. Keep your message simple, clear, and easy to read.

➤ **Make sure the major benefit is immediately clear.**

Don't be subtle with your major benefit. Hit your reader over the head with it as soon as possible. It's the very best way to improve your chances of winning the sale.

➤ **Check your credibility building material and your proof.**

Are they objectively substantiated? Are they stated from the perspective of how they benefit your customer?

➤ **Check your guarantee.**

Is it a weak, flimsy guarantee or is it a powerful tool for advancing the sale? Does it offer a time period that's too short to prompt any real action out of your customer? Remember, a strong guarantee period of one year signals your customer that you believe in your product and stand behind it.

➤ **Check your offer.**

Does it sound irresistible? Does it put the burden of risk on your shoulders rather than your customer's? Is it the kind of offer that would make *you* excited enough to dig into your wallet and part with your hard-earned cash *right now*? If not, rewrite your offer.

➤ **Fine tune your close.**

Does your close motivate your customer to the point where they want to drop everything else and take action right now? It has to if you're really serious about squeezing every last sale out of your target audience.

➤ **Does your sales piece end with a hard-working P.S.?**

If not, you're blowing a major opportunity to increase the number of sales you close. Some people may not

finish reading your letter but they'll definitely read your P.S. Think of your P.S. as your last chance to salvage these sales.

➤ **Check all your links.**

If the links to your secure order form and printed order form don't work, you'll never make any sales. Be particularly careful if you copy a link from one sales piece to another. Many times, I've copied links from a previous sales piece and forgot to change the link name. The result was that the link for my new product pointed to the order form for one of my old products. These are the kind of mistakes you want to catch before you go live with your offer.

➤ **Is there anything else you can improve?**

Here's a great technique that I use all the time. I close my office door and read my sales piece out loud. This technique turns up all kinds of things that you wouldn't catch by silently reading your copy.

Things like... Awkward points where the copy doesn't flow... Improved ways to add more impact to selling points... A real test of how well your headers and sub-headers work... Fine tuning of copy – where you might move a block of copy to for better results... And all kinds of other solid improvements that only pop up by reading your copy out loud.

➤ **Get feedback from other people.**

Have your family, friends, and employees read your sales copy. Forget about whether they think it's "good" copy. Forget about compliments.

Instead, ask them the following questions. Is the copy clear? Have them tell you what they think the copy says and what it's telling them to do.

Find out whether they would buy your product based on the letter. If not, find out why not and correct the problem.

- **Ask yourself the toughest question of all – then answer it with uncompromising honesty.**

Sit down and read your sales piece. Then ask yourself the toughest question of all:

**Based only on your sales piece, would you buy your product?**

If the answer is no, go back and work on your sales copy some more. When your answer is a rousing "YES," you have a winner. A powerful, persuasive sales piece that will get the action you want – meaning more leads, increased sales, and higher profits!

## **The 32-Step Power Formula At A Glance**

For your convenience, here are all 32 steps of the Power Formula you can use for a quick reference.

### Power Copywriting Step #1

You must conduct exhaustively thorough research before you ever write a word of copy.

### Power Copywriting Step #2

Rest and percolate.

### Power Copywriting Step #3

Create a comprehensive list of features, facts, and figures.

### Power Copywriting Step #4

List every benefit your customer will get.

### Power Copywriting Step #5

Create an irresistible offer.

### Power Copywriting Step #6

Create an extraordinary guarantee.

## 4-2 Power Copywriting For The Internet

## Notes

### Power Copywriting Step #7

Write a powerful, attention seizing headline.

### Power Copywriting Step #8

Use color to accentuate key points.

### Power Copywriting Step #9

Keep the amount of graphics you use extremely limited.

### Power Copywriting Step #10

Create a no-holds barred opening paragraph that immediately begins to deliver on the promise made in your headline.

### Power Copywriting Step #11

Eliminate all objections with "Pre-emptive Strike Credibility."

### Power Copywriting Step #12

Create enticing sub-heads that maintain your reader's interest and pull them through your sales piece.

### Power Copywriting Step #13

In order to present the most powerful sales pitch possible, you must make your customers acutely aware of their most deeply felt pain.

### Power Copywriting Step #14

Eliminate your customer's pain completely.

## 4-3 The 32-Step Power Formula At A Glance

## Notes

### Power Copywriting Step #15

You must establish impeccable credentials with your customers.

### Power Copywriting Step #16

Lock in your credibility with an "insider's" benefit.

### Power Copywriting Step #17

Give your customers unquestionable proof that you can deliver everything you promise.

### Power Copywriting Step #18

Use "Click Bridges" to break your copy up into manageable, readable chunks.

### Power Copywriting Step #19

Give your customers a powerful bullet list of benefits they get by using your product.

### Power Copywriting Step #20

Briefly summarize your key benefits.

### Power Copywriting Step #21

List the features of your product.

### Power Copywriting Step #22

Over-deliver with a highly valuable package no reasonable customer will want to miss out on.

## 4-4 Power Copywriting For The Internet

## Notes

### Power Copywriting Step #23

State the price of your product.

### Power Copywriting Step #24

Issue your call to action.

### Power Copywriting Step #25

Increase your profits with a Piggy-back Offer.

### Power Copywriting Step #26

"Shift the Risk" to close more sales.

### Power Copywriting Step #27

Bring your sales piece to a close by summarizing all the major benefits your customer gets.

### Power Copywriting Step #28

Increase your response even further by using a P.S.

### Power Copywriting Step #29

Make it easy for people to order.

### Power Copywriting Step #30

Avoid all links that take your customers away from your site.

## 4-5 The 32-Step Power Formula At A Glance

## Notes

### Power Copywriting Step #31

Rest and Percolate – a second time.

### Power Copywriting Step #32

Check and rewrite your copy for maximum impact.

## The 32-Step Power Formula Workshop

In this chapter, we're going to put the **32-Step Power Formula** into action. And the best possible way to do this is to "re-create" one of my most successful online sales pieces – to dissect it block-by-block and show you how the 32 steps were used to create this sales piece.

This example will illustrate how simple it is to plug in the 32 steps to create powerful, compelling sales copy. And it will give you a working model you can use to create highly profitable sales pieces for all your products and services any time you need to.

The approach I'll be using here is different than any other copywriting or marketing course you've ever seen. This chapter consists of two sections. At the back of the chapter, you'll find my actual sales piece with each block identified by a number that corresponds to one of the 32 steps.

Here in the front section, the text that describes how each step was put into action is also identified by the step number (and description), which acts as a cross-index to the text of the sales piece. This way, I can show you the precise logic that was used to write each block and create the entire piece.

The only exception to what I've just told you is that Steps 1 through 6 must take place before you write a single word of your actual sales piece. So while I'll be describing how I executed each of the 6 steps in detail, the numbers for these steps don't appear on the actual sales piece itself.

With this unique approach in mind, let's get started! The first thing I want you to do is take a few minutes and read the entire sales piece from beginning to end. You'll find it at the back of this chapter.

### Power Copywriting Step #1

**You must conduct exhaustively thorough research before you ever write a word of copy.**

In Chapter 3, I gave you a huge list of items to include in your research. What I want to emphasize here is that the more thorough your research is, the easier it is to write your copy. The more facts and figures you have, the easier it is to determine which are meaningful or not to your market, and which should be included in your copy or left out.

More importantly, research will uncover those crucial nuggets of information that can make the difference between making the sale or losing it. Regardless of how well you might think you know your market, research will uncover vital information you might never have considered.

I always try to gather enough research information to create a stack at least two inches thick. I keep all my notes, scraps, and printed material that I've gathered in a manila folder that's specifically for that one project alone.

For this particular sales piece, my research included the following items:

1. Articles written in a dozen trade journals on marketing professional services.
2. Interviews with my clients who sell professional services to find out what problems they have and what goals they want to achieve.
3. Interviews with other marketing experts on the subject of marketing professional services.
4. Books on setting up professional service practices and specifically on marketing professional services.
5. Magazines and newsletters from trade associations for service

professionals.

6. Web based research on web sites that cater to service professionals.
7. Web based research on forums and discussion lists for service professionals.

This research yielded the raw information that was critical to creating one of my most successful sales pieces ever. It helped me build my list of features, benefits, bullet points – and every other component of my sales piece.

But most importantly, this research revealed four critical pieces of information I never would have discovered without it:

1. Although the majority of service professionals recognize the importance of marketing, they feel very uncomfortable about anything that even hints at "selling."
2. Most service professionals live from paycheck to paycheck, despite the fact that they have excellent skills and get paid high rates for their services.
3. Colleges teach service professionals that the key to success is having the best skills possible – and give almost no attention whatsoever to the subject of marketing.
4. The few books available on marketing professional services are very weak.

Throughout the rest of this chapter, you'll see how I put these four vital points to use in creating a powerful sales piece.

### Power Copywriting Step #2

#### **Rest and Percolate.**

This step is vital to your success. In order for your mind to sort, dissect, order, reorder, examine, flip flop, and manipulate all the raw

information you gathered – then convert it into powerful copy ideas, you need to get some distance from the material.

Here's how I recommend you do this. The research process will take anywhere from one day to a few weeks. Once you've gathered all your research information, sit down and quickly read through everything you've collected. Then take a major break.

Let your mind work its magic before you ever start writing copy. For more details on how to spend your break, see the explanation of this step in Chapter 3.

### Power Copywriting Step #3

#### **Create a comprehensive list of features, facts, and figures.**

Take your research materials and create a comprehensive list of all the features, facts, and figures you might include in describing your product or service. Take the best components of your competitors' products and make them better. Create new features that no one else offers.

However, there's one thing to be clear on during this early stage. What you're creating here is a "laundry list" of all possible features, facts, and figures. That doesn't necessarily mean you'll use them all when you get to the point of actually writing your copy.

This list acts as an inventory of all the possibilities available to you. Which features, facts, and figures you actually use in your copy won't be determined until later steps in the process.

### Power Copywriting Step #4

#### **List every benefit your customer will get.**

During this step, you'll create a comprehensive list of every possible benefit your customer gets by using your product. Again, the idea is not to write your actual copy here, but simply to organize all potential benefits into one cohesive list.

You'll see how this list gets used in later steps to build some of the most important copy blocks in your sales piece.

### **Power Copywriting Step #5**

#### **Create an irresistible offer.**

Here's where the real fun begins! I personally love this step, because I know that when it's complete, I'll have taken a major step toward making substantial sales.

Before I show you how I created the offer for my sales piece, and what goes into any offer expected to make a major impact, let me explain an important concept: A lot of people go wrong at this point because they falsely believe their offer is a block of copy that will be presented in one neat bundle to make their sales pitch.

That's not how an offer really works. A truly effective offer is made up of multiple components, and therefore affects multiple sections of copy throughout your sales piece. You can do yourself a big favor by understanding this important yet simple concept, and creating a blockbuster offer that will convert the maximum number of readers to paying customers.

#### **How To Create A Highly Profitable Offer For Any Product Or Service**

In order to keep myself on track when creating my offers, I've developed a simple and deadly accurate tool. This is the first time I've ever revealed it to anyone else. I personally credit this tool with having contributed hundreds of thousands of dollars in additional profits to my business.

By using it to create your own offers, you'll be able to match or exceed my results. This technique is remarkably simple. Here's how it works.

Instead of thinking of what you're about to do as creating an offer, think of it as "the deal" you're offering your customers.

This subtle shift in approach can have a significant impact on your ability to create blockbuster offers. Because now, instead of looking at how you create an offer, you're focused on how you create a winning package of components that no sane prospect could possibly refuse.

In order to help you get the best results possible, you'll want to use...

### **Serling's Irresistible Deal Formula**

As I've already mentioned, this formula is incredibly easy to use. Yet it took me over a decade to put into this simple format. Now you can have all the benefit of my labor and skip straight to the head of the line in understanding how to create powerful offers.

My **Irresistible Deal Formula** has two components, which you'll write out on a sheet of paper as follows:

1. If you give me “ \_\_\_\_\_ ”
2. I will give you “ \_\_\_\_\_ ”

Now, all you do is fill in the blanks and you have your offer! Well, it isn't quite that simple, but let's take a look at the details and you'll see that it really is a breeze. Here's how I used the formula to create my own offer for this sales piece.

### **What You Get From The Deal**

For the type of deal I'm going to be making, there are two sides. My side, representing what I'll get. And the customer's side, representing what they'll get.

The first statement in my deal formula lists specifically what I'll get. For this particular product, I can state my requirements for this part of the formula in a single word. Here's the first half of the formula for my offer:

If you give me \$149,

Yes, it's really that simple. That's all there is to this part of the offer for this particular product.

However, some offers might be more complex. For example, when I conducted my teleconference call on creating a direct sales web site, the first half of the offer formula read:

If you give me \$197, you can participate for 90 minutes on a teleconference call on a specific date, and will sign a confidentiality agreement stating that you won't reveal the information to anyone else.

This statement has three components that lay out what the customer must do to participate in the offer. As you can see, I've kept each component as simple and clear as possible.

### **What Your Customer Gets From The Deal**

This is where the magic of creating a truly irresistible offer takes place. It's at this point that you'll define a blockbuster package of components, so valuable to the customer, that what you're asking for in return pales in comparison.

To refresh your memory, this portion of the deal is defined by the statement:

I will give you “ \_\_\_\_\_ ”

To determine what I'd give the customer for my course on selling professional services (and for all of my products or services), I asked myself, "What would I want if I were the customer? What would stack this deal so heavily in my favor, that I'd be foolish to let it get away?"

The answer I came up with is the following combination of components:

I will give you:

1. A huge manual filled with all the strategies and

techniques any service professional could ever need for doubling or tripling their profits in the shortest time possible.

2. A package of bonus items worth double or triple the cost of the course itself. The bonuses will be comprised of audio tapes and special reports – all stand-alone pieces that increase the bulk and value of the package.
3. An iron-clad, hassle-free guarantee allowing the customer to test drive any and all the techniques for 12 full months. If they're unsatisfied for any reason, they'll get back the full price of the course on the spot.
4. An extremely reasonable price for all the value they get.

What more can the customer ask for? For a mere \$149, they get a complete arsenal for doubling or tripling their profits. The value of the bonuses far exceed the cost of the program.

And the guarantee gives the customer ample time to "test drive" as many of my techniques as they'd like, completely at my risk. Because I took the time to do proper research, I know that of the few competitors I have, the best guarantee they offer is for a measly 30 days.

By taking advantage of my research and offering a much longer guarantee period, if all other components of my competitor's package equalled mine, which package do you think customers would buy? That's obviously a loaded question and the answer is obviously mine!

How well did this offer do? In the past 14 months, I've sold hundreds of copies of this course. During this entire time, only two customers have chosen to return the product. And one of them told me he misunderstood the sales piece and thought he could use the information to sell consumer products from a retail store.

If you'd like to get similar results, whenever you need to create an offer for your own product or service, review the techniques I gave you here and in Chapter 3, review my offers in this piece and the other sales pieces I'll recommend in Chapter 6, and follow the

formula to create powerful money-making offers of your own.

### **Power Copywriting Step #6**

#### **Create an extraordinary guarantee.**

In this sales piece, I've already taken care of the terms of the guarantee as part of previous step of defining my offer. So this step is essentially done.

However, I still need to write out the guarantee with the exact words I'll use to describe it. That will be done in a later step.

**A Quick Reminder:** All of the steps up to this point were done *before* you actually sit down to write your sales piece. Because of this, they aren't numbered on the actual sales piece itself.

The next step starts the portion of the sales piece where the blocks of text are numbered and cross-referenced to this section.

### **Power Copywriting Step #7**

#### **Write a powerful, attention seizing headline.**

Headlines are a mandatory part of any web marketing piece. And with good reason. A web marketing piece with *any* headline will always produce more sales than a piece without a headline.

But there's even better news. Test after test has proven that a strong headline can outperform other headlines by as much as 400%. So it's well worth it to invest a little time in creating a dynamite headline.

In this sales piece, I use a technique I call the "stacked headline" to tightly focus on the two major benefits my customers want to get. I've developed a reputation for using "stacked headlines" and many of my clients tell me they can recognize one of my sales pieces just by the headline alone. You'll also see a lot of other marketers imitating this technique.

Whether you use a "stacked headline" or a single statement headline depends on the value of the benefits in the headline to your customer. In this case, both benefits are held in high value by my customers. So I can use them to my advantage in a "stacked headline."

How do I know that both benefits are highly valued by my customers? Because I took the time to do the proper research in Step 1.

However, if your research shows that one benefit holds a much higher value for your customers, then you'll want to use a single statement headline.

### **Power Copywriting Step #8**

#### **Use color to accentuate key points.**

Color can be used to great advantage online. This one of the key places where online copy significantly differs from offline copy. For the type of sales pieces we're talking about creating, it comes closest to a sales letter in the offline world.

In most cases, color will actually work against you in an offline sales letter. But online, the proper use of color can be used to your advantage.

The key to using color is to use it only to support your sales message. It should never overwhelm your sales message. Also, it should be used only to make a limited number of statements stand out. Because if you make too many things stand out, nothing really stands out at all.

The first place I like to use a little color is in the banner that's used as a web site header. In this case, the "Sell Your Services!" header is accentuated with a graphic.

Because the duplication of this material is in black and white, you can't see the colors I used for this banner. It's done in gold letters over a blue background. If you'd like to see it for yourself, just go to my

site <http://www.SellYourServices.com>.

In this sales piece, as always, your banner must focus on a benefit the customer gets. Since all of my customers for this product are interested in selling their services, and the site itself is called SellYourServices.com, it makes a good a good web site banner.

The second place I like to use color to make my copy really "pop" is in the headline. In this sales piece, I've chosen to use green for the color of my headline text.

### **Power Copywriting Step #9**

**Keep the amount of graphics you use extremely limited.**

This is a corollary to what I told you in the previous step. All color and all graphics should be used sparingly.

When you browsed my sales piece, you might have noticed that the only graphics are the banners that begin each major section, and the "Click Bridges" that are used to navigate between sections.

You might want to use a few more graphics than I have. But I urge you to exercise a controlled hand in using graphics. Certainly a photo or illustration with a caption that strongly supports your sales message is acceptable. But filling your sales piece with tons of clip art makes it look cheap and causes it to be slow to load. And these are critical mistakes that will kill your sales.

### **Power Copywriting Step #10**

**Create a no-holds-barred opening paragraph that immediately begins to deliver on the promise made in your headline.**

Remember, you have only a few seconds to capture your reader's attention. Anything short of riveting their attention, and you'll be blasted into cyberspace. So you must deliver on the promise made in

your headline right away.

My opening paragraph is actually broken out into three small paragraphs. It immediately delivers on the promise made in my headline. It shows how my program "gets prospects to *come to you* instead of you soliciting their business." Then proves how valuable this is because "warm prospects who contact you are 10 times more likely to convert to paying clients than cold prospects."

By making a statement that all of your prospects know to be true from their own experience, but probably haven't articulated in words, you substantially underscore the value of your promise and gain a tremendous amount of credibility at the same time.

So in just a few sentences, I've made a bold promise, built tremendous credibility for it, and made strong inroads toward winning the customer over to my side. And we're just a few paragraphs into the sales piece!

### Power Copywriting Step #11

#### **Eliminate all objections with "Pre-emptive Strike Credibility."**

I love this particular technique! Over the years, it's proven to be a major factor in increasing my sales and profits.

Yet even though I've been teaching this technique for years now, you'll hardly ever see it being used by anyone else. But I'll tell you this – the few people who I've convinced to test this technique swear by the results it produces.

As you already know, my overall approach to marketing is called "Reverse Marketing." I'm constantly examining conventional wisdom to see if it might be reversed, flip-flopped, turned sideways, or tweaked in any direction to make it more successful.

One thing I've always found peculiar about testimonials – and about how 99% of all "experts" teach you to use them – is they're almost always placed at the end of the sales piece. Or sometimes,

they're isolated on a completely separate web page. But here's a quick quiz for you:

What is the real purpose of including testimonials in your sales piece?

If you answered, "To establish credibility with your customers," you're absolutely right. So why would you want to postpone establishing credibility until *the end* of your sales piece?

This baffles me to no end! So I started testing my sales piece with the testimonials as close to the front as I could get them versus the exact same piece with the testimonials positioned toward the end.

Test after test proved that positioning the testimonials in the beginning of the sales piece increased sales by a minimum of 5% – and often by as much as 20%. Now I don't know about you, but with an increase of that magnitude, there's no way I'll ever postpone capitalizing on the credibility building power of testimonials again.

My "Pre-Emptive Strike Credibility" has two components:

1. Set the customer up with a powerful promise that stretches your credibility to the brink of being unbelievable.
2. Prove that your promise, as incredible as it may sound, is undeniably true.

Wow! That's a powerful combination. To show you what I mean, here's a hypothetical example.

Let's say you and I are both golfers and we've been playing together for a number of years. We're both rather ordinary golfers and neither of us has ever come close to making a hole-in-one.

One day, we run into each other at the hardware store. I excitedly tell you that I shot two holes-in-one in a single day at a local golf course. This seems so preposterous, you're certain that I'm putting you on.

Then, I produce a certificate signed by the pro at the golf course,

along with a picture of him standing with me in front of the pro shop, stating that on this date, I scored two holes-in-one.

As outlandish as my promise may have sounded at first, you now believe me completely. And if I were to tell you I also scored another hole-in-one the very next day, you'd believe that too.

### **"Pre-Emptive Strike Credibility" In Action**

Here's how I apply this technique in my sales piece. First, I set the customer up with the implied promise that they can convert 10 times more prospects to paying customers. This is done in the paragraph that precedes the testimonial.

While my customers realize that a prospect who contacts them is far easier to convert to a paying customer, they don't have the faintest idea how to actually get prospects to contact them. My promise states that my program will show them how.

I immediately follow this with a testimonial from an independent, third party – a customer just like them who is commenting on the results my program produced in a short time.

The testimonial ends with, "Sales are up by over 100% in just 5 weeks and we're scrambling to hire extra staff to keep up with all the new business."

Not only has my promise been completely verified, the testimonial proves that my program delivers even more than the immense promise I made in the first place.

So what happens when I make the next promise (and the next and the next) in my sales piece? Easy – the customer accepts them as being true because I've already established that I deliver on my word.

### **How To Get Powerful Testimonials For Your Product Or Service**

If you've never taken the time to get testimonials from your customers, if your business is new, or if you're introducing a new

product or service, you may not have any testimonials yet. No problem. Getting high quality testimonials for your product or service is quite easy.

All you have to do is ask your customers or prospects. They'll be happy to help you out.

If you already have customers who have purchased your product, but have never bothered to gather testimonials, the solution is simple. Just write your customers a brief note telling them you're collecting the opinions of satisfied customers and you'd appreciate if they'd describe their experience with your product.

I like to include examples of testimonials I already have to give my customers a model of the specifics I'm looking for in their testimonial. Also tell the customer that you'd like permission to potentially use their comments in your marketing materials.

Sometimes I give my customers an incentive by offering them a slight "bribe" – a copy of an audio tape or a discount on future purchases. This works extremely well to maximize the number of testimonials you get.

If your business or product is new, you can still get tons of great testimonials. You use essentially the same note I described above, but you also include a sample of your product or service for the prospect to evaluate.

I've used both methods dozens of times over the years, and they never fail to bring in all the testimonials I need.

### Power Copywriting Step #12

**Create enticing sub-heads that maintain your reader's interest and pull them through your sales piece.**

Sub-heads serve two important purposes. First, they break your sales piece out into small, manageable chunks for your reader. This is important, because the human eye naturally needs regular breaks to keep from feeling overloaded. And if you overload your reader,

they'll shut you down immediately.

Second, since many people skim your sales piece to decide whether or not its worth reading the whole thing, good sub-heads provide a mini-tour of the problems you solve and the benefits you offer. Your customer should be able to read just your sub-heads and have a fairly strong idea of how your product can make their life better.

I've already covered the techniques for creating powerful sub-heads in the information on this step in Chapter 3. Also, please note that because they are so important to helping make the sale, I accentuate all of my sub-heads by creating them in the same color I use for my headline.

What I'd like you to do now is take a minute or two and read my sales piece again – but only read the headline and the sub-heads.

Do you think that someone who skimmed my sales piece, reading only the sub-heads would be enticed to go back and read the entire piece? Or to jump in and find out what's behind some of these sub-heads?

You bet they would. And that's precisely what you want your sub-heads to do for you.

### Power Copywriting Step #13

**In order to present the most powerful sales pitch possible, you must make your customer acutely aware of their most deeply felt pain.**

Here's where I start to lose people when it comes to getting you to make your copy as successful as possible. Many people feel that addressing a customer's pain is taking advantage of them. That it's somehow incorrect to mention this pain.

I vigorously disagree. First, I'm not advocating using pain in a cruel or belittling way. I'm simply recommending that reminding someone of their most aggravating problem is an excellent way to

help them confront that problem head on. And if they overcome the problem, you've done them a real service.

Secondly, it's not as if you or I invented their problem. They already know it exists. If they didn't, they probably wouldn't pay much attention to your sales piece in the first place. Again, showing them that you understand their situation as deeply as they do, goes a long way toward advancing your sales argument.

In my sales piece, I've struck right at the core of the single most perplexing problem that plagues service professionals:

"Most service professionals don't earn anywhere near as much as they'd like to."

Most service professionals are in this boat, so I'm not telling them anything they don't know. But I'm also drawing a tight focus on the problem, so it can't be avoided.

How did I know this is the single most important problem almost all service professionals would love to solve? It didn't come by guess work. It came out during the research process. This is one of those nuggets I told you I discovered during research that would make my copy nearly write itself.

The next few paragraphs soften the blow by explaining that the problem isn't their fault. The fault rests on the shoulders of the educational institutions and professional associations who haven't done their job as thoroughly as they should have.

The section closes by bringing the problem front and center again. It reminds the reader that some of their competitors who have inferior skills are making more money than they are.

### **Power Copywriting Step #14**

#### **Eliminate your customer's pain completely.**

As I've mentioned in great detail in Chapter 3 under this step, I don't advocate using pain for the sake of making someone miserable.

The entire purpose of mentioning your customer's painful experience is to create an opening to show how you have the solution for eliminating that pain completely.

This section of my sales piece accomplishes this by telling the customer very directly what the solution is, and how easy it is to obtain it. Here again, the promises I'm making are very bold.

### Power Copywriting Step #15

#### **You must establish impeccable credentials with your customers.**

The previous section closed with a deepening of the promises I've made previously. The heart of this promise is that my program is "guaranteed to get you an ongoing flow of new clients and substantially increase repeat business with your existing clients."

I've deliberately set the customer up to create another opportunity to establish my credentials with them. Remember, in my method of marketing, the best form of credentials is proving that you deliver whatever the customer wants most.

The customer doesn't care if I have an MBA or if I've won the prestigious Potrzebie Award. They've met plenty of MBAs and Potrzebie winners who don't know a darn thing about helping them sell more of their services.

All they want is results. And it's up to me to give them the kind of credentials that prove, over and over, I can deliver those results. To do this, I once again rely on my trusted ally, the satisfied customer testimonial.

This particular testimonial reinforces that I deliver exactly what I've promised: substantial results in record time.

This isn't to say that I won't use a more formal credential when it directly relates to a benefit I can deliver. I have in the past and I'll continue to do so. In fact, I gave you a detailed example of doing this in the explanation of this step in Chapter 3.

However, in this case, I don't have those kind of credentials – and powerful testimonials from other service professionals certainly do the job of proving my case.

### Power Copywriting Step #16

#### **Lock in your credibility with an "insider's" benefit.**

This is yet another technique that is extremely powerful, yet no one else uses or teaches. Why? Because few "experts" ever take the time to do the necessary kind of research I advocate. And without this research, you'd never have a clue that you can uncover this kind of powerful material.

Now I'll admit you won't always uncover a diamond in the rough every time you conduct proper research. But more often than not, you'll discover important features, benefits, and customer concerns you never would have gained without your research.

Here's how I discovered the raw material I used to create this powerful point. When interviewing both customers and experts on marketing professional services, one of the key questions I asked was, "Is there anything that might cause my product to fail?"

During my research for this sales piece, a vital piece of information was repeated by many people who responded to this question. Their answer to my question, "Is there anything that might cause my product to fail?", was:

"Service professionals are turned off by the very idea of marketing. They consider it unprofessional and undignified."

What a great opportunity! Armed with this knowledge, I could counteract that objection before it ever became a problem. And that's precisely what I do with this short section.

Not only do I overcome this objection, I clearly call it to the forefront with the sub-head "Great News For People Who Hate Marketing."

This makes it abundantly clear that I understand the customer's innermost fears. That I respect their professional dignity and integrity and I'd never do anything to compromise that.

I've pleasantly surprised them by acknowledging one of their most critical concerns. And I've further won their confidence by agreeing with this concern and pledging not to violate it in any way.

### Power Copywriting Step #17

#### **Give your customer unquestionable proof that you can deliver everything you promise.**

Nothing does more for closing the sale than iron-clad credibility with your customer. Consequently, many of the steps in my Power Formula concentrate on constantly establishing and reinforcing your credibility. And that's the main purpose of this step.

The format used here is what I call "mini case study testimonials." And, as I'm sure you'll notice that this is the third time within the first three pages of my sales piece that I bend over backwards to reinforce my credibility.

The "mini case study" format has two components:

1. A short "case study" description of the results a satisfied customer received.
2. A testimonial by that customer verifying the "case study" statement you've just made.

In my sales piece, I've used eight "mini case studies." I like to pile on as much proof as I possibly can. By the time the customer has completed reading this section, I want to be certain there isn't a shred of doubt left in their mind that I can over deliver on what I've promised.

Also, please note the first sentence following the final "mini case study." It reads:

"You could be getting similar or even better results."

While this may seem obvious, you can't leave anything unstated. Make sure your customer knows precisely what they can expect to get from your product.

### **Power Copywriting Step #18**

**Use "Click Bridges" to break your copy up into manageable, readable chunks.**

This is another Internet-specific technique. You'd never break up a sales letter this way in an offline mailing. If you did, you'd slow the flow of the letter, distract the reader, and potentially lose them altogether.

However, there are two reasons why it's very beneficial to use "Click Bridges" in your online sales piece. First, when people are online, their attention span is very short. Secondly, most people read what's on their monitor with one hand on their mouse – ready to click away in an instant. In fact, people love the sense of control and participation they get by click, click, clicking that mouse button.

So to accommodate both of these factors, you must break your sales piece up into logical sections and allow your reader to exert control by choosing to click on the option to continue.

I prefer to use a small, colorful graphic along with an action phrase for my "Click Bridge." I break my sections up into four or five pages each with "Click Bridges" between them.

Also, I prefer to keep the look of each "Click Bridge" identical. I want to avoid confusion and make sure my reader knows precisely what action I want them to take.

### **Power Copywriting Step #19**

**Give your customers a powerful "bullet list" of benefits they get by using your product.**

In direct marketing circles, its a much tested, much proven fact that benefits sell. In fact if you boiled my approach to copy down to its essence, you'd see that all of my sales pieces are made up of three components: Promise, credibility, and benefits.

Benefits tell people precisely what's in it for them. And one of the best ways to present your benefits is with a bullet list that spells out precisely what your customer can expect to get.

I've already covered this point in Chapter 3, but it's so valuable, I want to make sure you're well aware of it:

Bullet list benefits should always start with an action statement.

Action words like "discover," "master," "find out," "rocket," and the old standard, "how to" help your customers picture themselves actively receiving the benefit. And the more they can envision achieving their goal or solving their problem, the more invested they'll be in actually buying your product.

Also, please note that I start each bullet point with **bold** text. This works almost like a headline for each bullet. This is another place where skimmers will give your sales piece a quick look to determine if they should read further. Since bullet points focus on all the benefits your customer gets, they're a great place to seize a skimmer's attention and pull them into your sales piece.

One last point. Where did I get all the raw information that goes into my bullet points? That's right – in step 1 when I did my research.

### **Power Copywriting Step #20**

#### **Briefly summarize your key benefits.**

Now that you've hammered home your credibility over and over, elicited your customer's pain and shown them an exceptional solution, and presented an amazing array of benefits no customer would want to be without, it's time to start covering the features of

your product.

But you can't just jump right into it. You need a logical transition between all the credibility and benefit copy to the facts and figures. This summary block provides the ideal transition.

The approach is simple. You summarize the key benefits, possibly clarify them a bit more (I do this here by listing the types of professionals the course was designed for), then close with a transition statement. My transition statement in this block is:

“With that in mind, let's take a look at all of the components of the program.”

This clearly lets the customer know we're switching gears. They are now primed to find out more about the specific features of the materials that make up the program.

### **Power Copywriting Step #21**

#### **List the features of your product.**

Not much explanation is required here. While most of the copy for your product's features is straight forward description, I always tie it to a benefit or two.

Interestingly, the actual description of my product is one of the shortest sections of my sales piece – just three paragraphs. Here again, it underscores that the real job of making the sale is done with benefits and credibility building copy.

### **Power Copywriting Step #22**

#### **Over-deliver with a highly valuable package no reasonable customer will want to miss out on.**

The logic behind this point is remarkably simple: you can close double or triple the amount of sales by putting together a highly valuable package of goods or services that greatly exceed the price of your product.

I achieve this in my sales piece by offering 4 bonuses that will help my customers be even more successful. Each bonus on its own holds tremendous value for the customer. Each bonus offers valuable benefits few customers would want to miss out on.

Properly grouping your products into a package is a key secret to increasing your sales. The customer must always feel that they're getting so many items and so much value, that they'd be foolish not to pay the reasonable price you're asking to get so much.

### **Power Copywriting Step #23**

#### **State the price of your product.**

Actually, you'll do a bit more than just stating the price. You also want to *justify* your price.

Despite the fact that you're offering a comprehensive package, jammed to the brim with value, many of your customers will still experience a bit of sticker shock when they see your price. To overcome this, you have to connect the value of your package to the benefits the customer is assured of getting and underscore that the deal is heavily tilted in their favor.

In my sales piece, I do this by comparing the cost of the product to the cost of dinner for two. And by emphasizing that the true measure of value is what you get from the product, not what it costs.

### **Power Copywriting Step #24**

#### **Issue your call to action.**

The call to action couldn't get any easier. You clearly and directly show your customers all the available ordering options and tell them to order *right now*. Because if you don't directly tell your customers what to do and when to do it, the vast majority will take the path of least resistance and do nothing.

This is just the first of a number of times I'll directly tell

customers to order *right now*. Some will order right at this point and others will wait until later.

Regardless of when they order, it's important that you give your customers a number of options for ordering. First, it's essential that you have a secure ordering process available, where customers can order online with the confidence that all of their account information is safe and can't be accessed by hackers or criminals. Since the customer is already online, the fastest easiest way for them to place their order is through your secure order form.

Setting up your order form on a secure server is a simple task any webmaster can do for you. Approximately 70% of all my orders are placed on my secure server form, so you can see why it's so important to offer this option.

You also want to allow customers to order by fax, by phone, or by mail. Only a small percentage of my orders are placed using each of these options, but together they represent 30% of my sales. So I make it as easy and as convenient as possible for my customers to order whichever way they prefer.

### Power Copywriting Step #25

#### **Increase your profits with a Piggyback Offer.**

To repeat what I stated under this step in Chapter 3, the easiest sale to make is to an existing customer. And the easiest time to make it is *at the time they're already buying something*.

You can take advantage of this fact of human nature by offering your customer an additional product or service at an attractive discount if they buy the main product at full price. By "piggybacking" a second product onto your main product, you can get 20% to 80% of all customers to increase the amount of their order.

The product you offer should have a high perceived value to your customer, both from the standpoint of how much it can do for them and how reasonably its priced. And the more closely it relates to your

main product, the better your piggyback product will do.

In my sales piece, the piggyback item is a computer disk with all of the marketing documents from the entire course in formats that can be loaded into any word processor.

Anyone who is serious about marketing their services more effectively realizes they're going to need to use the marketing pieces I provide in the program. Their choice is to have over 200 pages that make up these pieces hand keyed into their computer, or to have the ability to load any and all of them with a click of the mouse.

Compared to all of the time, effort, and expense of hand keying the documents, the fee of just \$30 for the disk is more than reasonable. So much so, that over 70% of all my customers choose to purchase my "piggyback" upgrade.

### Power Copywriting Step #26

#### **Shift the Risk to close more sales.**

Regardless of how much credibility you've built, how many benefits you offer, and how much value you've packed into your product or service, some people still may be reluctant to buy anything they perceive as being a risk.

This is particularly true with new customers who have never done business with you. It can also come into play if you offer a product or service with a high ticket price.

To overcome this, you have to shift the risk entirely off of your customer and assume it all yourself.

I do this in my sales piece by clearly telling the customer they have no risk. The risk is entirely mine.

I follow this with my iron-clad, easy-to-activate guarantee. They have 12 full months to test everything out and prove to themselves that everything I've promised is true. If they don't get the results I've promised – even if they just don't like the program, they will be given

an immediate refund and they even get to keep all the bonuses.

I close my risk-shifting block by making another powerful benefit promise, "my *Reverse Marketing* techniques will change forever the way you market your practice and contribute mightily to your bottom line."

This promise is immediately followed by another credibility-building testimonial specifically aimed at eliminating any fears the customer may have.

### **Power Copywriting Step #27**

**Bring your sales piece to a close by summarizing all the major benefits your customer gets.**

Close your sales piece by reminding your customer one last time what's in it for them.

You'll notice in my sales piece that I lead with a Problem/Solution sub-head, "Don't Settle For Less Than What You Should Be Making – Do Something About It Today." I'm challenging the customer to take action, to quit being complacent, to quit accepting less than they're really worth, and to kick their business into high gear.

Then I summarize the benefits in what I call a "Chained Action List." Each benefit leads with the action statement, "You can", and they're all chained together into one running paragraph.

This is your final shot. Think of it like the crescendo of a philharmonic orchestra leading up to the end of a powerful symphony. All the crashing cymbals, loud horns, and over-energized strings of benefits should urge your customer to the logical conclusion: placing their order right now.

### **Power Copywriting Step #28**

**Increase your response even further by using a P.S.**

Every online marketing piece should have a P.S.

No exceptions.

The P.S. can potentially offer another powerful benefit, restate your guarantee, add yet another bonus, remind the customer of their pain and the readily available solution, repeat all the components of your offer package, or anything else that deeply matters *to the customer*.

In my P.S., I repeat the risk reversal and reiterate the value – that the program actually pays for itself many times over. Then I justify the investment again – emphasizing the value and helping the customer to realize what a huge mistake they'll be making if they don't take advantage of this offer.

Finally, I repeat the greatest problem my customers have told me plagues them. With that, the copy itself is done.

### **Power Copywriting Step #29**

#### **Make it easy for people to order.**

To make it as easy as possible for people to order, the final thing my customer sees are two links that allow them to choose their ordering method. One link takes them to my secure order form and the other takes them to a version of the form they can print out and fax or mail in.

Even though I've given ordering information earlier in the sales piece, I don't want to risk losing the sale by forcing the customer to back track to find the order forms. I make sure they can get to them right away by placing these links at the end of the sales piece as well.

### **Power Copywriting Step #30**

#### **Avoid all links that take your customers away from your site.**

Just yesterday, I received an e-mail from another marketer

offering to swap links. He proposed putting a link on his site pointing to mine and having me place a link on my site pointing to his.

At first glance, this might seem like a beneficial, win-win situation for both of us. And almost every so-called Internet marketing “expert” promotes this technique. But I have just one thing to say about this technique:

It's one of the most ridiculous, counter-productive techniques you could ever consider!

Let's think this through logically. What are you instructing your prospective customer to do when you offer a link to someplace other than your own site?

You're telling them to stop paying attention to your sales message, leave your site, and probably never return.

Think about what happens when *you* click on one of those helpful links that takes you away from the site you're currently on. How often do you ever return to the original site? Worse yet, do you even remember what site you were on before you clicked away?

If you're like most people, you don't ever return to the original site. And if you expect your customers to act any differently than you or I act, you're sadly mistaken.

Quite simply, if you offer links away from your site, you can kiss that sale goodbye. Forever.

### **Power Copywriting Step #31**

#### **Rest and Percolate – Again.**

Congratulations! You've finished your first draft of your sales piece and you deserve a break. Make sure you take one. For recommendations of how to spend your break time, just review the instructions for this step in Chapter 3.

Most importantly, remember *why* you're taking this break. You

need to get a little distance from your copy before you begin to rewrite. It's almost impossible to evaluate copy you've just completed – you're just too close to it to spot the critical flaws.

Also, by giving yourself this well deserved time off, you give your brain the time it needs to make new connections, create new ideas, and dramatically improve important points without you even knowing this process is taking place. This "background" work your brain is doing is vitally important to making your sales piece as successful as possible.

So do yourself a major favor. DON'T skip over this point, regardless of how tempting it might be to do so. Take the time to give yourself a generous break before moving on to the final step.

### **Power Copywriting Step #32**

#### **Check and rewrite your copy for maximum impact.**

This step is covered in complete detail in Chapter 3. There are just a couple of things I want to add here.

When checking and rewriting my copy, I concentrate on three major elements: the offer, the headline, and the bullet list of benefits.

#### **Rewriting Your Offer**

First, I want to make sure the offer I put together makes the price I've set seem trivial considering what the customer is getting. And it doesn't matter whether the product is a \$149 course or a \$125,000 consulting contract, you can always make benefits greatly exceed the price.

For example, on a \$125,000 consulting project, I use measurement tools that are already familiar to the client that let them determine for themselves that they're getting a minimum of \$625,000 worth of value. Once that determination is made, closing the deal is nearly a slam dunk.

But back to the main point, when writing a sales piece, I give my

offer a tremendous amount of time and attention. If it doesn't express that the value the customer receives greatly exceeds the price they're being asked to pay, then your offer needs more work.

### **Rewriting Your Headline**

Next, I'll carefully scrutinize my headline. Should I use a stacked headline or focus on a single, crucial benefit the customer wants to get?

How can I state the benefit or benefits in this headline as clearly as possible and with as much impact as possible? Should I ask a question, make a bold statement, issue a warning, make a powerful promise, challenge the reader, or do anything else that might be the best way to present this headline.

I'll often write out 10 or 20 headline options and review them half a dozen times before I select the best choice. And I'll run them by trusted associates who I know will give me a brutally frank opinion. I'm not looking for a pat on the back or fishing for compliments – my only goal is to have the most riveting headline possible.

### **Rewriting Your Bullet List Of Benefits**

This is the area where I spend the most time rewriting. This is only natural because there's far more material here than in your offer or headline.

But I also spend a great deal of time here because these bullet points focus on all the benefits the customer gets. And I never forget that the customer doesn't care about me, my product, or my company. All they truly care about is themselves.

Now if my product can make their life better or easier, if it can help them achieve a coveted goal or solve a serious problem, then I have a good chance of making a sale. So my bullet list of benefits must be tightly crafted to focus on all the ways my product can enhance the customer's life.

I go over my bullet points many times. I tighten a phrase here, cut

out a meaningless word there, add more action words, increase the impact without resorting to hype.

I'll review the entire bullet list at least three times before I'm completely satisfied with each and every bullet point.

### **Using The 32-Step Power Formula In The Real World**

Now that you've seen the entire **32-Step Power Formula** in action, let's talk about using it on a daily basis. And how to modify it, if necessary, to fit all your needs.

The formula as its been laid out is extremely powerful. There is really very little reason to modify it.

However, you might want to change the order of certain steps or even leave some steps out on occasion. My advice to you is to do this with great caution. As you've seen, when the complete formula is used, it yields a powerful marketing piece.

On the other hand, I must admit that I sometimes modify the formula for my own use. But don't forget, I've been using and fine-tuning the formula for years and know precisely when and where I can get away with modifying it.

And even when I do modify it, I only make slight modifications. For example, I may give the price before describing my bonuses, using the bonuses to build layer upon layer of value after I've revealed the remarkably low price.

So my final piece of advice is to you is this: use the complete **32-Step Power Formula** a number of times exactly as it is. After you have a few successes under your belt, if you still feel like experimenting, try changing the order of a step or two – or leave out one step if you must.

But remember, with a formula that works as well as this, there are really very few times when you'll ever need to think about changing the way you use it.

# Sell Your Services!

**Do you need more clients  
for your service business?**

**Would you like to get paid  
more for your services?**

If you answered "yes" to either or both of these questions, I've got good news for you.

For the first time ever, a new program reveals powerful insider's secrets for making your service business as profitable as you've always known it should be.

This program presents an entirely new approach to marketing your services, called *Reverse Marketing*, that actually gets prospects to *come to you* instead of you soliciting their business – because "warm" prospects who contact you are 10 times more likely to convert to paying clients than "cold" prospects.

*"Your Reverse Marketing techniques completely turned my business around. Clients are calling us like crazy. Sales are up by over 100% in just 5 weeks and we're scrambling to hire extra staff to keep up with all the new business."*

Tracy Buhler, President  
United Seminars, Inc.

## **A Little Background – And An All-Too-Common Problem**

Reverse Marketing has enjoyed a healthy six-figure income for the past 16 years by keeping a steady flow of clients coming through. We take great pride in the fact that many other providers of professional services have used these services to build thriving, growing practices.

Through our work with other service professionals, We've come to recognize a

serious problem common to so many of their businesses:

**Most service professionals don't earn anywhere  
near as much as they'd like to.**

In fact, the vast majority of service professionals struggle just to pay their bills from month to month.

**The Dangerous Myth That's Costing You A Fortune**

The funny thing is, when we talk with service professionals who are barely making ends meet, they're always baffled by why their practices are doing so poorly.

In fact, they haven't got a clue. And that really makes sense when you consider the dangerous bill of goods you've been sold throughout college, graduate school, and all during your professional life.

Colleges and professional associations teach you that technical competence is everything. And that the spoils go to those service professionals with the best skills.

But let us ask you something: Is this how it really works in the real world where you compete for business every day?

Of course not. If skill level was really the answer, you'd already be as successful as you want to be.

Here's another way to look at it. If skill level is the key to success, how come some of your competitors who have just average skills are running highly profitable, thriving practices?

**The Secret To Building A Thriving, Million-Dollar  
Professional Service Business**

Building a million-dollar professional service practice is actually much simpler than you can imagine.

We're going to let you in on a powerful secret. There is one thing, and one thing only, that sets successful service professionals apart from their less successful colleagues...

**Successful service professionals understand that the key  
to building a thriving practice is *effective marketing***

Because regardless of how exceptional your skills may be, if you can't keep a steady stream of clients coming through your doors, you'll never be as successful as you'd really like to be.

Fortunately, there's a powerful solution to this financially damaging problem. We've developed a new program that's guaranteed to get you an ongoing flow of new clients and substantially increase repeat business with your existing clients. This program is called **How To Market Your Way To A Million-Dollar Professional Service Practice.**

What makes this program so different, and so much more successful than traditional marketing? It's a unique approach called *Reverse Marketing*. An approach that actually gets clients to seek you out rather than you soliciting their business. This approach is dignified, simple to implement, and works like nothing else you've ever seen.

*"...the practical Reverse Marketing techniques shared have significantly increased revenues and profits for our business.*

*Sales are up by over 40% in just 3 months and we've only implemented a third of your strategies so far!"*

Randall Evenson, President  
Evenson & Associates

### Great News For People Who Hate Marketing

Do you hate the very idea of marketing? We don't blame you. What most people call marketing is really nothing more than thinly veiled "hucksterism." But the great news is, that type of slick approach *does not work* to effectively market professional services.

Instead, every *Reverse Marketing* technique is consistent with the professional way you conduct your business. Plus, these highly successful techniques are remarkably easy to use right from the start.

There are no cold calls, no lurid ads, no relying on professional associations to generate leads for you, and no sub-contracting to larger firms. That's because **How To Market Your Way To A Million-Dollar Professional Service Practice** is an altogether different approach to marketing. And it's extremely effective. So effective, that other service professionals who have used these little-known techniques tell me they now see no upward limit to their increased client base and profits.

In a minute, we'll give you the complete details on how these little-known secrets can build your client roster to overflowing in record time. But first, we're going to let some of the service professionals We've helped build thriving practices tell you in their own words how successful the techniques in this program have

been for them.

### **Here's How Profitable These Strategies And Techniques Have Been For My Clients – In Hard Dollars And Cents!**

The following case studies will give you a better handle on how easy it really is to substantially grow your business quickly, safely, and with very little expense:

Derek D'Angiolini is a professional in the financial services industry. Although his practice was reasonably successful, he knew his business had the potential to capture a greater market share and increase its profitability.

*"One simple strategy alone – that took me all of five minutes to apply – increased my day-to-day profits by a hefty 38%. Other strategies have kept my business in a continuing growth cycle, to the point where my profits have more than doubled."*

Derek D'Angiolini, President  
Ashland Equities, Inc.

Don Alm is an advertising consultant who was looking to increase his profits fast.

*"You crystallized my thinking. As the result of just one of your techniques, I was able to make an instant \$14,857! Thanks for your wisdom."*

Don Alm, Owner  
Advantage Marketing

Dr. Michael Anderson teaches other health professionals practice management and patient retention strategies. An excellent marketer in his own right, here's what he has to say about the profitable effect of these strategies.

*"A+. I am expecting at least a 200% growth in my business!"*

Dr. Michael Anderson, President  
Anderson Seminars

Brad Petersen runs a highly successful direct marketing agency. Even with his extensive knowledge of successful marketing, he was able to use this new approach to grow his profits substantially.

*"Your advice has already put an extra \$40,000 in my pocket in less than a year!"*

Brad Petersen, President  
Petersen Direct

Brian Keith Voiles is one of the best-known direct response copywriters in the business today. Few people know that much of the rapid success Brian has enjoyed can be attributed to the strategies and techniques in this program.

*"In just three years my business has grown from \$32,000 in annual sales to just over \$114,000 in the first nine months of this year. None of this would have ever happened if it weren't for your generosity in sharing your advice and valuable information with me."*

Brian Keith Voiles, President  
Brian Keith and Company

Gary Halbert is recognized as one of the top direct response copywriters in the world. He's well known for many famous, highly successful direct marketing campaigns including having created a sales letter that has been mailed over 700 million times! Here's Gary's take on these strategies.

*"Within the first 15 minutes, I got one idea worth at least \$100,000 in profit."*

Gary Halbert  
The Gary Halbert Letter

Pamela Yellen offers sales and marketing training to a variety of industries. She recently used some of these techniques to create a more effective lead generation program and improve the conversion ratio of leads to sales. The overall gain was a phenomenal boost in profits of nearly 300%.

*"We couldn't be happier with the increases we've gained by acting on your advice. Judging by the phenomenal results, you might think that these ideas are high-tech or difficult to implement. Nothing could be further from the truth. They are simple, practical, and extremely easy to use."*

Pamela Yellen, CEO  
Prospecting & Marketing Institute, Inc.

You could be getting similar or even better results. All it takes is applying a few of the simple, innovative *Reverse Marketing* techniques you'll discover in **How To Market Your Way To A**

## **Million-Dollar Professional Service Practice.**

Everything you need to know to quickly and safely build a thriving, million-dollar practice is revealed in complete, step-by-step detail. Here's an overview of what's included in this comprehensive program:

**MORE**  [Take a look!](#)

# Sell Your Services!

## Here Are The Advantages You'll Gain

- **How to bring a constant, steady flow of new clients into your business.** Discover how to use powerful *Reverse Marketing* techniques to get hundreds, even thousands of clients to *come to you* instead of you soliciting their business. Clients who contact you first are already predisposed to buying from you. So your sales and profits increase dramatically with less advertising expense and effort.
- **Discover the simple secret to increasing your sales by 50%, 100%, and far more in the next 6 to 12 months.** This set of powerful, yet simple techniques is so grounded in common sense, you'll kick yourself for not having recognized them sooner.
- **Why the real money in any business is in repeat sales to your existing clients.** Ever wonder how book and CD clubs can give you your first selections free and all following selections at substantial discounts and still make money? The truth is, they're profiting like crazy. You'll discover why repeat sales are the easiest, most inexpensive sales to make. And you'll get a complete toolkit for maximizing this powerful strategy for your own business.
- **A simple, foolproof way to predetermine whether any ad or promotion you're considering using will be a success or failure before you ever invest a dime in it.** Now you can bring in all the new business you need without wasting money needlessly.
- **Discover what clients really buy.** This shocking secret can turn your business around in a hurry. Like a ship without a rudder, if you don't understand and apply this principle, your business will drift aimlessly.
- **How the myth of "having the best service" can flatten your sales.** Why do so many businesses that offer excellent services fail or barely manage to make ends meet from month to month? And why do some of your competitors, whose services can't hold a candle to yours, sell more than you do? Because to thrive in business, you must be able to market effectively. Discover how to build an efficient marketing engine that consistently drives your sales and profits to new levels.
- **Proven ways to multiply the results you get from every dollar you spend on marketing, sales, and promotions.** You'll never have to settle for a lukewarm, 1-to-1 return again. Every marketing dollar you spend will now do the job of 3, 5, or 10 dollars.
- **Learn how an ingenious technique called "shifting-the-risk" can result in very real sales increases of as much as 400% for almost any service imaginable.** This is one of the simplest, safest techniques for getting as many

new clients as you can possibly handle.

➤ **How to create a riveting Core Benefit Statement and use it to double your client base in record time.** Take this quick quiz: in one sentence, write down the core benefit you give your clients that no one else does. Can't do it? Then you're cheating yourself out of your full profit potential.

➤ **How to save huge sums on all your ads and promotions.** Using these techniques can often slash your advertising costs by 20 to 80 percent.

➤ **A crash course in writing powerful advertising copy.** Most advertising copy is weak and ineffective. But a powerful, ethical approach called "client-sells-client" copy makes sure you get the kind of copy that pulls prospects in, makes them want to read every word, and converts them to paying clients.

➤ **Discover why dirt-cheap "low-tech" research vastly outperforms complex, time-consuming methods.** You'll find out how to quickly and easily determine the real reasons why people buy from you. And how to use that key information to bring even more new clients and dramatically increase your profits.

➤ **Referrals are the most effective way to get highly qualified leads for your business.** Discover a simple, dignified way to get both active and inactive clients, other businesses, even prospects who never do business with you to send you as many referrals as you can handle.

➤ **A simple, five-minute change in your advertising copy can bring in tons of new business and result in windfall profits.** Once you know exactly how and when to make this change, the sky's the limit.

➤ **How to find at least four new pockets of profit hidden within your business,** and capitalize on them immediately. You could start banking these untapped profits in a matter of days.

➤ **Want to sell more of your services?** Here's a secret you should know: credibility is *the* crucial factor in the selling of any service. Discover how to get and effectively use all the credibility you'll ever need. Plus, how to ethically "borrow" another company's credibility and use it to sell tons of *your* services.

➤ **WARNING:** One seemingly innocent marketing situation can flatten your sales and put you out of business in short order. Learn how to identify it before it happens and avoid it like the plague.

➤ **How to convert clients from being one-shot buyers into eager, repeat clients who buy from you again and again.** Your business will experience a quantum leap in growth when you know how to upgrade clients from a single sale to a steady stream of ongoing, repeat business.

➤ **How to weed out and systematically "fire" clients** who are difficult, don't value your services, or don't pay on time. And how to replace them with high-quality clients who are a pleasure to do business with.

➤ **What L.L Bean knows that not one business owner in a thousand is aware of.** Once you understand this breakthrough concept and apply it to

your own marketing, you'll be able to run circles around your competition.

- **Free publicity has turned many small businesses into huge corporations almost overnight (remember the Pet Rock?).** You'll get complete details on using this invaluable form of marketing on both local and national levels to add major profits to your bottom line.
- **Discover seven powerful words that will turn your marketing around completely.** This single concept alone will completely alter the way you view marketing. You'll shed old, useless procedures and streamline your marketing to a finely-tuned source of perpetual profits.
- **Master a simple, fast-acting technique** that turns client complaints and refund requests into big profits for your business.
- **Gain an amazingly simple, solid technique** that will put an immediate end to slow periods in your business – even when times are tough!
- **How to use upgrade sales to reap the untapped profits hidden in your business.** This technique is so easy to use, you can have it up and bringing in untapped profits in just twenty minutes. Plus, it's absolutely foolproof. I've never seen any business that used it fail to increase their profits. You'll get all the nuts-and-bolts details with specific examples of how to use it to start selling more of your services right away.
- **A little-known strategy that lets you dominate market share in any target market.** Prospects and clients will now see you as *the* key resource in your field. So they won't even consider buying from anyone else... and they'll refer business associates, friends, neighbors, and relatives to you like crazy.
- **Discover how to mine the profits *hidden* in your client base – without any "hard sell" tactics whatsoever.** I'll show you how to do tens of thousands dollars more business with your clients – and have them thank you for it.
- **Rocket your sales up another level with endorsed marketing.** You'll get simple, proven endorsement techniques with detailed examples you can easily adapt to capitalize on your market. These powerful techniques alone, almost never used by the vast majority of businesses, could easily put an end to weak sales volume forever. Using the examples provided in the program, you can have this technique up and bringing in new sales in one week.
- **How to quickly determine which target markets have the best potential for you.** Don't waste time and money on shallow markets. This technique makes sure you're getting maximum return for all your marketing efforts.
- **How to become the recognized leader in your industry.** It's far easier than you might think and the impact on your bottom line can be immense.
- **Do you make the 2 most dangerous mistakes that can easily sabotage your advertising and marketing?** Find out if they're damaging your

business and learn how to put an end to them forever.

➤ **Supercharge your direct mail.** Most direct mail strategies get 1/2 to 1% response. That doesn't cut it in today's competitive marketplace. I'll show you everything you need to know to consistently get an impressive 4% to 13% response. And not for prospects requesting more information, but for actual clients who are ready to engage your services.

Discover how to create a powerful Core Benefit Statement that will place you head and shoulders above all your competition, resulting in more new clients, increased repeat business with existing clients, and a steady stream of highly qualified referrals.

➤ **Profit from "Instant Expertise" Information Products.** Find out how to create a complete information product in three hours or less that will generate a steady flow of highly qualified leads in any industry.

➤ **Increase your sales with the *Reverse Marketing Profit Ladder*.** Here's a simple, dignified tool for quickly upgrading prospects from "just interested" to paying clients.

➤ **Add a lucrative income stream to your business with Sponsored Expertise.** Find out how to get strategic partners to promote your services to hundreds of highly qualified prospective clients. Plus, how to insure that your sponsoring partners use the exact message you want to maximize your sales and profits.

➤ **Sell more of your services with Showcase Seminars.** This is an ingenious way to get prospects to actually pay you to decide whether they want to do business with you. I'll also show you how to get the maximum number of your attendees to line up and buy your services right away.

➤ **Get impressive results with Reversed Perspective Advertising.** Nothing will kill your advertising efforts quicker than the traditional approach to creating ads, prospecting letters, and sales letters. Reversed Perspective Advertising is a unique method that eliminates the most common problems from traditional advertising and makes all your advertising much more effective. Never settle for disappointing results again

➤ **Plus much, much more!**

### **Stop Spinning Your Wheels – The Success You've Worked So Hard To Achieve Can Now Be Yours**

That's a partial overview of the program. There's actually much more than I have room to cover in this letter, but I'm sure you get the picture.

The important point is this: there is now a dignified, easy-to-use program you can use to achieve the success you really deserve. **How To Market Your Way To A Million Dollar Professional Services Practice** gives you the proven, practical tools you need to double or triple your client base.

The *Reverse Marketing* strategies and techniques have helped service professionals in a wide variety of disciplines to increase their sales and

profits. These techniques have been successfully used by consultants... financial professionals... accountants... computer professionals... baseball and basketball coaches... professional speakers... investment counselors... heating and air conditioning service companies... insurance agents... mortgage brokers... marketing consultants... sales trainers... motivational trainers... web site designers... physical therapists... chiropractors... seminar presenters... graphic artists... and more. Bottom line, these techniques work for marketing nearly any service imaginable.

And the *Reverse Marketing* techniques work equally well for all sizes of companies ranging from start-ups to medium-size businesses to Fortune 500 corporations. Whether you're a complete beginner at marketing your services or a seasoned pro, this program will give you a powerful arsenal of tools for bringing in, and keeping, a steady stream of high-quality clients.

With that in mind, let's take a look at all of the components of the program.

**MORE**  [What you'll get](#)

# Sell Your Services!

## Here's What's Included In This Innovative Program

This in-depth program gives you a multitude of powerful advantages. You get everything I've just covered above, plus much more, in the following components:

### ➤ **How To Market Your Way To A Million-Dollar Professional Service Practice**

This comprehensive, 288-page manual is the foundation of the entire program. Everything I've just shown you is covered in complete detail. Most marketing material tells you *what* to do and very little else. That's not the case here. Not only are you told what to do, the reasoning behind every step you take is thoroughly explained. And, most important of all, you are given complete step-by-step details showing you precisely *how* to carry out each step.

In addition, the manual has dozens of actual ads, lead generation pieces, marketing plans, and other marketing documents that have sold millions of dollars worth of professional services. You're free to copy them, change them, use them any way you want to be as successful as possible in your own professional services practice.

That in itself is quite a lot. But it's just the tip of the iceberg. You see, I've put together the most comprehensive package you could ever ask for. Nothing has been left for you to wonder about. Take a look at these business-building bonuses:

### **BONUS #1: Convenient Answers To All Your Questions**

Even with everything you get, because this information is so new to you, you may still have questions you'd like answered. Here's a powerful solution.

I've recorded four hours on audio tape of live questions and answers with other service professionals just like you who have used this remarkable program to achieve the success they deserve. Just like you, they had little or no background in marketing.

You'll get four full hours of audio tapes featuring just about every question and answer you could possibly think of. Everything from the best ways to start marketing your services... to how to get dozens of highly qualified clients to *contact you*... actual Ideal Customer Profiles... shortcuts to powerful Core Benefit Statements... how to increase your rates without losing a single client... dignified lead generation techniques that work like magic... selling your services on the web... which marketing techniques to use for almost every situation imaginable... dozens of tips, strategies, and techniques for making your practice as profitable as possible... plus much, much more than I possibly have room to list here.

This 4-tape program is called **Secrets Of Successfully Marketing Your**

**Professional Services.** On its own, this powerful program sells for \$137. But it's yours *free* as part of this comprehensive program.

### **BONUS #2: The Million Dollar Practice Advertising Arsenal**

This is a huge collection of all the ads, sales letters, promotions, telephone scripts, press releases, joint venture agreements, and everything else you'll ever need to fuel your million dollar professional services practice. These are actual, successful marketing pieces, not some hypothetical textbook examples.

Each piece has been used to produce hundreds of thousands of dollars in real business. You also get a complete guide with precise instructions for how and when to use each powerful marketing piece. On its own, this powerful resource will pay you back many times over the entire cost of the program. And normally, it's priced at \$197. But you get it *free* as part of the program package.

### **BONUS #3: Opportunity Cycle Selling**

This special report reveals a unique method for making sure you're in front of your clients when *they* want to buy, not just when *you* want to sell. Studies have shown that 80% of all clients buy the service they inquire about – but not from the original firm they first spoke to. That's because most service professionals drop a prospect who isn't ready to buy right away.

If you market this way, you're missing out on an immense, untapped resource. Opportunity Cycle Selling is a simple, inexpensive way to guide your prospects up the selling ladder – from suspect to prospect to long-term client.

### **BONUS #4: The Quick-Start Guide To Marketing Your Professional Services**

After seeing everything you get so far, you may be asking yourself, "Where do I start? How do I know which techniques will actually work best for marketing my services?"

Don't worry, I've got you covered. This special guide is specifically designed to give you a simple step-by-step approach for doubling your client base in just six to twelve months. I've taken all the guess work out of it for you. You get a detailed, easy-to-implement plan that will let you hit the ground running and start increasing your profits from day one.

### **It's Easy To Get Started**

Getting started couldn't be easier. The cost of this business-building program is just \$149. That includes the comprehensive course manual and all 4 bonuses.

Even though the price is extremely reasonable (about the cost of dinner for two at a four star restaurant), here's what's really important. If this program was just another set of telemarketing, cold calling, beat-the-pavement and hope for the best techniques that leave you broke and frustrated, it wouldn't matter what the price is.

But if you can get a steady new stream of new clients, double or triple your revenues, and continue to grow your practice year after year for as long as you're in business, what is that actually worth to you?

I can't put an exact dollar figure on it for you – only you can do that. But I can tell you this: at \$149, this program could very possibly be the best bargain and the best investment you'll ever make.

To get on track to making your practice as profitable as possible, the easiest way to order is to use the [secure order](#) form right now. Or, you can [print the form](#) and fax it to my office at **(604) 730-2470**. I accept fax orders 24 hours a day, 7 days a week.

You can also order by calling our office at **(604) 730-2833**. If the sales team is busy, please leave a message and someone will get back to you the same day.

The fourth option is to fill out the order form and mail it to: The Internet Marketing Center Inc., 1123 Fir Ave., Blaine, WA 98230.

### **Special Advanced Edition – The Direct Route To Making Your Practice Even More Profitable In Record Time**

Now in case you want even more, here's a great way to jump start all of your marketing. I've created a special **Advanced Edition** that substantially increases your ability to maximize your profits in the shortest time possible.

As part of the program package, one of the bonuses you receive is **The Million-Dollar Practice Advertising Arsenal**. This is a huge collection of ads, sales letters, promotions, telephone scripts, press releases, joint venture agreements and everything else you need to successfully market your services.

And while it's important to be able to see each marketing document, it would be a major undertaking to try and recreate each piece for your business. However, with the **Advanced Edition**, I've made this a no-brainer for you.

You see, I've taken every marketing document that's presented in **The Million-Dollar Practice Advertising Arsenal** and put them on a computer disk for you.

Each marketing piece is ready to be copied right into your word processor or desktop publishing program. Any time you need a lead generation piece, a sales letter, a contract, or any other document for your practice, it's right at your fingertips. No need to reinvent the wheel or spend hundreds of mind-numbing hours keying in these documents. Creating successful marketing documents for your practice couldn't get any easier!

**The Million-Dollar Practice Advertising Arsenal Disk** normally sells for \$127. But when you order the **Advanced Edition**, you'll get the complete program *plus* this time and money-saving disc for just an additional \$30. That's the 277-page program manual, all four bonuses, and **The Million-Dollar Practice Advertising Arsenal Disk** for just \$179.

To start reaping all the benefits of this advanced version of the program, the easiest way to order is to use the [secure order](#) form right now. Or, you can [fill out the form](#) and fax it to my office at **(604) 730-2470**. I accept fax orders 24 hours a day, 7 days a week.

You can also order by calling our office at **(604) 730-2833**. If the sales team is busy, please leave a message and someone will get back to you the same day.

The fourth option is to fill out the order form and mail it to: The Internet Marketing Center Inc., 1123 Fir Ave., Blaine, WA 98230.

### **I'll "Sweeten The Deal" Even More – I Invite You To Put All Of The Risk Entirely On Me**

Now, in case you have any lingering doubts whatsoever, I want to make it foolproof for you. You see, I completely guarantee that my *Reverse Marketing* techniques will build your service business like nothing else you've ever seen.

You've already heard what my clients have to say about how much they've profited. So here's what I'd like you to do. Use these techniques for yourself for one full year with no risk whatsoever. The risk is completely mine.

You can "test drive" every one of my proven techniques as many times as you like. Since all of them are easy and cost very little to put into action, it will be a breeze to get in dozens of no-cost or low-cost tests.

### **Your Success Is Completely Backed By My No-Nonsense Guarantee**

If you apply just a few of my techniques and they don't perform every bit as well as I've promised... if you don't produce thousands of dollars in extra profit you never would have seen without this program... if you're ever unhappy with the program for any reason... I will promptly write you a check refunding every cent you invested. And all of the bonuses are yours to keep.

By the way, this guarantee is in effect up until the final minute of the final day of the 12 month guarantee period. That's how confident I am that my *Reverse Marketing* techniques will change forever the way you market your practice and contribute mightily to your bottom line.

*"I'm blown away! Even though I'm just a few sections into the program, I've already received much more than I paid. The detailed, practical material has given me dozens of solid ideas for taking my business to the next level. Thanks so much for delivering on your promises."*

Todd Beeler, Owner  
Focus On Sales of Savannah, GA

**Don't Settle For Less Than What You Should Be Making  
– Do Something About It Today**

Now that you know what's possible, you'll never again have to struggle to make a decent living even though you deliver excellent services.

You can now get all the highly qualified clients you need to *come to you*... you can close far more sales without resorting to undignified, high-pressure tactics... you can regain control of your practice so you're running your business rather than it running you... you can take more vacation time and have more time to spend doing the things you really enjoy.

In short, you can restore the joy of doing business and pay yourself handsomely all in the same bargain.

Don't wait. Take a minute and place your order today. Let's get started right now on making *your practice* a million-dollar practice!

**P.S.** Remember, I completely guarantee your success. Which means that this innovative program really doesn't cost you anything. The entire fee will actually be paid back to you many times over just by applying a few of my simple *Reverse Marketing* techniques.

Think of it this way. If you get just one new client using this program, you'll have covered the entire cost of the program many times over. And if you could get one or two new clients a month? The return on investment is enormous!

You and I both know you do an excellent job of providing your service. Isn't it time you started making what you're truly worth?

[secure order](#) | [print order form](#)

# Conclusion

Congratulations! You are now well on your way to becoming a master at writing powerful, compelling online copy.

You understand the "what to do," "why to do it," and most importantly, the "how to do it" of a simple, step-by-step formula that produces consistent results.

You have a solid grounding in the fundamentals that puts you miles ahead of all your competition.

You have new research skills you can use to gather important information your competitors don't even know exists.

You know how to create a blockbuster offer and riveting headlines... how to build deep, thorough credibility into your sales piece... how to use your customer's pain to show them you're really on their side... how to create powerful bullet lists of benefits that sell like crazy... how to use "Click Bridges" to involve your reader and make them feel comfortable... how to assemble an invaluable product package consisting of multiple components few customers will want to pass up... how to close the sale... how to create a powerful P.S. that locks more people into your sales piece... and much, much more.

You also have a block-by-block, detailed example of how to apply every step of the **32-Step Power Formula**. You can use this as a working model anytime you need to create highly profitable copy for any product or service.

With all of this going for you, you can't go wrong!

## A Few Last Words

It's been my pleasure to be able to show you how easy it really is to create powerful online copy that gets the results you're really after. I hope this course has inspired you to get started right away.