

Kick-Ass Copywriting Secrets of a Marketing Rebel

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Section 1: The Astonishing Wealth-Building Magic of Direct Response

Great advertising has more in common with P.T. Barnum and the National Enquirer than with prime-time television ads.

They understand the unrelenting power of curiosity.

Create an itch that has to be scratched.

The only thing that counts is whether the ad sells product. Infomercials, long-copy ads. 8-page sales letters.

They grab attention, make an irresistible offer, and ask for action right now!

(Agencies don't measure. Usually.)

If I offer you something, you'll resist. But if I get your attention ...

... if I offer you something that feeds a hunger deep inside you or solves a perplexing problem that haunts your days ...

... if I describe a deal where you risk nothing, and yet stand to gain a great deal ...

... if I sympathize with your resistance, understand your qualms and doubts, and answer every one of your questions honestly ...

... if I clearly show you how you can become richer, happier, healthier, all in the fastest and easiest manner possible ...

... and if you believe me and trust me, and are certain the risks are miniscule and the reward mind-blowing ... then your resistance may weaken. You may give it a try.

That's seduction.

You have to be a salesman.

II. Gun-to-the-Head Copywriting

Say your life depended on your next ad:

1. You do not experiment.
2. You do not get too creative with your words.
3. You make your message as clear as humanly possible.
4. And you stick to proven salesmanship.

How?

1. Write like your life depended on it. Be clear. Be sincere. Make your case.
2. Every statement must pass the "so what?" test.
3. Get in be with your customers. Understand their inmost desires.
4. Make it about them. It's not about you.

Basic needs:

- Greed.
- A better deal.
- Sex, love, and intimacy.
- Health.
- Self-improvement.
- Fear.
- Respect.
- Pleasure.

Use the word "you." Often.

5. Have sympathy for their natural skepticism.
6. Try to feed an existing hunger.
7. Romance the hell out of them. Ignite their passion.
8. Steal, spy, and swipe.
9. Make your copy a greased slide.

10. Study great advertising.

Copywriting is salesmanship.

III. The Amazing Lazy businessman's 3-Step Shortcut to your first world-class ad

1. Record your pitch.
2. Transcribe it.
3. Make your pitch look like a letter.

IV. How to find the head-turning hook that reels them in

Arouse buring curiosity. A great hook that will force people to read your ad.

1. Search for a detail of the product or business that no one else has paid any attention to. Dig. Then find the human connection.

Look for human interest tidbits that are unusual (e.g.: accidental discovery), provocative, titillating, intriguing.

Ask people for their stories.

Look for something that makes you say, "You've got to be kidding me!"

Amazing secret discovered by one-legged golfer adds 50 yards to your drives, eliminates hooks and slices ... and can slash up to 10 strokes from your game almost overnight!

The astonishing sex secrets of the most satisfied ... most knowledgeable ... and most respected lovers in the world!

Mysterious Arizona "Human Computer" Humiliates Wall Street "Experts" for 21st Consecutive Year

How does an out-of-shape 55-year-old golfer, crippled by arthritis and 71 lbs. overweight, still consistently humiliate PGA pros in head-to-head matches by hitting every tee shot farther and straighter down the fairway?

V. The more you tell, the more you sell

Long ads work. If you don't bore people.

Don't waste time selling to people who don't share your passion. Sell to soul mates.

Care about people. Have a personality. Be honest. Admit limits.

Cover all the bases, every time.

VI. Get it read

Direct mail can double or triple your profits.

Direct mail tips:

Make it look personal.

Plain envelopes.

Type the address.

No teaser on envelope.

Don't use name in return address.

First-class stamp.

Letter:

Use their name in the headline and the salutation.

Put any extras in a separate envelope.

Postcards are good, too.

Grabbers: Use something lumpy. A lottery ticket. A coin. A button. etc.

VII. Killer headlines

Savvy copywriters spend 90% of their time crafting just the headline.

The headline has to do 2 things:

- catch their attention
- bring them into the ad

Use a person's name if you have it.

"I don't *want* the client to like the ad. I hope it even makes him a little uncomfortable. I'm not getting paid to stroke his ego. I'm out to ... make the damn sale!"

Your reader hasn't got the time -- or the inclination -- to stare at your ad and try to figure out what the hell you're trying to say.

You need to reach out and grab them by the throat. How?

1. Offer news that affects your prospects directly.
2. Provide a spectacular benefit.
3. Arouse burning curiosity.

Even better if you can include the prospect's name.

Focus on your prime targets. Use trigger words. Forget everybody else. Make the sale.

Examples:

Who else want to learn the secrets of earning an extra \$96,485 as a chiropractor this year ... while working just 24 hours a week (or less), with minimum stress and zero doubt.

"Put me in a tee box with Tiger Woods and I'll outdrive him every time."
How a skinny little golf genius from California accidentally started hitting 425-yard tee shots.

Force him to make the first move ... dance him around like a girl ... and take him out like a rag doll!

Why are bigger, stronger, taller and meaner multiple black-belt bad asses absolutely terrified of challenging this mild, middle aged (and undefeated) no-rules cage fighter from Arizona?

And the reports are free!

The amazing "girl attracting" secrets of a short, desperate nerd from Pomona!

Free stock trading secrets of a filthy rich Wall Street outlaw.

VIII. Tell me why you're telling me

Opening paragraph.

Once your headline gets them in the door, the opening paragraph is how you get them to sit down and settle in.

Easiest technique?

The "if ... then" introduction.

"If you'd love to start firing tennis serves at over 110 miles per hour, with the accuracy of a guided missile ... then this will be the most life-changing message you have ever read."

Another one?

Simply state your case.

"I am one of 14 people who have discovered an easy, legal and no-hassle way to get into Cubs games absolutely free. Here is how you can be number 15."

You want to give readers reasons to believe.

The biggest trap? Being unclear and vague.

Be specific!

Give people reasons to believe.

Say: "Here's what it's all about." And "Here's how to order."

Keep answering objections.

IX. The Simple Wizardry of Capturing Your Reader's Imagination

Take each of your features and add a benefit to it.

Answer the questions in their mind.

Tickle their senses.

Be vivid. Use words like: crush, humiliate, botch, murder, conquer, stagger, etc.

X. How to Close the Deal

Get them to buy now!

1. Create an offer no sane person could refuse.
2. Erase all trace of risk.
3. Light a fire under their ass.
4. Make it simple for them to give you money.

Note: Salesmanship has no regard for price. It's about what it's worth to a hungry customer.

XI. Sample Letter and Ad Themes

1. Use a star, a story, and a solution

Bankrupt computer geek accidentally discovers a way to quickly earn \$12,000 a month on the web ... right from your kitchen table.

2. The "I'll put my money where my mouth is" challenge.

If you don't drop 12 strokes off your next round with these secrets then I will give you double your money back.

3. The "Market Test."

We are conducting a market test for 31 days. During this time, you can get five for the price of 1.

4. "I need your help."

If you read this and let me know what you think, you can have the product for half-price.

5. The grabber.

Something that grabs attention. Like a lottery ticket in a direct mail piece.

6. The reasonable bargain.

Tell a story about WHY you're offering the deal.

7. The information ad.

Provide a lot of helpful information.

8. Endorsed mailing.

Like a partner launch.

9. The straight pitch.

10. The power of the word "free."

Sales Ideas

1. Be unique. Have a true USP.
2. Keep mailing a hot list.
3. Never rely on one promotion.
4. Fish deep in narrow markets rather than shallow in wider markets.
5. Write like a human.
6. Mind the details.
7. Text.
8. Treat your list like gold.
9. Offer longer guarantees.
10. "Send no money now."
11. Buy in 3 monthly payments.
12. Tele-seminars.
13. Use a newsletter/blog to stay in touch.
14. Offer a free gift to old customers.
15. What works in direct response works on the web.
16. Empathize.

Human Psychology

Sell the cure.

Get them to say yes.

Find common ground.

No one ever wins an argument.

We all want what we can't have.

We all want to feel special.

The product is almost never what we're buying.