

# Teleseminar Strategies

*“How To Boost Selling-Power With Words”*



## The Eight Conversion Tele-Clinic Categories

- 1** **Target Market Strategies:** "How Your Target Market Finds You"
- 2** **Opt-In Strategies:** "How To Capture That All-Important Shy Yes"
- 3** **Online Audio Strategies:** "How To Make Websites And Emails Talk"
- 4** **Teleseminar Strategies:** "How To Pull More Cash Out Of Your List"
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Words are  
the most  
powerful  
drug used  
by mankind

**Alex:** This is Alex Mandossian. Tonight's session is all about *Boosting Your Selling-Power with Words*.

The great author, Rudyard Kipling, once said, "Words are, of course, the most powerful drug used by mankind." I really believe that.

More good, as well as more bad, has been done through and caused by words than any other drug that goes through our nervous system. They have a lot of emotional impact.

You can do very, very well with words. Sometimes, you won't. My goal is to show you how to do well as far as your bank account is concerned online, as well as your stage presentations if you are a public speaker — really any presentation whether it is a postcard, direct mail, or audio message.

They all deal with words.

That is why I'm not just talking about conversion online. I am talking about converting a suspect to a prospect, a prospect to a customer or client, and a customer or client to an evangelist.

That is why I have titled this *How to Boost Your Selling-Power with Words*.

I want to start with a story. Many of you have heard this story, but it is worth repeating.

There was a Russian physiologist back in the late 1890's. He was a very gifted young man. He was an experimental psychologist. He was also a professor at the military academy and the director of the Physiology Department at the Institute for Experimental Medicine in St. Petersburg.

His name was Ivan. He was an ambidextrous surgeon — he could perform surgery with both hands. The surgeries he performed were not on human beings, though. They were on dogs.

He was so creative. Some of his breakthroughs were so grand that he won the Nobel Prize in 1904 for Physiology in Medicine. Let me tell you about Ivan's experiment because it made history in behaviorism.

*Words can  
produce an  
emotional  
reaction*

Ivan put a slab of meat in front of a dog. That dog saw that slab of meat and started salivating. As the dog started salivating, Ivan introduced a bell that went "ding-ding." The dog salivated, looked at the meat, and heard the bell again. He looked at the meat and salivated.

The bell was rung at the same time the meat was introduced.

He did that long enough and frequently enough to the point where he could actually pull the meat away. Now, keep in mind, dogs love meat. They don't normally salivate over cereal or celery. But, they love red meat.

When Ivan pulled away that red meat, and just introduced the bell, there was a conditioning that had been done to that dog. That dog started salivating, and there was no meat there.

The dog had this emotional reaction through his nervous system when the bell was rung, and the dog suddenly started to salivate.

You may know who Ivan is — Ivan Pavlov. You may have heard of him because of his widespread influence in Neurology and Psychology. He was the first inventor of the conditioned reflex, as far as writing about it.

This school of behaviorism came to the United States in 1913 through John B. Watson. He insisted that behavior is a psychological reaction to environmental stimulants.

What do environmental stimuli have to do with writing copy?

Everything.

What does red meat have to do with writing copy? Everything. What do words have to do with emotion? Everything.

There is nothing in a word that should elicit emotion by itself. But, there are emotions attached to words. I can whisper three simple words into my wife's ear after we have just had an argument — "I Love You." All of the sudden, she has a different emotional reaction.

*Use words  
that you  
already  
know  
produce an  
emotional  
effect*

Sometimes, she says, "You can't get out of it that easily." But, other times, she says, "I love you, too."

These are three simple words, but there is an anchor attached with them if they are said consistently and if they are spoken with a level of ongoing conditioning of a feeling that is attached to the words.

That is what you want to use.

There are words in the English language, which have conditioned the population. If you are writing to Americans, which most of you are, you shouldn't have much trouble with it. You react to the same types of words.

"Hero" — that is a word you would react to. "Torture" — that is a word you may react to.

"Painful," "love" — these are words that either have a stinging reality in your nervous system, or have an "Aw" effect to your nervous system.

Understand these words are already out there. You don't have to reinvent them. Use them and don't try to create new words.

This is not going to be a copywriting clinic, per se. But, I am going to go over the ten-step formula for website copy. One of the things I do teach in my copywriting formula is when you are using words, make sure you use more verbs than adjectives.

Verbs elicit or evoke action, whereas adjectives sometimes water down our copy, and sometimes diminish credibility.

"Amazing," "remarkable," "fantastic" are great words. We have learned to use them over the years, but many times the words themselves, as adjectives, can mitigate the value of our message because they sensationalize it.

Here are three lessons I learned from Ivan Pavlov.

The first key to writing persuasive web copy is the principle of consistency. You have to be consistent with one copywriting style.

*Use your  
words  
consistently  
and  
frequently  
to break  
down  
barriers to  
the sale*

The second lesson, or key, to writing persuasive web copy is frequency. Ivan frequently conditioned that dog with a bell — red meat, ding, ding. He pulled the red meat away — ding, ding. The dog salivates.

That frequency is what made it possible for that dog to salivate — the test was consistent and frequent. He didn't change the stimulus. He didn't go from a bell to a horn. He just used the bell.

That is consistency, which is doing the same thing — with the bell — as well as frequency, which is doing it over and over again.

Sometimes, you have to say, "I love you. I love you." Or "Order now. Order now." You want to do it consistently and frequently so you break down the barriers to the sale.

The third lesson, key or principle to persuasive copy, again comes from Ivan's experiment. It is anchoring.

You have to have a consistency and frequency with your stimuli, which in our case is words. In Ivan's case, it was the bell with the red meat, to which the dog's feelings reacted. He is soliciting a response of salivation.

In your case, the response you are soliciting is getting the order.

If you have consistency and frequency, the anchoring happens. You can pull away the red meat, pull away the behavior or the experience, and all you need is the bell. In other words, all you need are the words.

Let's say you are married. Again, we will go back to the words "I love you" because they are emotionally triggering words.

If those words trigger a positive response in your nervous system, chances are it is through an experience you had.

It is the look on your lover's, spouse's, or partner's face that elicited that emotion. You feel uncomfortable, and it may bother you, if you hear those words from a total stranger.

*Persuasive  
web copy is  
all about  
behavior  
modification*

Understand, if you use copy that is too familiar because it has been consistently and frequently anchored as a certain type of feeling, and you haven't earned that feeling or that level of intimacy, you are going to go wrong with your website.

They are not going to slap you in the face. They are not going to yell at you or say, "How could you do that?" They are just going to click off, and you will have lost them forever.

Consistency, frequency, and anchoring are what you want to use with your web copy. These are the principles.

Learn from Ivan and experiment with salivating dogs.

If you ask me, "Alex, what is the two word definition of persuasive web copy?," do you know what I would tell you?

Behavior modification — that is my two word definition.

That is what powerful and persuasive words should do. They modify behavior — behavior modification. In fact, that is how I define marketing. Great marketing is behavior modification.

If you want your prospects to salivate over your offers, your message must be meaty and rich in content.

We are going to go over some very good examples. Many of the examples are websites of some of our students on the calls. Let me begin first by differentiating the **two different types of web copy**.

You must stay consistent with one of two types of web copy.

Number One is the John E. Kennedy formula for web copy. John E. Kennedy was the world's first "reason-why" copywriter at the turn of the century. He is not to be confused with Dan Kennedy, who is alive and is one of the greatest copywriters living right now.

John E. Kennedy was a 24-year old Canadian Mountie. He was the first millionaire copywriter.

*The Kennedy formula for copy is a clear promise, reason-why proof, and a call to action*

What did he do? He did three things.

He made a clear promise. He gave you proof with reasons why. In other words, he made you a clear promise, and then he gave you reason-why proof. That is why he was called the "reason-why" copywriter.

Then, he gave a call to action.

Most commercials you see on television give you this formula. "Lose 10 pounds in 10 days. Millions of Americans nationwide have used it." Then, you see a bunch of testimonials. That is your reason-why proof.

Then, you see a call to action, which is an 800 number. That is the John E. Kennedy formula used in an ad or copy.

You see this online as well. That is a clear promise, reason-why proof, and a call to action — three steps.

The other type of copywriting, and this is the one I love using, is called the Dale Carnegie formula. I call this the Dale Carnegie formula because he made this method famous with his *How to Win Friends and Influence People*.

Vic Schwab, who was Max Sackheim's protégée, did this in his very first ad. Max Sackheim invented the *Book of the Month Club*. Vic's headline was *How to Win Friends and Influence People*. He proceeded to tell stories.

This formula is three steps, as well.

Tell them a memorable, give a call to action, and then talk about the benefits that are being gained from that story.

Just start with a memorable story. The call to action is what you want them to do. Then, tell them what they will gain by doing that thing. I will give you an example of the two formulas to help you understand them.

Here is the John E. Kennedy model with the Acme Diet example.

"Lose 10 pounds in 10 days. You can eat like a pig and drink like a fish. Thousands of Americans nationwide have proven that the Acme Diet

*With the Carnegie formula for copy is tell them a memorable, give a call to action, and then talk about the benefits*

works over and over again." Then, imagine you have a bunch of testimonials after that. "Call 1-800-123-4567."

That is the John E. Kennedy formula. Give a clear promise — it doesn't mean you are going to believe that promise. But, you have to make a promise first, then the reason-why proof, and the call to action.

Now, here is Dale Carnegie. He would start, "I felt like I was fifteen pounds overweight. I felt a little uncomfortable bending down to tie my shoe. In fact, I felt a little uncomfortable sitting in a theater seat.

"It was getting to the point that I was getting embarrassed to be seen in public by my friends because I looked overweight. My chin was doubling, but then, I found the Acme Super Diet.

"If you call 1-800-123-4567, you will gain the benefits of losing 10 pounds in 10 days. You can eat like a pig and drink like a fish. It is guaranteed. Millions of Americans have proven this. So, do it now."

See the difference? I tell a story, I give a call to action, and then I give the benefits that are gained by calling that number, writing in, or by clicking, depending on where you are marketing.

Those are the two types of copywriting. You make a big mistake if you start with one and finish with the other.

You may not have thought about this as the Dale Carnegie formula or the John E. Kennedy formula. I call them those two things, and I have been teaching them for quite a number of years.

One is the traditional formula — the promise, proof and call to action. The other is the storytelling formula — a story, call to action, and benefits gained.

Those two formulas mark the difference between good copy and great copy. If you start mixing the two that is where you are no longer consistent, which takes us back to the Ivan Pavlov model.

One final thing before we begin to give you some examples.

*Color  
doesn't cost  
any extra  
online; it  
can be  
expensive  
offline*

There are five elements that make the online copy that you write different from the offline copy.

When you write a postcard, or a direct mail letter — or even if you are on the phone giving a presentation — these five elements make web copy so much more powerful because all of the emotions come into play.

Element number one is color.

You can use color, and it is free online. I have never seen a monochromatic website. I haven't even seen one in the sepia tone color, which is very artistic.

I have always seen color on every website. Why? Color attracts the eyeballs — it is called eye gravity.

Imagine Claude Monet. He is one of the fathers of impressionistic art. Imagine a black and white Monet portrait or painting. You couldn't conceive of that. Your computer is not monochromatic — it is color.

Color, with copy, is widely different online than it is offline.

Color costs a lot of money in a letter. You can change color online at the drop of a hat with no problem.

I was talking about background colors today with two clients of mine. They are on this call right now. We were talking about different backgrounds. You can change the background with no problem, and in most cases, it won't cost you a dime.

Your webmaster, even at \$50 an hour, can do it in 10 minutes. With a direct mail piece, forget it. It will cost you hundreds, even thousands, of dollars.

Element number two that makes offline and online copy different is movement. Movement attracts eyeballs — it is eye gravity.

If you are on the battlefield and you move, it could cost you your life. In guerrilla warfare, if you look at a field and suddenly see movement, it startles you. Your eyeballs are attracted to that. That is in warfare.

*Use  
movement  
to cause  
eye gravity  
towards  
important  
copy*

Online make that work for you. When you have movement, like a flashing arrow — which many of you have seen me use — it attracts eyeballs.

This has nothing to do with words, but it has everything to do with attracting your eyes to the words you want them to read.

You can't have movement in a letter. There is no way. You don't have the words moving on a piece of paper. Even on postcards or other printed pieces, there is no movement.

If I send a postcard with a hologram, there is a little movement, which is very powerful and effective. But, the cost is extremely high.

That is why movement was brought into copy. Like color, movement performs well on a website. Use color and movement to your advantage online. It doesn't cost you much more.

Element number three is interaction.

Do I get you to interact with pushing audio buttons and links, with taking pop quizzes, or with conducting ASK™ Campaigns?

I want you to teach your constituents, or your website visitors, to interact with your website. The more engaged they are, the more they are involved in the experience. The more they click their mouse, the more involved they are with you, and the higher their likelihood is of opting in or buying from you.

It is very difficult to get someone to interact with a direct mail letter.

The best I have ever seen are these Yes/No stickers. Have you seen these with fund raising stickers, or Publisher's Clearing House?

You take a sticker. Yes, I do want to respond. No, I don't want to respond. That is called an action device. It does increase pulling power offline. If that works offline, why don't you do it online?

There are five elements. We've only covered three, and I can triple, or even quadruple, pulling power just by using color, movement and interaction.

*Most sound needs to be permission-based so you don't startle your visitors*

By the way, with element number three, interaction, if you have ever seen children playing video games, isn't that interactive? You can't peel them off the television set, if you have kids.

You can get your reader to interact by using some of the elements I just mentioned with little clicks, pop quizzes, and links. You can even use Yes/No quizzes and ASK™ Campaigns.

The fourth is obviously one of my favorites — sound.

Use that. There are human emotions involved with sound. There are feelings attached to it.

This is the power of wind chimes. When you have a chime, typically you don't hear it until the wind comes through. The reason I mention that is because a wind chime is permission-based. When there is wind, the wind chime is playing, and you can hear it.

This is the same, in most cases, with sound. In most cases, you want to make it permission-based. There are many exceptions, and you have experienced some of those exceptions.

If you have someone go to your website, make sure it is permission-based, and they have to click a button to listen. "Listen to Leslie. Listen to Debra." Make them click it — then they are interacting.

If you have Audio Generator, they are interacting, plus they are seeing movement and color because those buttons are in color. So, you have four things working for you.

Remember, the secret of wind chimes. Make your sound interactive. Make it movement and color-based. And, the sound should be permission-based so it is not a rude awakening to your visitors.

The exception comes if you send an email, like you get from me, and it says, "You have an Audio Postcard waiting for you. Turn up your speakers." Obviously, the recipients are expecting to get that postcard and hear sound. So, go ahead and make that non-permission based.

*The power of sound can be used with audio testimonials to increase the pulling power of all your copy*

When they are expecting sound, let it rip, and let them hear the message.

Sound is extremely powerful, especially with audio testimonials because you cannot fake an audio testimonial. At [www.AskDatabase.com](http://www.AskDatabase.com), if you click "Rave Reviews" at the top, you will see an audio testimonial from virtually every top marketer and public speaker in the world.

I start off with Les Brown. I could have had a written testimonial from Les, but that wouldn't seem as real, would it?

I could have maybe forged it. I wouldn't, but maybe I could have. People who don't know, like or trust me could think I am forging these.

Isn't it a lot more powerful when you have an audio testimonial from Les Brown? I am not faking it. He is not faking it. It is the great Les Brown. Les never gives the same speech twice in a year, and probably in a lifetime. He gives over 200 speeches a year.

The power of sound can be used with audio testimonials to increase the pulling power of all your copy. Again, it has very little to do with words. This is just adding power to your words.

The difference between most types of copy, online and offline, is measurement. If you have ever had a tailored suit or clothes, you know the importance that millimeters and inches can make with measurement.

Measurement is the same online. I can measure how many people click through. I can measure how many people go to my order page. I can measure how many people open up my audio postcard.

If I am not happy with the number of people that click through — the percentage — then I can change my copy.

You can't do that with as much speed and as much laser-like accuracy offline as you can online. In fact, the delay is high. You have to wait until you get a response. You don't even know if maybe the mailman may have thrown away some of the letters.

*The five elements of web copy can also be used offline, especially in presentations*

Online you know right away. You know if no one opened up your email, or that it may have been spam filtered. You can send it again and react to the results very quickly.

This is a course for online web copy, but you can use many of these elements offline and in your presentations to make a difference.

If you have seen my presentations, you know I have color, movement, interaction, sound and measurement.

How do I have measurement?

I list a bunch of promises in the beginning of my presentation, and I ask everybody to vote on what they want to hear more of. Then, in real time, I change my presentation.

Remember those five elements. They will serve you well.

- ✓ Color
- ✓ Movement
- ✓ Interaction — when you fill in the answers that is interactive
- ✓ Sound — in my Power Point Presentations, there is always sound
- ✓ Measurement

Those five elements will pack a wallop into any type of presentation.

Let's dive into the content for today's call. Action Plan Number One — learn the four parts, or steps, to persuasion with words.

I did not come up with this persuasion formula. One of my clients, who is also a mentor, Gary Vincevenga, came up with it. You may not have heard of Gary, but since he has been writing copy, he has never lost a head-to-head test at Rodale Press, one of the largest direct mailers in the world.

He worked under John Cabel and under the great David Ogilvie. He knew all of the masters. He is a friend of the great Eugene Schwartz, who also worked at Rodale.

Start with  
an urgent  
problem;  
one that is  
relevant  
right now

He is a dear friend and has an amazing copywriting course, which will be coming out soon. It is called *The Persuasion Equation*.

This is what he taught me, and I want to submit this to you. I have this up on my wall, and I look at it every single day before I write any copy. It is a very simple formula, and it is extremely reliable.

Part one is having an urgent problem.

You start with a problem, but it has to be an urgent problem. The problem that was urgent in 1953 may not be as relevant to the specifics of these days. It has to be urgent.

If there is no problem, there is nothing to talk about because you are offering no solution. Make sure it is urgent.

**Urgent problem:** "What is my urgent problem? What urgent problem am I talking about?"

A problem I talk often about is being overwhelmed. When I'm speaking at a conference, I tell people, "Listen, I'll bet you are overwhelmed with too much to do. That is why I am offering an eight-month mentoring program.

"It is permission-based, and it is not a welfare-state. I am not going to physically go and write copy for you. I am not going to physically change pages. But, you do have access to me for two half hour sessions, and you will have access to me for eight months, one time per month.

"You will also get the transcripts and the audio to each call, as well as the executive summaries before the calls. That diminishes some of the things that will overwhelm you while you are learning this stuff.

"We can all be impatient sometimes, but over the next eight months, you will learn a lot more and digest a lot more than if I did this in eight days or in eight weeks, as many other marketers do.

"On the flip side, if you are not a self-starter, this program will not work very well for you. If you are expecting me to do the work for you, then it won't work for you."

*You can't  
just give  
any old  
promise —  
it's got to  
be unique*

Many times, when I am initially interviewing people, I look for that, "Are you a self-starter, or are you expecting me to do work for you?" I will do work for people, but it will cost a lot more — \$450 an hour.

That is my new rate. Last year, it was \$350 per hour. When I get too many clients, I raise my fees. I hope you do the same if you have one-on-one clients.

"Urgent Problem" is the first part of the persuasion equation. It's got to be urgent, and there has to be a problem.

Part two, which you will see on the sign on my wall is:

**Urgent Problem**

+

**Unique Promise**

Notice, there is a plus sign directly below Urgent Problem. Underneath that is a Unique Promise. The keyword there is "unique." You can't just give any old promise. You've got to make it unique.

My promise is unique. It's over an eight month period of time. You are going to get all the audio transcripts. You're going to get the executive summaries, which have live links.

I am going to help you build your business.

If you come up with a website, I am going to promote you, as I have been promoting my clients over the past five months. As more of you build your websites and get them up, I will be able to promote more of you. Just let me know when you get your site up, and I will promote you.

Make a unique promise.

Many coaches don't do that. They make a promise, "I will help you build your business," but it is not unique like mine, in that I will promote you to others in the class.

Through my promotion, you may generate some joint venture opportunities.

What is your unique promise? Make sure that it is unique.

So, you have an urgent problem, plus a unique promise, plus the third part, which is "Unquestionable Proof."

*Make sure  
you give  
proof that  
cannot be  
questioned*

**Urgent Problem**

+

**Unique Promise**

+

**Unquestionable Proof**

That's what I love about Gary Vincevenga. He is, in my opinion, the world's great "reason-why" copywriter. He provides unquestionable proof.

Have you ever seen the sales copy for Board Room Reports? I use that same technique at [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com).

I make these promises, and I give the page number where you will find the proof to the promises in my course. That is what I consider unquestionable proof — it's not just proof. I'm not just giving this fleeting proof. I'm making it as unquestionable as possible.

For example, one of the sections at [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com) says:

- ✓ 52 time-tested and winning postcard designs you can legally steal from me to make your response rates soar. See Chapter 6, page 53.
- ✓ Flood your business with more sales leads than you'll know what to do with. My 41 sales phrases show you how. See Chapter 4, page 14.
- ✓ Fact: over 20% of your customers will move this year. Use this nifty trick to update your database inexpensively. See Chapter 2, page 1.
- ✓ 161 tried and true power words that will turbo-charge your pulling power of every postcard you write. See Chapter 4, page. 12.

Here's the setup. It says, "That's why Marketing With Postcards is the most unique and cutting edge advertising course of its kind. Want proof?..."

*Use testimonials and case studies to build proof that can't be questioned*

I should have said, "Want unquestionable proof?" Then, "...Take a sneak peek at the postcard marketing secrets you'll discover." Following that, I rattle off a bunch of bullet points, which you can read for yourself.

Other pieces of proof include testimonials from Jay Conrad Levinson, Joe Vitale, Jonathan Mizel, Mike Litman, Bob Quintana and more.

I also have case studies for unquestionable proof.

I think there are four of them. "Color postcards make whitening tooth paste the number one brand in day spas and salons." Then, I state the problem, the action I took and the result we got.

I do everything I can to gain unquestionable proof.

I state the urgent problem on [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com), which is this is an over-marketed economy that we are in — an over-marketed, over-communicated society — and the only thing that is going to get through is a postcard.

The unique promise is: "Postcards are the fastest, easiest, most economical way to increase your sales and profits without spending an extra dime on advertising or marketing costs."

This is intended for most marketing or direct mail people.

The unquestionable proof involves what I previously noted, the benefits and how specific they are, the case studies and the testimonials.

And now, the final part of the four.

**Urgent Problem**  
 +  
**Unique Promise**  
 +  
**Unquestionable Proof**  
 +  
**User-Friendly Proposition**

*To make  
your site  
user-friendly,  
you should  
always be  
just one  
click away  
from the  
order form*

Remember, it is an urgent problem, plus a unique promise, plus unquestionable proof, plus the final part, a user-friendly proposition.

I'm going to tell you a story that is unbelievable.

I called a world-famous marketer, who is living and still selling product. I wanted one of his offers. His assistant wouldn't sell it to me.

I asked, "Why not?" She said, "Well, you have to first get this course."

I said, "What are you talking about? I don't want to get that course. I want to get this course." She said, "I'm sorry. That is the way we have set it up."

Is that very user-friendly? They lost a sale and probably my lifetime value. That is not user-friendly.

A user-friendly proposition is being one click away to the order form. That's very user-friendly. A user-friendly proposition is having an 800 number, so they can call in and order.

A user-friendly proposition is making the credit card acquisition in real time — everything is done at once, and they get the product shipped to them.

So, urgent problem plus unique promise, plus unquestionable proof, plus user-friendly proposition equals persuasion, especially when you are selling with words. That is not my formula. That is Gary Vincevenga's formula.

**Urgent Problem**  
 +  
**Unique Promise**  
 +  
**Unquestionable Proof**  
 +  
**User-Friendly Proposition**  
 =  
**PERSUASION**

*Words are  
the work  
horse of the  
salesperson*

If it's good enough for the world's greatest "reason-why" copywriter living today, it is good enough for me. I am hoping it is good enough for you, too.

If you recently read the ads that I put up in the classified section for a babysitter and a house cleaner, you will see that I used that formula.

I presented the urgent problem. I made a unique promise. I gave unquestionable proof of what I am looking for. And, the user friendly proposition was "Call us or email us."

It persuaded to get my bookkeeper right now, Leah. It persuaded to get our housekeeper, Kathleen. And, it also persuaded three babysitters, at three different times. We home school Gabriel and Brianna, so they need to be looked after at the same time. That is why we wanted a babysitter.

This stuff works. Those ads cost me \$75. We interviewed all of those people by phone first. Then, they came in for personal visits.

I attribute the words as being the work horse of the salesperson in that process. I pre-qualified people before they came in. Does that make sense?

Now, let's talk about the **Ten-Step Formula**.

This is the most powerful copywriting formula for web copy I have personally ever used. And, many of the world's top copywriters who have websites with amazing pulling power, use this same formula.

It is extremely easy. You are no longer a writer if you use this formula.

Instead, you are like a movie producer. A movie is rarely shot chronologically from tip to tail. Different scenes are shot at different times, and then, they put the whole thing together in the final edit.

That is how you should write a website.

Let's talk about **step one**. You need to write your FAQ list — your frequently asked questions — before anything else.

Why? This gets you into the heads of your visitors.

*Write your frequently asked questions before you do anything else with your site*

If you know what the questions are, what their challenges or barriers are, or what their problems are before you start writing, it is going to give you insight on how to write your whole site.

Don't think about the benefits or headlines, as many people do. Think about what questions your visitors will ask most frequently.

Do you know what I did? Before I wrote *Marketing With Postcards*, I talked to a bunch of direct marketers. I said, "I'm about to put up a site to sell a course on marketing with postcards. What is your number one question you would ask me if you visited that site without knowing anything else?"

Guess what? Most of the copy, even though I do not have a Frequently Asked Questions section on that site, is directly related to the questions that I got, to the barriers I received and to the level of resistance I got.

I got objections. I got questions.

They said, "Well, I want to know case studies." Well, I've got them. "I want to know specific benefits of what can happen?" I've got them. "I want to know who else has used postcards and succeeded." I've got those, too. "I want to see what it looks like. I want to see a product shot." I've got that.

So, write your FAQ list first. It must mirror the conversation in your first-time visitor's mind — the first-time visitor, not the third, fourth or fifth-time visitor, not your member, but the first-time visitor.

It must raise and shatter objections for your first-time visitors. And, it must be one click away to your order page.

Let me show you an example. Let's go to [www.AudioGenerator.com](http://www.AudioGenerator.com). It is the first case study. I want you to check something out.

At the very top, you will see my partner, Armand Morin. The third tab underneath him is "FAQ." Click that link. It is an actual bookmark. There is not a mistake that FAQ is on the very left at the top, and it's third from the top on the left side. We put it there for a very specific reason.

*If you give them the answers to their questions, that shatters any objection they may have in advance*

"Member Log-In" is the most clicked link, and FAQ is number two.

So, click "FAQ", and it drops you to the very bottom of the copy. It says, "Here are the five most frequently asked questions: What is Audio Generator and how does it work?"

That was the most asked question, so I put it at the top.

"What is my recording time limit?" That was the second most asked question. "How long does it take for my phone testimonial to become live?" That was the third most asked question.

"Where does Audio Generator put my audio messages?" That was number four. And, "What audio format does Audio Generator use?" That was the fifth most asked question.

Is it in the conversation style? Yes. They are in quotes and they are questions. It is in the first person. Does this make sense to you?

Are there objections? Is it shattering objections? Yeah. The answer shatters any objection you may have in advance. It is disarming.

Is it one click away from the order form? Absolutely. "Click here to get your Audio Generator user name." And, "Click here to record testimonials by phone." Look at all these clicks.

"Click here to instantly get your audio messages uploaded." They are all one click away to the order page, which pops up.

So, write your FAQ first.

I wrote these FAQs first, before anything else. All I had to do was ask my partner, Rick Raddatz, who was running another Audio Generator type of product. He had about 100 customers. So, I said, "Hey, what are the most frequently asked questions you get?" And, he identified five.

So, this part of the web copy, which is probably over 500 words, was written in suspended animation, before anything else — because that was step one in the copywriting formula.

*Keep your  
questions  
and answers  
conversational,  
as well as brief*

This is a very, very good case study, and I want you to study it — it's incredibly important.

Let's take a look at another example. Go to [www.AskDatabase.com](http://www.AskDatabase.com). You should be familiar with this site by now. There is an FAQ tab at the top. Please click that.

I identified nine frequently asked questions about the ASK Database™.

Here they are: "How does the ASK Database™ differ from other online survey services?" "How do I conduct an ASK Database™ survey?" "I've logged into ASK Database™ account for the first time. Now what?"

Do you see how conversational that is?

It's a conversational string of words in the minds of the first-time visitor. And, it is shattering objections. Then, when you click, what happens?

When you click on, "How does the ASK Database™ from other online surveys?," the answer drops down so it doesn't take up a bunch of time. This is a very simple program. I think it's JAVA script.

Sometimes, you see FAQs. You click the link, and it's a bookmark that goes all the way down to the bottom of the page. I don't do that. I show all the other questions and answers right here.

If you click another question, you can see that the question that you had clicked before closes, and then the next question that you just clicked opens up with the answer.

Click any one of them. "How do I conduct an ASK Database™ survey?" Answer: "You can instantly conduct any standard or advanced ASK™ survey campaign by creating a simple online form that feeds results into your ASK Database™ account for further review. Our gold members also get unlimited access to our pre-tested templates that make online surveying as easy cutting and pasting a few lines of pre-written code."

Do you see how brief that is? You don't have to give verbose answers.

*A consumption  
matrix answers  
"when, where  
and why"  
your product  
is being  
consumed*

I wrote every word of that, and I did it deliberately. I made it brief so that it's a marketing document — that way people actually read it.

Is it one click away to my order form? You bet. It is one click away from the order form and our three versions — the trial, silver and gold.

Am I trying to upsell them to gold? You'd better believe it.

I try to upsell them to gold by letting them know that our gold members also get unlimited access. I am hoping that's appealing for people to at least try for a trial of \$3.95 for 21 days.

Do you see the power of that?

I wrote this FAQ section for [www.AskDatabase.com](http://www.AskDatabase.com) first. Did I have any writer's block? No way. All I had to do is ask questions. It was very, very simple. And, those questions didn't come from my mind. They came from the mind of prospects and customers.

If you don't have any customers, just ask people who are ideal prospects.

Are we clear with step number one? **Step one** in the **Ten-Step Formula** for copywriting is write your FAQ list before anything else.

**Step two** is create your consumption matrix. You should have an example if you have been on any of my calls or presentations.

What is a consumption matrix? It's a fancy term. I'm sounding so advanced and dignified, like an academic. But, it's actually very simple.

A consumption matrix is a grid. It answers when your product or service is being consumed, how it is being consumed, and why it is being consumed. "When, why and how?" That is why they call them consumers.

A point of consumption is in front of your computer. A point of consumption is in the car if you have an information product. A point of consumption is on a plane if you have a laptop — maybe you are going to play a DVD. These are points of consumption.

Each  
point of  
consumption  
is defined  
by "When,"  
"Why" and  
"How"

So, imagine this grid with three columns. The first column says, "When?" The second column says, "Why?" And, the third column says, "How?" I will put this up on [www.Bananah.com](http://www.Bananah.com) so you can see it.

Each of the rows are the different situations or points of consumption. So, let's say you bought the course *Anthony Robbins' Personal Power*. Many of you probably have it. I did this for Vick Conant.

Here is a "When" — while driving to and from work in rush hour traffic, or while mowing the lawn or doing the chores around the house. Here is another "When" — with your spouse after the kids fall asleep, during a plane trip to a business or family outing, during a lunch break at work or at home, or on the subway, ferry or bus in a metro area like New York City.

Those are all answers to "When." Each "When" has a corresponding "Why."

When driving to and from work, the "Why" is to use dead time as a source of learning and inspiration. When mowing the lawn or doing chores, it is to make the chores more fun and get more brain food instead of just wasting time.

Once the kids fall asleep and you can sit down and listen to it with your spouse, that "Why" is to become better at communication with your family members and grow closer to your spouse.

Tony says a lot of nice things about how to communicate better. And, spouses always can gain a lot from what he teaches.

When you are on a plane trip going to a business event or a family outing, the "Why" is to make travel time a time of inspiration and learning. That dead time is very, very important.

Those are all "Whys," and you can see how this works. When and Why?

The third column is "How." The "How's" are different. In the car, you have a cassette player, and you have a CD player. If you're driving, forget about DVDs. That doesn't work for you. You will get into an accident. So, only listen to audio — cassettes or CDs.

*Asking  
when, why  
and how  
allows you  
to get into  
the world  
of your  
prospect*

If you are mowing the lawn, you can use a portable cassette player or portable CD player. That is a different type of consumption. Or, you can just blast the stereo on your front lawn. That is a different "How."

How about on a subway? Can't you use a portable CD? Can't you use a laptop for a DVD, seeing a picture of Tony give his speech?

You can do that in the subway if it's not that crowded. You can't really do it in the car, but you can do it on a subway, or you can do it on a ferry.

I remember taking the ferry into San Francisco proper from Tiburon, out where I live here. It's about a forty minute ferry ride. So, I can get a lot of Tony Robbins that way, or whatever other information product I have.

So, "When, Why and How." Think about Arm and Hammer baking soda. When? You can use it while you are cooking. When? You can use it in the fridge. When? You can use it after you've had a huge meal. You can dump it down the drain.

Why are you doing it?

Well, when you are cooking, you need it as one of the ingredients to cook. How about after you've had a meal? Why? You brush teeth with Arm and Hammer because it makes your breath fresh and your teeth whiter. Why are you pouring it down the drain? To make the drain smell better.

So, you see all the different uses. Arm and Hammer baking soda is one of the few products where they teach you to throw the product away so you can consume more.

Now, imagine if you have this consumption matrix in front of you — when, why and how — how much easier it is to write copy.

This allows you to get into the world of your prospect, and if the prospect can envision or experience themselves using the product, it is going to be a lot more emotionally compelling for them to buy it.

Now, let's go to the next case study — [www.MindMotivators.com](http://www.MindMotivators.com).

To create  
your  
headlines  
and opt-in  
bribe, find  
out the  
when, why  
and how  
first

I wrote this site after Yanik Silver and I had a teleconference, *Psychological Tactics to Capture More Profit*. To create the site, I wrote out a consumption matrix, the when, the why and the how. From that, I came up with these headlines and a very powerful opt-in bribe.

To see the opt-in, scroll down the page, past the testimonials to about three quarters of the way down. There, you will see a little box. I figure if someone has read this far, they deserve to get some Mind Motivators.

Mind Motivators are a way to persuade, motivate and inspire your prospects to buy.

So, here's the way the copy begins: "Look, if you have read this far, it might interest you to know that we've already used 11 out of the 21 Mind Motivators we planned to reveal. Did they work?"

"Doesn't it seem like you've been gently and non-invasively lured to read our sales copy paragraph by paragraph down to this point? Be honest. Isn't your gut telling you right now that the 21 Mind Motivators, which capture more sales and profits in the virtual and real world can make a dramatic difference in your marketing life?"

"Doesn't it feel like you've got everything to gain and nothing to lose when you order this exclusive audio/visual course now?"

Then, I have key points.

"It is this transparency factor that makes every single Mind Motivator so dangerously powerful and why we want you to use each one of them ethically and morally. If you've answered "Yes," then you realize that the best thing about these 21 Mind Motivators is their transparency factor."

Then, I move on to say, "If you'd like to get 11 sample Mind Motivators, and you'd like to see where I used them in the sales copy to this point..."

They are in the experience and I am telling the reader, "Hey, if you opt in, I am going to show you how I got you this far using the Mind Motivators and how transparent and powerful they are."

*When you  
sell the  
experience,  
you have  
reduced the  
amount of  
resistance  
that  
someone has  
to buying*

Isn't that a powerful When, Why and How? I got this from the consumption matrix. That is where I got the idea.

Then, all they need to do is give us their first name and their email.

Go to [www.MindMotivators.com](http://www.MindMotivators.com) and check it out. When you opt-in, you will get a link to a PDF file. In that PDF, you will see 11 of the 21 Mind Motivators we teach in the three and a half hour course.

This has worked many, many times, because once you experience the power of it, it gets you more in the position to buy. It breaks down resistance.

Do you see the power of this?

When you sell the experience, all of the sudden, you have reduced the amount of resistance that someone has to buying.

The consumption matrix taught me this.

I thought, "What is the point of consumption? Well, the point of consumption is after they're purchased the product." That is what I am saying to myself.

"But, what if I could get them to experience how the product works before they purchased it, and what if I showed them that they just experienced the power of this because they had read that far? I am using each of the mind motivators to get them to read that far."

Why is it working? I tell them the answer to that in the ethical bribe when they get it and download it.

How does it work? I tell them in the ethical bribe.

The when, why and how is what I am selling with this free ethical bribe, which is 11 out of the 21 Mind Motivators. It is designed to convince and inspire them to purchase the valuable audio eCourse, and I say that outright.

Read the copy. It is a very, very powerful website and has incredible pulling power. When you read the copy, you will notice that I wrote all the FAQs. The FAQs are embedded in the copy.

Make sure  
you craft  
upsells, as  
they can  
produce  
pure profit

You don't always have to have an FAQ section. They are all in the copy, and along with the FAQs, I did the consumption matrix before anything else.

**Step three** is craft your upsell offer before writing any ad copy. Write your upsell. Know what your upsell is before crafting any copy. The upsell should be relevant to your core offer.

You should have at least two or three different upsells that you test. Don't only have one. You should also give it a discount dollar value.

At [www.MindMotivators.com](http://www.MindMotivators.com), click on any of the order links. You will go to the order page. There, you will see "Today's Special Offer." This is our upsell.

"Check this box to get the resell rights to the Silver/Mandossian 21 *Mind Motivators* course for only \$249. You save \$100 off the \$349 license fee. This gives you rights to resell this incredible package and keep 100% of the money."

Bottom line — for \$249, if you sell it for the same price I am selling it for, then you just need to sell three before you get your money back. Plus, you are keeping 100% of the profits, not 50% like in most affiliate programs.

I crafted this upsell before I wrote the sales copy.

Imagine, with *Mind Motivators* and every other site I've ever written, I write the FAQ list first. That is a piece of sales copy. I write the consumption matrix second. That is a bunch of sales copy because I have a bunch of "When, Why and How" questions answered. Then, I write the upsell.

You need an upsell. When you upsell, you are getting more money, and there is no additional cost of acquisition of a prospect.

Many of you have come to my teleconferences. For \$10 more, you get the audio transcripts. Well, if I have a \$29 teleconference or a \$39 teleconference, depending on the length, I want to get \$10 more per person.

In some cases, that is 33% more pure profit, and in other cases, it is 25% more.

Well, most people want to go back over and over again, if the content is good, and listen to it and read those transcripts.

Determine  
what your  
bonus gifts  
are going  
to be  
before you  
write any  
sales copy

I would like to think that my content is good. And, for \$10 more, it is worth it to them.

So, without any additional cost of acquisition, I am getting a \$10 pure profit bump. That upsell was crafted deliberately, in advance, before I wrote any sales copy to any of the teleconferences I did. I discovered that upsell.

Craft your upsell before writing one headline, before writing anything that may come to mind.

Go to [www.CopywritingCoach.com](http://www.CopywritingCoach.com). This is not one of the case studies in the executive summary, but I want you to see my upsell. It is called "Today's Special Value." You will see that I have this pattern on the order page.

The upsell is for *Public Speaking as Listeners Like it*, by Richard Borden. It is a public domain book. It came out before Dale Carnegie's *How to Win Friends and Influence People*.

Richard Borden has been forgotten in obscurity, but he was the chairman in the Public Speaking department at New York University. *Public Speaking as Listeners Like It* is a great book, and it is selling for \$19 instead of \$39 at [www.CopywritingCoach.com](http://www.CopywritingCoach.com). It is my upsell.

I crafted that before I wrote any copy. Does that make sense?

**Step one:** write your FAQs. **Step two:** Produce your consumption matrix. Don't worry. I will show you a sample of this at [www.Bananah.com](http://www.Bananah.com) sometime tomorrow. **Step three:** Craft your upsell offer.

**Step four:** Write your bonus gift section in its entirety.

Again, you do this before you write any copy — write your bonus gift section in its entirety.

Go to [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com). You will see that there are a bunch of bonus gifts. In fact, there is actually a link at the top that says, "How to get \$650 worth of free bonus gifts." Click that link to see my bonus gifts. I wrote that bonus gift section before I wrote my headline.

*With bonus gifts, tell them it's "Free," tell them what they are getting and tell them the value*

"Free postcard critique certificates, a \$450 value. Free \$150 gift certificate toward your first postcard purchase. Free mail order analyzer software. Free 50 blank postcards. Free bonus CD ROM."

And, I put the values of each of the gifts there.

Use this formula because it works: "Free" and then the value. Tell them it's "Free," then describe what they are getting for free, and finally, tell them the value of it.

Go to [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com). Click the link at the top, "How to get \$650 in free bonus gifts." Then, look at all the bonus gifts and see how I wrote that. I am submitting to you that I wrote that before any sales copy.

It was a lot easier to write the bonus gifts when I was fresh, rather than waiting until after torturing myself writing headlines, bullets, benefits and all those sorts of things.

These are easy things. Do you notice that we are developing momentum? First are the FAQs, next the consumption matrix. Those are all research, right?

Write the upsell next, which is kind of fun and easy to write. Then, the bonus gift section, which is easy to write too. That's not so bad.

**Step five:** Write your money-back guarantee.

Notice how all the pieces are coming together?

Write your money-back guarantee next. Why is that so important? It's important because, number one, you need a guarantee. And number two, it's easy to write.

There is a money-back guarantee at [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com). It is at the bottom of the page. There is a money-back guarantee at [www.AudioGenerator.com](http://www.AudioGenerator.com). It's right there with Armand Morin.

Some of the best sites I am going to take you to all have money-back guarantees. So, write your money-back guarantee as step five.

*Make your  
guarantee  
personal by  
adding a  
picture and  
audio*

With your guarantee, you want to make it personal. You want to add your picture. And, these days, you want to have an audio message, as well, because it's a heck of a lot more personal.

I don't have that at [www.MarketingWithPostcards](http://www.MarketingWithPostcards), but I do have it at [www.AudioGenerator.com](http://www.AudioGenerator.com) and many of clients' sites. You need to have audio in your money-back guarantee.

It's very easy to write a guarantee. Let me read you the money-back guarantee at [www.AudioGenerator.com](http://www.AudioGenerator.com). I wrote this, and it was recited verbatim by Armand Morin for the audio.

It is: "My guarantee to you: If you are not thoroughly convinced that Audio Generator is the smartest investment you have ever made for yourself, your career and your online business, just say so, and I will refund your money on the spot.

"No further explanations will be necessary on your part, and I won't try to convince you to stay or come back. You alone will be the sole judge of value."

Of course, you can click the audio link and listen to Armand. That is a great audio guarantee. It's a good one to model yours by.

For each of my teleconferences, on the order page, you will see that I have a 365-day guarantee. There is an audio message. It's very, very powerful, and it works. You can put your guarantee on your order page as well, which I do suggest.

Going back to step four for a moment, another example of great bonus gifts, is our next case study, [www.AmazingFormula.com](http://www.AmazingFormula.com). That's Marlon Sanders' site. It is great because he starts off with his bonus gifts.

He says, "Dear Friend, for the first time ever, you get 11 drop dead, mind boggling bribes just for taking the Amazing Formula that sells products like crazy for a test drive."

Then, he has bribe one through eleven, so he starts you off by just feeling greedy. "Hey, I need to get this."

*Keep your testimonials and FAQs in mind as you write your sales letter*

Following that he has a link to all these testimonials, 100 of them — 100 pages of real testimonials. It's insane how many testimonials he has.

This is one of the best written web pages on the net. And, Marlon makes tens of thousands of dollars each month with this product.

So, read this page later, and you will see how he makes things work here.

He has testimonials in mind. He has FAQs in mind. He naturally has a knack for creating a consumption matrix. He knows when his people consume, why they consume and how they consume.

He has upsells, and he also has bonus gifts and bribes. I don't know if this particular product has it or not, but, in some cases, Marlon has a triple your money-back guarantee.

Leslie, are you on the line?

**Leslie:** I am.

**Alex:** Do you have any questions?

**Leslie:** Actually, this is very timely because I am writing a sales letter tonight for one of my websites. So, this is great.

**Alex:** We are going to cover one of your sites coming up soon. When you come to me for coaching for sales copy, how do I typically do it?

You send it to me in Microsoft Word, right?

**Leslie:** Right.

*It is helpful to have the full version of Adobe Acrobat to make notes to your clients within PDFs*

**Alex:** And then, what do I do?

**Leslie:** You take the letter and create a PDF file out of it. Then, from that PDF file, you insert what looks like mini post-it notes right where I need to edit.

That allows me to go through and look at those little post-it notes with your suggestions, and insert those ideas and make edits so it is just right.

**Alex:** What I do for you is just like I did in the Mind Motivator's bribe. If you test drive that and see how you get those 11 Mind Motivators, you will see these little post-it notes all along the page.

What I do as a copywriting coach is, if you send me a piece of copy in Word, or even if you take me to a web page, I will dump it into a PDF document — just like your executive summary is in.

Using these little electronic, yellow post-it notes at the point of revision, the P.O.R., I will make a little comment. It's pretty fast and easy. Isn't it?

**Leslie:** Yes.

**Alex:** It works very, very well. And, it does reduce the amount of editing time.

So, if you are a coach of any kind, or if you are doing any kind of critique work, it pays to get Adobe Acrobat, not Adobe Reader.

Tracy, what is the cost on Acrobat, about \$250 or \$300 from Adobe?

*You can get testimonials that are about you, rather than about your product or service*

**Tracy:** The full version is pretty close to \$300.

**Alex:** Do you know of any other PDF tools that people can use?

**Tracy:** In order to just create a PDF file, Armand has a product called "Instant PDF Generator." It's about \$97. But, it does not have all the tools of Acrobat.

**Alex:** Any other questions?

**Adelaide:** If it is necessary to have a lot of people to give you testimonials, that makes me feel as if you have to be in business for a while before you can use some of what you are coaching us to use.

Is that correct?

**Alex:** Yes and no. A testimonial can be about your product, or it can be about you. If you know three or four people who believe in you and who know that you are as good as you know you are, then they can give you testimonials that are all about you. That is what Jay Conrad Levinson did for me.

The beauty of that type of testimonial is you can take that anywhere.

That doesn't have to be about the particular course or the particular information product. Even if you are selling a physical product, it doesn't have to be about that.

It's just about you, and that testimonial can go with you anywhere you want to go, as I do with Jay Levinson's.

*People buy  
from you  
because  
they know,  
like and  
trust you*

You will see on many of my order pages, if you use your swipe file and read some of the copy I send you, he's usually at the bottom of every order page as a testimonial.

So, if you know three or four people — which I know you do — you can get testimonials from them that are about one or two areas that you are really good at, like thoroughness, skill, etc. All of the sudden, you've got testimonials about yourself and not just about what you sell.

Understand, the most powerful testimonials are not about your product. They are about you. People are buying because they know, like and trust you, not because of what the product will do for them.

They are looking at the "From" line.

If you are getting the same offer from a thief as you are from a retired police chief, the police chief should have more credibility, even though it's the exact same offer.

I've seen exact same offers from people who have resell rights, and because they have better testimonials about themselves, the one who has the better testimonials always wins, even if it is just about them.

So, what I would do is, when you get the testimonials — and actually **step six** is pile up your testimonials, so this is very timely — make it about you.

If you don't have the product, no problem. Make the testimonial about you.

When I was moving here from California, I needed endorsements, and I got 28 testimonials from people who knew, liked and trusted me. I brought those 28 pages with me — they were my references.

I was flipping through the yellow pages to look for the advertising firms in San Francisco with those in my arsenal. Thank God I was not hired because I would not be speaking to you today.

The bottom line is, the testimonial does not just have to be about the product.

*No matter what type of product or service you have, people have got to consume it*

The single, best web page source for testimonials is Marlon Sander's [www.AmazingFormula.com](http://www.AmazingFormula.com). My good friend, Marlon, has branded himself by wearing a red shirt.

He is a little bit of a crazy man, but he's a great marketer.

If you go down the page a bit, it says, "Over 100 pages of real testimonials. Click here to read them." Click that.

You see how he pops open a new browser? That's really important because if you close this page, you've still got the background page.

Marlon has got 19 pages of testimonials, and each of those pages has about a dozen testimonials. He's fulfilling unquestionable proof. His promise is unique because he has all these bribes there. And, his problem is urgent.

Remember that formula?

His user-friendly proposition couldn't be easier. He's got a guarantee, and all you do is "Click here," and you order this amazing formula. It's a great product. It's very inexpensive. I recommend everybody get it. I am not an affiliate of his. I just highly recommend it. I own it myself.

**Step six** is get testimonials.

**Step one**, you've gotten the FAQs. **Step two**, you've created the consumption matrix so you know when, why and how your consumers are consuming.

Even if you're selling books, they have to consume the book. They are reading it. When are they reading it? Why are they reading it? How are they reading? Laying down, sitting down, in a car — it makes a big difference.

**Step three**, you've determined your upsell. **Step four**, you've written the bonus gift section. **Step five**, you've got your guarantee.

Remember, these are little chunks of the movie that you are creating.

**Step six** is testimonials. This is really easy. There are two types of testimonials. I basically just covered these.

*Testimonials  
from  
famous  
people  
should be  
about you*

The testimonials that you get from gurus or celebrities that are hard to get, like a Mark Victor Hansen, should be about you, not your product.

You can take those testimonials anywhere you want to go.

The ones from your customers who aren't so famous should be about your product or service. If you don't have a product or service, then the only type of testimonial you can get is about you. So, get three or four of them.

Guess what? I have audio testimonials. If you have a teleconference, have a testimonial page set up, as many of you have seen.

Go to [www.AskMyList.com/testimonial](http://www.AskMyList.com/testimonial), and you will see an audio testimonial set up. To do this, you use the Audio Generator system. It's very simple, and you just start archiving all these audio testimonials.

I have an audio testimonial request that goes out in most of my products on day seven or fourteen. It says, "Now that you've used the product for seven or fourteen days, how about if you give an audio testimonial?"

You'd be surprised how many people give you audio testimonials. I have 50% or 60% — sometimes even more.

So, do it automatically, if you have an Audio Generator account.

Testimonials is step six.

Do you see how we have six steps, and we haven't even written any headlines or benefits or anything like that? It's pretty darn powerful because it eliminates writer's block. And, we are creating momentum.

Now, at this moment, I want you to go to another page. I want you to see an example of one of the best selling eBooks of all time.

I want you to go to [www.PsychologicalTriggers.com](http://www.PsychologicalTriggers.com).

For a moment, I want to go back something we talked about in the very beginning — decide on only one copywriting style. Do you remember that?

*The story telling style of writing can often read like a newspaper article*

What are the two copywriting styles?

There is the Dale Carnegie style, which is the advertorial or story-telling style, and the John E. Kennedy style, which is the "reason-why" style.

Give the promise. Give the proof, and then, have the call to action.

Go to [www.PsychologicalTriggers.com](http://www.PsychologicalTriggers.com). I want to ask you a question. What type of style is this?

Well, this style is the advertorial style, and it is more of the Dale Carnegie style. It is story telling. There are a bunch of promises in here, but it is written as if it is a newspaper article.

"How to control the mind of your prospects and influence them to buy what you are selling." And just to add posterity, there is a byline by Matt Gill and Kevin Wilke, co-founders of Nitro Marketing.

"Imagine what would happen if you could control the people's minds and had the power to motivate, influence and persuade them to agree to practically anything you propose. What would that be worth to you?"

"The concept of mind control has always been irresistible to marketers and sales people. Why? Obviously, because it plays a major role in generating untold fortunes for the privileged few who know how to use it."

This may seem to you like it's a promise. It really isn't a promise. It's a story, but it's an advertorial approach story.

It's not a story like I told with the Acme Amazing Diet where you can eat like a pig and drink like a fish and still lose 10 pounds in 10 days. It's a different type of story. It's like a story in the newspaper.

People many times go to research. So, this style of copy, which I am going to show you another example of, works very well.

This product made one million dollars in just a year and still goes strong. This product was already a book. The book is by Joe Sugarman, a good

*Use more than one type of opt-in to capture email addresses*

marketer in his own right. He invented the 800 line. He was the forerunner to Sharper Image. His JSR Catalog was the forerunner to Sharper Image. He is also a mentor of mine.

This book was digitized by a guy named Mark Joyner. Mark Joyner's list and business was bought by Matt Gill and Kevin Wilke, and thus the byline by Matt Gill and Kevin Wilke.

This product has sold millions of dollars worth of eBooks. It is a \$47 eBook. It started at \$27. They raised it to \$37, and now it is \$47.

This is the advertorial model. [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com) is an advertorial model, as well.

The next case study, [www.AdvertisingHeadlinesThatMakeYouRich.com](http://www.AdvertisingHeadlinesThatMakeYouRich.com), is an advertorial model, too. This is by my good friend, David Garfinkel. It says, "Why some people's ads almost always make money. Discover the master copywriter's little known secret of locking in the profits."

This is a great eBook. I own it. I paid for it. I didn't get it for free.

Listen to this copy. "I have a confession to make. It's about the title of this article. I stole it. Okay, I admit that the word 'stole' is a bit of a stretch. To put it more accurately, I modeled the title after a highly successful ad headline.

"It's my way of illustrating one of the most important and profitable concepts in marketing, one that could never be emphasized enough. And that is..." And then, it goes on to tell you about it.

Go ahead and read this ad. Put it in your swipe file.

You'll notice that there is a box that drops down for two free chapters. Notice, the same thing happened at [www.PsychologicalTriggers.com](http://www.PsychologicalTriggers.com). This is a very powerful opt-in strategy. If you are on the page long enough, you will notice that something else pops up to get your email address.

These are very powerful tools to get opt-ins.

*Good web  
copy will  
reach  
people —  
hit them  
between  
the eyes*

The style of copy on this site is the Dale Carnegie approach — the advertorial or story-telling approach.

If you want to see another example, take a look at our next case study, [www.RealNetProfits.com](http://www.RealNetProfits.com).

By the way, one of the most famous advertorial or Dale Carnegie style headlines was, "New Jersey man sells Brooklyn Bridge for \$14.95."

That's a story.

Back to [www.RealNetProfits.com](http://www.RealNetProfits.com). I am doing a teleconference with this gentleman. What's interesting on his site is his headline. Take a look at it.

It says, "How does a learning handicapped, ex-mechanic who couldn't even read until almost 13 years old, go from dead broke to cracking the code of an infallible, net-profits on-demand formula that consistently humiliate seasoned business professionals, making him and his lucky clients millions of dollars so far in 4 short years?"

That is very verbose, but it works.

"The first time, you call it luck. The second time, they say it's a fluke. The third time, it's justified as good market timing." Read the rest of this page. This is a very, very successful web page.

He's done a good job of writing it. It hits you between the eyes. It's a different type of web copy, as far as the story telling part, but it does work.

Listen to his opening line: "Ever knock down a row of dominos? What in the world does that have to do with you making net profits on demand? Everything! Let me explain."

I started telling the Ivan Pavlov story first. What does meat have to do with web copy? Everything. So, I don't know if we have the 100th monkey effect here, but it is very, very effective to use that methodology.

What does such and such have to do with such and such? Everything.

*Giving a mental picture is a powerful way to get people inside the copy and actually feel the feeling*

What you want to do is create this cognitive dissonance in the reader's mind, and then, tie the knot. Dot the I's and cross the T's. He does that.

"Knocking down a road of dominoes is a chain reaction, right? You just tip the first one over, and they all fall down. The first domino leads to the second, the second to the third and on and on and on.

"No matter how many are in a row or where the row might turn, knocking the first one over is all it takes to knock them all down. It's easy, right? The hard part is setting the little buggers up the right way."

Do you see the mental picture he has created here? Isn't that just awesome? He has set the mental picture up very, very well.

He used my technique, "Print this page." I believe if you have long copy, you need to give them the ability to print the page. That way, they can read your copy and highlight it on their desk instead of just online.

Giving a mental picture like the dominoes is a very powerful way to get people inside the copy and actually feel the feeling. He is taking something they are very familiar with and using it to tell his story.

Ivan's dog was familiar with red meat. He wasn't familiar with the bell. So, Ivan consistently and repeatedly anchored the bell with the red meat. All of the sudden, all Ivan had to do was just introduce the bell, and the dog would salivate.

Well, at [www.RealNetProfits.com](http://www.RealNetProfits.com), Joshua is introducing the domino effect, and then, he is consistently and repeatedly anchoring that concept, that idea, that mental picture.

Isn't that mental picture dynamic? It's not static, right? It's moving.

Something that's moving and action-oriented is very memorable. Can't you just see the dominos falling down in rows?

Since you can relate to that, it's already something that you have an emotional reaction to. Then, he is going to take something that you may

*Many of your benefits are going to become your headlines and sub-headlines in your copy*

not know anything about, his course. He likens it to the domino effect. It's very powerful. Use it. Borrow that appeal. It's very powerful.

Let's go back to the **Ten-Step Formula**.

We've covered six steps so far. **Step one** is FAQ. **Step two** is the consumption matrix. **Step three** is writing your upsell. **Step four** is writing your bonus gift section. **Step five** is writing your guarantee. **Step six** is getting testimonials.

Many times, the testimonials write themselves.

At this point in the process, you have a lot of copy you've written and no writer's block. You probably have about 60% of your website done already.

You are not contending with the writer's block. "What in the world is the headline going to be?"

**Step seven** is write the bullets to your core offer. Here you will write the benefits — the bullets — to your core offer.

You've got to have benefits. Benefits are what people get from reading your book, what people get from your coaching, what people get from your vitamin, what people get from your service.

They no longer have to scour the planet looking for the best headhunters for that perfect job. They no longer have to go through trial and error to get a very able coach. They no longer have to wonder what type of love letter to send to a spouse or loved one. Those are benefits.

Now, there are two types of benefits.

You may have heard this before. I want to give it to you one more time. The two types of benefits are: moving away from pain and moving toward pleasure. You want to make sure that these benefits are specific.

As you write these benefits, understand that many of them are going to be your headlines and sub-headlines in your copy.

*Don't rush  
through  
writing your  
benefits —  
take about  
a week and  
write a lot  
of them*

At [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com) and [www.AudioGenerator.com](http://www.AudioGenerator.com), many of my headlines and sub-headlines were a function of writing all my benefits. I just used the best benefits to create them.

These days, you can actually ask people, "Hey, what's the best headline in this group of headlines?" Debbie Weil named one of her eBooks after taking it to a vote from her clients, and it worked gang busters.

She used an ASK™ campaign.

So, **step seven** comes down to writing benefits. You are not stringing them with copy. That's difficult. You don't have to string them so they make sense right now. All you are doing is just writing them down.

This could take a week. It usually takes me about a week to do this.

I have had my clients ask me, "Where are my benefits that you promised to write me?" I say, "Look, you're not paying me \$9,500 for two pages in order for me to rush this thing through. I've got to let my stream of consciousness and my unconscious focus on it."

I will read a book and think of a benefit. I will record it or write it down. I'll write 120 benefits. So, make sure you write a bunch of them.

I'm going to give you a few examples, and think to yourself, "Is this a benefit that is moving away from pain or moving toward pleasure?"

I'd like you to put those benefits in two different piles: a moving away from pile and a moving toward pile, so that you have an equal mix.

Some types of vocations, like dentists, respond very well to moving away. Most everyone, except for aesthetic dentistry, go to a dentist to remove pain. So, they are dealing with pain all day. Doctors are the same thing.

A plastic surgeon is different. That profession is gaining pleasure. They don't want to talk about pain. They don't want to talk about what that rhinoplasty is going to feel like the first day after surgery. They are going to talk about the beautification of what happens a month or two months later.

*The biggest mistake people make is they don't categorize their benefits as moving away or moving toward*

So, know who you are talking to and think to yourself, "Is this more of a moving away from person or a moving toward person."

Let me give you a few examples.

"Practically eliminates menopause discomfort." The word there, eliminate, is a moving away from benefit. "Puts more money in your wallet." That's moving toward, right? Moving toward more cash.

"Success secrets of the world's top coaches." What do you want to gain? You want to gain the secrets of the top coaches. That's moving toward.

Here's another one. "Seven tips to avoid the common cold." That's a moving away from. Avoid is the word that is the tip off. "Converts your website traffic into cash." Do you see the action? Converts into cash. That's moving toward cash.

"Former IRS agent shatters old tax myths." I have no idea whether that is moving away or moving toward. It's up to you. Some people have told me it's moving away. Other people have told me it's moving toward. I've gotten both. So, that one is kind of an androgynous one.

The final one is "Tax secrets to keep more net income." Keep more net income. That's moving toward, right?

Words like eliminate, avoid and prevent are moving away — moving away from pain.

Secrets to, get more and acquire are moving toward. Does that make sense to everybody? Just make sure you know what type of benefit it is.

The biggest mistake people make is they don't categorize their benefits from moving away or moving toward. I think it's very important. You are responsible to the person you are writing to.

Remember, when you're online, you are naked to the world.

They are reading every single word. If there is a typo there, like I make sometimes, everyone who reads it will pick it up.

*You must know who you are talking to so you can gear your benefits specifically for them*

You want to make sure that you are doing everything in your power to tip the scales in your favor to get someone to say "yes," or at least a shy yes. That is why you must know who you are talking to.

Now, what if you are dealing with a woman who is struggling with menopause? I like to say suffering, but Cynthia Denton, who is one of the clients on the call, likes to call it struggling.

Is that woman a moving away from person? I mean, come on. Isn't she moving away? Aren't you going to provide her benefits that are moving away from hot flashes and hormone replacement therapies and all the other things that menopausal women are suffering from?

This market is struggling.

The poor woman, many times, doesn't even know she is going through menopause. Her husband doesn't know she is going through menopause. And, once they find out, they are just trying to move away from that situation the best they can.

I've written three menopause sites, and many women, whom I have interviewed, never think it is going to end.

That's a moving away from type of client.

However, an opportunity seeker, especially in network marketing, is a moving toward type of client. You are going to make more money. You are going to walk the beaches of the world. That is moving toward.

The best copy shows that.

That is **step seven**, writing down your benefits.

I want you to go to [www.AuctionSecrets.com](http://www.AuctionSecrets.com). My good friend, John Reese, is a multi-millionaire. You can see one of his benefits that he turned into a headline: "Who else wants to learn a simple, step-by-step system for generating quick and easy profits on eBay?"

*Spy on your competitors and research what they are offering*

Next, he has his unquestionable proof. "Amazing facts about eBay and why this may be the best home business opportunity in the past 50 years, maybe ever. eBay is one of the fastest growing companies in history. Selling on eBay allows anyone to have an instant home-based business."

That's tax advantages, right? "An eBay home-based business is very inexpensive to start and run."

So, there are very compelling reasons to start. "During the past 7 years, I have been quietly testing, tweaking and fine tuning a simple, step-by-step, fool proof system for making money with eBay, an online auction.

"I've used this same system to make as much as \$38,450.27 profit from only one tiny auction. My amazing new video will let you sit back and watch exactly how this easy-to-follow system works."

Now, listen to this. He makes a unique promise. "If you can spare one hour, 58 minutes and 23 seconds of your time, I will show you something that I personally guarantee can change your life."

Read this page. It's very, very powerful. He does very well with it. I have it. My wife, Aimee, watched it. She is buying a car for me, for my 40th birthday, on eBay. We are saving about \$20,000 on that car from John Reese's teachings.

Selling on eBay is very powerful. You have tons and tons of tax advantages. You don't have to be a day trader of securities. You can just sell on eBay and, boom, you're in business.

So, consider [www.AuctionSecrets.com](http://www.AuctionSecrets.com) on many different levels. He has many of the things we have talked about already in action.

Another reason I brought up Auction Secrets is because John Reese is one of the best spies I know, and **step eight** is spy on your competitors. Spy and do research on your competitors.

John does that. He knows how to do that very, very well.

*Spying  
should  
improve,  
not create,  
so be sure  
to complete  
the other  
seven steps  
first*

Before I write my copy and put it on my web page, I want to spy on my competitors. Now, a very important point here. I don't spy first.

Many people spy first before going through the other seven steps. I deliberately do not do that, and I am going to tell you why.

I have never publicly admitted this, and I have never talked about it. It may seem like a subtle truth, but it is a huge distinction, which I am convicted to do it because it works.

I hope you take advantage of it, too, because it is powerful.

If you go through those previous seven steps, you may go through a little bit of pain and a little bit of pleasure — the pain of actually coming up with that stuff and doing the research, which takes time; the small pain of writing your benefits, which is the toughest part so far — but then, you have accomplished something.

At the same time, you have something to look at. You have something physical. You've built something.

Now, when you go to spy, you have a new sense of gratitude and appreciation of FAQs. Don't you? What if you spy and see FAQs you never even thought of? You just add those to your existing ones.

It doesn't influence the ones you've already written. You may add to them. You may discard some of them. But, there is no group-think. You are not being influenced from the beginning.

You have to create first. It's yours, and you are just accentuating what you have written. You're improving. You're not creating from spying.

Spying should improve, not create.

When you see how your competitors are getting you to consume their product — which is their consumption matrix — you see if you can think of any other ways to get your prospects to consume.

*When  
spying,  
remember,  
if you steal  
from many,  
it's called  
research*

If they are selling a DVD, that's another way to consume. Maybe you can sell a DVD. John Reese did. His Auction Secrets is a DVD.

Take a look at your competitors' bonus gifts. You might say, "Oh man, this is amazing. I can't believe they gave this bonus gift." Also, look at their upsell. Remember step three? "Their upsell is totally different than mine. Boy, this is a great idea!"

How about step five? Take a look at their guarantee. "Their guarantee is so much better than mine." Or you might find out, "Look how much better my guarantee is than theirs."

"Look at their testimonials. Look how they set that up!"

If you go to [www.AskDatabase.com](http://www.AskDatabase.com), check out my rave reviews. You will never see rave reviews set up that way. They are awesome. You can model them on your website.

Look at your competitors' testimonials, as well — which is step six — you might think, "Wow. They really used testimonials in a great way."

Then, step seven is where spying really pays off. Maybe you've written 100 benefits, but when you spy on your competitors, you see 200 new benefits you can use for your product or service.

Remember, if you steal from many, it's called research. It's only called plagiarism if you are stealing from one.

The key to spying is to use the keywords in the pay-per-click search engines.

Remember, we talked about [www.GoodKeywords.com](http://www.GoodKeywords.com). Go there and check out some of the keywords that are being searched. Then, type them into the search engine and see what sites come up. Obviously, yours isn't going to come up yet because you haven't written the site.

Go to those pages and compare the first seven steps to what you have, and you will be able to differentiate your offer, your upsell, your guarantee, your bonus gifts, your means of consumption, everything from theirs.

*In order to have a unique selling proposition, you have to know what your competitors are selling*

That is why they call it a unique selling proposition. How on earth can you have a unique selling proposition unless you are unique?

But, in order to make sure you are unique, you have to know what your competitors are selling. Otherwise, there is no way you can be unique.

Let me show you another site that I put up. It is our next case study, [www.1ShoppingCart.com](http://www.1ShoppingCart.com). This is probably the seventh or eighth version of this site. Many of you who have been online know that this site has changed many, many times.

I did a lot of spying, and I changed my FAQs. I changed my package prices. I changed my order now process. I put audio tutorials.

Anyone who has 1ShoppingCart knows that there are now audio tutorials because I saw that with other sites that compete with 1ShoppingCart.

I used spying, and this site pulls as well as it does because I spied.

My testimonial is on the left side of the home page. It's an audio testimonial. I am asking everyone to take the 3-day test drive for \$3.95.

This site shows that it is very important to spy. I got most of what I learned and most of what I have on 1ShoppingCart all because of spying. I had already done the previous seven steps.

I had written the FAQs. If you go to the FAQs, you will see the top questions I have there, "What is 1ShoppingCart? Who needs 1ShoppingCart? What online credit card processors is 1ShoppingCart compatible with? Can 1ShoppingCart get me credit card processing capabilities? Are my customers' 1ShoppingCart credit card transactions always secure?"

These are all questions that we had gotten. So, I did the same thing that I'm asking you to do.

Check out the customer reviews. These testimonials were generated before the page was every written, and the benefits are sprinkled on the page.

*Don't forget  
to keep  
your site  
conversational*

If you go to the "Order Now" button, you will see the free bonus gifts.

"Free — Two hours worth of one-on-one technical support. Free — Unlimited auto responder messages. Free — Revenue tracking system. Free — Automated UPS and USPS integration. Free — Thirty-one custom fields for ultra-personalized email messages."

I wrote these bonus gifts before I spied or wrote any copy for the site, just like I am asking you to do.

Let's go to [www.WealthDiva.com](http://www.WealthDiva.com). Do you see the FAQ? I wrote that section before anything else.

Is it conversational? Does it meet the questions you would have?

"What is Wealth Diva? Do I need a financial background to become a Wealth Diva? What is Wealth Diva certification? What is Wealth Diva membership?"

These are all questions that people were asking — in this case, women.

By the way, if you are a woman and you want to learn more about financial literacy and about creating or improving your financial literacy, this site may be one that you want to take a look at.

Now, go back to the Wealth Diva home page. There is an opt-in box in the upper right hand corner. Many people opt-in who come here.

As far as bonus gifts go, they have free teleconferences. Those are bonuses. They have a store. They have certification. They have a members' area. All of these were easy to describe.

So, before I wrote the landing page, "Here is how women nationwide are removing the roadblocks to greater financial independence." That headline has been there since I wrote it.

It continues, "Financial freedom was meant to be easy. Yet, doesn't it seem like the daily routines of womanhood keep you from developing the financial literacy you know you've always deserved? Wouldn't it be wonderful if you could gain more control and knowledge about your

*In order to reach your target audience, keep in mind if your benefits are moving away or moving toward*

family's financial affairs? If you answered yes to either of these two questions, then you have come to the right place because once you adopt the Wealth Diva mindset, you will..." and here are the benefits.

This is part of step seven. Before I spied, I wrote this: "Create and protect your family's wealth for many generations to come. Design a blueprint to a financially free and abundant life that is your birthright."

Do you know where I got that from? I got that from one of Robert Kiyosaki's sites. I felt that this is a competitive site of sorts to his.

Laurel used to work with Robert Kiyosaki, so I didn't take that word for word, but the "blueprint to financial freedom" is what I saw there, and I used it as the second bullet.

"Eliminate credit card debt faster and with less effort than ever before." Is that moving away or moving toward? That's moving away. Eliminate.

"Learn to acquire cash producing assets that will support you through your retirement." Moving away or moving toward? That is moving toward.

Do you see how this all comes together? Very, very powerful.

Let's do a quick recap, as I have been doing throughout, of our **Ten-Step Formula** for copywriting.

**Step one**, before you do anything else, write your FAQs to get into the mind of your prospect.

**Step two**, write your consumption matrix.

**Step three**, craft your upsell offer. Have your copy for your upsell. Just put it somewhere. You can always bring it in later.

**Step four**, write your bonus gifts. Write the copy to the bonus gifts. Just put it somewhere in a file, Microsoft Word or a MAC file, Word Perfect. Just put it there so you can bring it into your sales copy later.

Remember, writing a sales letter is like putting in pieces of a jigsaw puzzle.

*You can  
write a  
guarantee  
before you  
even have  
a product*

**Step five**, write your money-back guarantee in its entirety. It's very simple to do. In fact, you can write your money-back guarantee before you even know what your offer is.

Let me read one to you. "Give my product a try. If you don't agree that it can help you win the hearts of more customers, send it back, and I will write your refund check on the spot, minus shipping and handling costs.

"If you are not completely satisfied, your investment will be refunded and no further questions asked, no commitments, no obligations and no further expectations on my part." That's a guarantee.

You don't have to have your product. There's a guarantee.

Just add your product to it later. You can find that guarantee at [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com). It's right there for the taking. Its low-hanging fruit that's yours. Go check it out.

[www.AudioGenerator.com](http://www.AudioGenerator.com) has a great guarantee.

**Step six**, get testimonials.

**Step seven**, write down your benefits.

**Step eight**, spy on your competitors.

**Step nine**, this is where you write your first draft of your home page.

Can you imagine? This is where most people start. But, I have already had you spy. I've already had you write your benefits, your testimonials, your guarantee, your upsell, your bonus gifts and your FAQs, etc.

It is not until step nine that I am asking you to put all of that together and fill in your first draft. As you do write this draft, remember, have an urgent problem. Make a unique promise. Use unquestionable proof. And, have a user-friendly proposition.

Here is the best outline I have ever used to write your sales page.

*Make  
sure you  
empathize  
with your  
visitors and  
explain to  
them that  
you have  
been where  
they are*

Keep in mind, you already have the guarantee and all these other elements. Now, you have to string them together in a cohesive document so that it all makes sense.

It's not always easy to write copy. So, this is what I do before I write the copy to eliminate writer's block.

The first thing I ask myself is, "What is the urgent problem?"

I just write it down. I make it crystal clear to my readers that I empathically understand their pet peeves, their pains, their predicaments, their joys, their admirations, their hope. I make it crystal clear that I know what it is.

Second is the solution. I want to explain what is possible for them so they can visualize how things will be once their problems are solved.

Do you remember [www.MindMotivators.com](http://www.MindMotivators.com)?

I make it very easy for you to see the solution. I'm giving you 11 of the 21 Mind Motivators for you to experience.

So, this is just a simple little copywriting formula to eliminate writer's block. It goes along with your ten-step formula and everything else. I am giving you as much as I can so that you can make sense of all of the information I am giving you.

So, we start with the problem, then the solution.

The third question I ask is, "Why are they stuck?" Demonstrate to your readers why they are stuck with their problem and have not yet found a good enough solution.

You can simply say, "It's not your fault. Others have been stuck with this, and they have found that once they found the solution that I provide, they discovered the way to the promised land."

Many people don't ever talk about why their readers are stuck. That is very empathic of you to do that. I hope you do that. Just empathize, commiserate, tell them, "I know why your stuck. I was there."

*Let your customers know what process they would have to take if they had to do it all by themselves*

The fourth thing I do is called process. With this, discuss the fundamental steps necessary for your readers to resolve their problems if they had to do it themselves. In other words, if they had to do it all by themselves, discuss the process they would have to take.

For me, as a conversion strategist and mentor, I would say, "Okay, first of all, you need about four to five years direct marketing college. Then, you need about two to three years of testing and tracking literally millions of emails and millions of online visits and exits. And pretty soon, you'll come up with your own formulas to make it work.

"You can do that, or you can pay me \$2,800 to be coached by me personally for ten sessions. Or, you can go through an eight month program to be coached by me for eight sessions, over eight months for \$1,800."

Do you see the process?

I'm been through the process, so I'm an alternative to save them time, and ultimately money, I hope.

So far, we have the problem, solution, why stuck, and process, which is the fundamental steps the readers have to take if they had to do it themselves.

The fifth part is the call to action.

Now, Gary Vincevenga called it a user-friendly proposition. This is "A statement of who you are, what you do and how you can help, with an invitation for them to contact you or to buy from you."

Before you write the sales page, you've written a bunch of other things, and you've already spied. So, when I am ready to write my copy, I will take a piece of paper and usually write these five things down.

"Problem:" Then, I just write out the problem in fifty words or less. "Solution:" I write out the solution in fifty words or less. "Why are they stuck:" fifty words or less. "What is the process:" fifty words or less. And then, the "Call to action:" fifty words or less.

*Using the process of problem, solution, why stuck, process you take and call to action, gets you to sit down and write*

I'm going to go live and see if I have done this with anyone on the call and it meant anything to them. Don't be shy to call out. I will just call on the first person who has used this process.

Has anyone used this process with me?

**George:** Yes. We're still using it.

**Alex:** Okay, George. Tell me about your experience. And, if you've had challenges with it, please be very honest with everyone.

I just want them to be able to understand your experience and whether or not it has been beneficial for you.

**George:** It's been beneficial. When you do it this way, you get the opportunity to basically lay it out and see it in front of you. One of the problems we were having is just trying to lay it out and get the big picture.

But, I think it works well.

**Alex:** What's interesting is, you look at the problem, the solution, why they are stuck, the process they have to go through without you, and the call to action. If you can just see that in 250 words or less, then it makes it a heck of a lot easier to start writing because starting is what is difficult.

Writing copy isn't difficult. Sitting down to write the copy is difficult. And, this process gets you to sit down and write.

Has anyone else used the process?

**Adelaide:** I haven't used it. However, I have been working on my website, and this is like magic. Just by listening to you go through it tonight, I know I am leap years ahead of where I was this afternoon.

*Going through the eight previous steps allows the step of writing to flow really easily*

**Alex:** Tell me why you feel it is going to be helpful because, obviously, you haven't put it to use yet.

Why do you sense that it is going to help you out?

**Adelaide:** I can see why I have been struggling so hard because, of course, I did start with the ninth step.

**Alex:** Like everybody else.

**Adelaide:** I've been making little notes throughout this whole call because that incubation period that you talk about, I've been doing that for months. So, every time you came to a step, I have made a little note in the margin about an idea I've had or a phrase I've used.

It is all starting to come together.

For instance, when you were talking about process, I can tell them how much training I've been through. I can tell them how many years of practice they would need. They could pay me this much to work with me individually, or they can have this much bigger bargain if they work in a group.

Throughout your whole process tonight, that's what I have been doing. With the when, why and how, a lot of this is just pulling together everything that you've talked about over the months.

It is as if the universe just sort of plopped exactly the right thing in my lap.

*You can use the executive summary format to demonstrate to potential clients their need for your service*

**Alex:** It always does. Thank you to you both for your insight.

Let me tell you one other way I use this. I call it the executive summary format: problem, solution, why stuck, process, call to action. If you are a coach and you want to do free coaching sessions, you can use this format.

"What is the problem? What do you think the solution should be? Why do you think you are stuck? What process do you think you should be going through without me? Well, here's what you can do if you decide to use me."

Isn't that an elegant way to acquire clients?

You can add, "What fundamental steps are necessary that you think you have to take if you had to do it yourself? Well, if you didn't do it yourself, if you used me, how do you think that would help?"

When you ask these questions, who is doing the selling, you or the prospect? The prospect is. That's what I do, and eight out of ten people say yes to me. It's a very, very powerful approach. It looks innocuous. It looks innocent. But, man, it wallops a punch.

Let's go to the last set of case studies. You heard from Leslie Karsner. She has a site called [www.LoveLettersNow.com](http://www.LoveLettersNow.com), which is our next case study.

Listen to the headline. It is a promise. It is a John E. Kennedy headline.

"Love letters to instantly win the heart of your lover, any day, any time, anywhere." That's a unique promise, right? It's not a story. It's a promise.

"It's fast, and it's easy to do with our time-proven collection of love letters."

To me, a direct mail piece, an email teaser or a postcard to my clients is a love letter. I love my prospects, clients and evangelists. I love them. Hopefully, you feel that love. Literally, I do.

I will break my back. I will bend over backwards to make sure that you get what you need. I maintain boundaries. Now, if I feel that we are getting into a welfare system where I am doing all the work, I may get very apparent.

*When you have an intimate product, use just first names for testimonials*

At the same time, it's really important to me that you get what you need and that we both understand each other's needs.

I end up getting referrals, and you end up either making money or getting what you need with your project.

Back to [www.LoveLettersNow.com](http://www.LoveLettersNow.com). A love letter is not easy to write because there is a lot at stake. Leslie has created a very popular site. She has samples. She has a letter from her. She has love letter bonuses.

Use the fourth anchor tag beside Leslie to take you to the bonuses, which are further down the page. You will see Love Emails, Love Poems, 101 Romantic Ideas and Special Delivery — Creative Ways to Send Love Letters.

Go back to the top of the page, and take a look at Leslie's letter. It says, "This is a special moment for you. I don't know how you found yourself here at this website, but without question, your being here is not an accident."

Isn't that a great beginning?

As you read down, "I'm going to show you just how easy it's going to be." Then, there is an audio testimonial from Robert.

Now, remember, this is about love letters. That's intimate. So, putting last names and cities with the surnames is not what I recommend. She did the right thing. Robert from Nashville. Jennifer S.

Now, for an author, Bonnie Ross Parker, she puts the author's full name because the author is not hiding. But, for clients who are giving testimonials, with an intimate product like this, it's a good idea just to use first names.

Here is the testimonial, and it's an audio testimonial, which is unquestionable proof. "I was skeptical about the idea of using someone else's words to express my most personal feelings, but I liked how I could take your love letters and add them to my own words."

That's what I'm doing here with this clinic.

*By using audio, you can build a rapport with you potential clients*

"As a result, I felt comfortable about sending a love letter. In fact, I'm sending my wife a bunch of them." Then, there is an audio button.

This is such a great site.

Leslie, tell me about this site. Tell me why you've done so well. I'm going to go a little bit over tonight for you to talk about this.

**Leslie:** One of the things that creates rapport for me — and this is from your suggestion Alex — is to add the audio. Even if you scroll all the way down to my guarantee, I have used audio there.

By not only having the audio, but also having the letter personalized from me, it really creates rapport with my potential clients. Also, for those people that want to receive free love letters, this is a great way to entice them to order the whole collection.

For them to hear my voice, I think it lets them know that I'm right there with them. I understand that not everybody is good at writing.

I want to make it easy for them. I want them to share their love with the person that is most important in their life.

So, to do that, I feel that this site has created more of an intimate, personal touch by having my voice and having the photograph. It allows me to really talk with them in that letter.

**Alex:** At the top of your site, the second anchor tag says, "Love Letter Samples." When you click that, it says, "Send me two sample love letters."

You want their first name and their email address. Then, you have an ASK™ campaign going — "What kind of love letter do you need help writing?"

It's brilliant. So, what's going to happen with the answers?

*Words can make a huge difference on how a person perceives your site*

**Leslie:** This has helped me to not only add to the collection of love letters that I offer so that I'm able to meet the needs of my clients, but I'm also launching another product as a result of the responses that I was getting.

So, it's terrific.

**Alex:** Okay. Can you let the cat out of the bag?

**Leslie:** I can — [www.InstantSexyLetters.com](http://www.InstantSexyLetters.com) should be launching within a week.

**Alex:** That's a little edgier version.

**Leslie:** It's a little edgy, but it's also the result of finding what the people who want to write love letters are looking to write, as well as what areas they need help in writing.

I wouldn't have jumped to that conclusion had I not incorporated this ASK™ campaign.

**Alex:** Something that I find very interesting is what a difference a "y" makes. Just with words, the word "sexy" takes some of the edge off of it, and it's amazing how just a letter or a different word can change the feeling you get from a site, which goes back to the initial story of Ivan Pavlov.

The words "love letter" has, in and of itself, its own little touchy, feely sense to it. Sexy is playful.

Sex can be misconstrued. So, just adding a "y," it can make a huge difference from someone thinking it's an adult website to someone thinking it's sexy love letters between partners, lovers or spouses. Would you agree?

*With  
an ASK™  
campaign,  
you can  
find out  
exactly  
what your  
clients  
need*

**Leslie:** Yes.

**Alex:** Also, with asking, "What one kind of love letter do you need help writing?" — once you find out the types of love letters people need, you can have a love letter clinic. You will already have a list to contact.

And, I think we can do one.

**Leslie:** Absolutely.

**Alex:** How many different types of responses do you get in this ASK™ campaign?

**Leslie:** Just since I launched it about four weeks ago, I believe we have probably had over 2,000 responses now.

**Alex:** So, basically, you've gotten 2,000 ideas.

**Leslie:** The thing that the ASK™ database does is, I am able to search by the keyword density to find out what are the most popular words.

That lets me find out in an instant what it is that people really want to know. So, in any kind of ASK™ campaign, you're able to find out exactly what your clients are looking for from you.

**Alex:** I would imagine sexy was way up there, right?

*Consider  
using a  
stationery  
approach  
for your  
web page*

**Leslie:** Well, sexy was one of the softer words used, surprisingly.

**Alex:** Well done on that, Leslie.

Now, we are going to go from love letters to menopause. I don't know if Cynthia is with us. I'll check in a moment. But, this is one of my favorite sites that I have ever been involved with.

Cynthia actually had the guts to run with my cover letter, or stationery, approach without a banner. I wanted to create a stationery approach. Leslie and several other clients have used this approach.

It's funny. I have had women clients of mine use this, but the men have chickened out and gone with the banner. I started using this about two years ago, and I just love this approach because it gets you to read the copy.

Go to [www.MenopauseResourceGuide.com](http://www.MenopauseResourceGuide.com) and take a look at it.

"An open letter to all women struggling with menopause." Boom, just like that. This letter is for you. You can see it is from Cynthia Denton, 201 Third Avenue East, Hobson, MT 59452.

**Alex:** Cynthia, are you there?

**Cynthia:** I am here.

**Alex:** Oh, wonderful. Welcome. I would like you to tell us the story behind this site. I love the fact that at the very bottom, you have, "Are you currently struggling with menopause? Yes or No?"

You once told me that seven out of ten women say yes.

*You can use  
the input  
you receive  
from an  
ASK™  
campaign to  
update your  
product*

**Cynthia:** Absolutely, and I get very graphic and detailed answers to that question.

**Alex:** Now, how did this site come to be? And, what is the purpose or aim of the site so everyone can understand?

**Cynthia:** Well, it came to be because I am of that age, going through menopause, and although I am not having a difficult time, I have two friends whose lives are just turned upside down.

I knew there had to be some solutions. So, with your guidance, we developed the Resource Guide.

**Alex:** It wasn't we. It was you. Believe me. That is an awesome resource guide.

**Cynthia:** Thank you. Our goal is to get downloads and the input. Of course, right now, we are working on putting all of that input that we have received into the updated 2004 version.

But, with that goal, we wanted to get enough downloads so that we can get actually get the Guide published or get it sponsored, perhaps by a major menopause drug company or something of that nature.

We want to either have it published or have a corporate sponsor.

**Alex:** I want to call attention to some of the benefits you have listed.

It's not a very long sales letter, but it says, "Here is what you will discover in 2003 Menopause Resource Guide." And, the bullets are like daisies. "20 drug free remedies to treat your hot flashes, page 15. Nine foods that

Be very  
specific in  
your  
benefits

promote restful sleep, and the 18 foods you should avoid for better sleep, page 21." Promote restful sleep, by the way, is the moving toward benefit, and avoid is the moving away from.

"Discover six down to earth steps to easing and managing mood swings that unbalance your life, page 25." These are very specific benefits, and they are very helpful benefits.

Any woman struggling with menopause will download this for free.

Further down in a yellow box, there is a picture of you, and you are wearing an outfit that is color coordinated to your stationery, which I love.

In that box, it says, "I believe the 2003 Online Resource Guide for Women Struggling with Menopause is the best resource to the get the most accurate, up-to-date, immediately available information to solve the challenges you are experiencing from symptoms of menopause."

That's basically your guarantee, right?

**Cynthia:** Right.

**Alex:** It's as simple as that.

Then, you have the opt-in for the free Guide which asks for their first name, last name, email address, their street, their city, their state, their zip.

The reason we are wanting so much information is because if we have addresses, then we can go to a Rodell Press or a Simon and Schuster with that list. The goal was within 12 to 16 months to have a major publisher publish the book. We are still on track.

What are you experiencing now? You are working on a resource, and I know that there are some big things in the works.

*Even if you just have an opt-in or a free download, you can still make sure it is always one click away*

**Cynthia:** Well, I'm working with a couple of professionals. One is a registered nurse, and one is a naturopathic doctor.

We are working on some collaborative audio and teleseminars for women who are going to be needing further information or more detailed information. We are also going into the mind/body aspect and the solutions that offers for menopause, as well.

**Alex:** So, who knows where the monetization is going to take place? But, this has been your platform to get the ball rolling.

**Cynthia:** Exactly.

**Alex:** I love you FAQs. If everyone goes to the bottom of the page, you will see the link, "Commonly Asked Questions." She has eight of them. "Why is the Menopause Resource Guide available only online? What will the Menopause Resource Guide do for me?" And, so on.

She follows the guidelines I have shared with you, and every single FAQ is one click away from a download.

You can see, it doesn't have to be to an order page where people pay. Even if you have a free download or an opt-in, you can make it one click away.

Any final comments, Cynthia?

**Cynthia:** Just that it is working beyond my expectations. I got another inquiry for a joint venture today with people that are doing menopause supplements. So, I am going to start to evaluate that.

**Alex:** Have you had fun?

**Cynthia:** I have. This has been wonderful.

*You can use  
your FAQs  
as your  
anchor tags*

**Alex:** Okay, thanks for joining us, Cynthia.

The final example before I get to step ten is [www.StrategicTraffic.com](http://www.StrategicTraffic.com).

On your own time, I would also like you to read the Gary Halbert letter at [www.TheGaryHalbertLetter.com](http://www.TheGaryHalbertLetter.com). Gary is a very edgy copywriter.

His opening line is brilliant. "I have no idea how you got to this website. Maybe you read about it in some publication. Maybe a friend referred you to it. Perhaps you stumbled into it by pure, dumb luck."

It's really interesting the way he does it. He's a direct mail copywriter, and he knows a lot more about direct mail than he does about online marketing. That is my dig with Gary Halbert.

But, I will tell you this. He is a brilliant writer.

He knows how to write conversational copy. So, there is no copywriting clinic that would be complete without him. I shared the platform with him at the most recent System Conference.

Now, let's go to [www.StrategicTraffic.com](http://www.StrategicTraffic.com).

I am going to show something here. This kind of looks like an Alex Mandossian site simply because I coached Mark, who is also one of the instructors and students in this teleclinic series.

I want to call your attention to something very, very important. Look at his anchor tags at the top. Those are his FAQs. "What is the ultimate targeted traffic sweet spot?" In the jargon for traffic generation, they talk about the sweet spot. "Why is this 21 lesson e-course free?"

*You can  
make an  
offer that  
is paid  
upfront or  
free over a  
period of  
time*

Do you see how he has incorporated his FAQs with his anchor tags? I think it's brilliant.

Let me show you something that I do with a lot of clients, and it works brilliantly here because he has about a 4 1/2% to 5% conversion rate.

Let's all go to the bottom, and you will see that you can get his 21 lesson e-course over the next 60 days for free. Or, if you want to get all the tips immediately, you pay \$39. Is that elegant? You can do this.

So, this is another copywriting technique — an offer, which you can put together whether you have a 21-day coaching program or a 60-point strategy. Whatever it is that you sell, you can say, "Get it now for X amount of money, or get it in the next 90 days, or even a year, for free."

It's a great little tip that you can use. That's [www.StrategicTraffic.com](http://www.StrategicTraffic.com).

The tools I am recommending to you this time are the Sales Letter Generator, Instant Sales Letters and Push Button Sales Letters. These are tools that can help you write sales copy. They are all inexpensive.

I would like to call your attention to one more resource — Marcy Rosenblum. She is going to be joining me at the Big Seminar this year. If you want to join me at the Big Seminar, you can go to [www.BigSeminar.com/Alex](http://www.BigSeminar.com/Alex), and you will see all the bonus gifts I am offering.

Also, would you please go to that site and ask me a question whether you are planning to go or not. I am building my content for my presentation from all the questions I get from people who go to that website.

We do have a new web designer, Marcy Rosenblum. She can be reached at (818) 359-2343. You can reach her by email: [Marcy@MarcyDesign.com](mailto:Marcy@MarcyDesign.com).

Now, to recap one more time, **step one** is write your FAQ list. **Step two** is your consumption matrix — when, why and how. **Step three**, write your upsells. **Step four**, write your bonus gifts. **Step five**, write your guarantee. **Step six**, get your testimonials. **Step seven**, start listing your benefits.

*Make sure  
you have a  
declarative  
statement  
on your  
order page*

This is where you are going to have your first stumbling block. Writing benefits is difficult. But, the good news is, **step eight**, spy on your competitors so you can cross check your FAQs, your upsells, your benefits, your guarantees, etcetera.

Then, **step nine** is start writing. Remember our copywriting formula to eliminate writer's block — What's the problem? What's the solution? Why are they stuck? What's the process? And, what's the call to action?

Finally, **step ten** is the order page.

The order page should be a condensed version of your sales page. The first thing you should have is your contact info. Next, you should have a declarative statement with all the key benefits.

Then, you should have bonus gifts, a guarantee, an upsell and a testimonial. You have all those things. Just look at the previous steps. Sometimes, I even put FAQs on the order page.

Make sure you have a declarative statement. "Yes, I want to learn the fastest, easiest, most economical way to do..."

"If you buy today, you will get this, this, this and this. Not only that, but look at all the bonus gifts you'll get. I guarantee it for 365 days. If you want to buy now, you can get the audio transcripts for only \$10 more."

That is the upsell, of course. Then you have a testimonial for good measure. Sometimes, I have a security statement like, "Your order is secure."

Study my order pages. Some of the best order pages on the net are at these three sites: [www.MindMotivators.com](http://www.MindMotivators.com), [www.CopywritingCoach.com](http://www.CopywritingCoach.com), and [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com).

If you want a twist by putting audio on your order page, go to [www.AudioGenerator.com](http://www.AudioGenerator.com).

[www.1ShoppingCart.com](http://www.1ShoppingCart.com) has a very powerful order page routine, as well.

*Have  
someone  
read your  
copy on  
your  
computer  
and watch  
their eyes*

If you have custom shopping cart programming, you can use that process. If you have 1ShoppingCart, ironically, you can't use the process, but you will be able to soon.

So, check out those order pages. Every time I send you an offer, check out every one of my order pages, whether or not you decide to come to a teleconference for a fee. All of my order pages use this formula.

That is the **Ten-Step Formula** — the copywriting formula for websites.

Your action plan is first to remember the four steps to persuasion — urgent problem, unique promise, unquestionable proof, and user-friendly proposition. Thank you my good friend, Gary Vincevenga.

Next, your action plan is decide on the copywriting style you want to use on your website. Understand that by the time you get to step nine, you need to know if your copy is going to be story-telling or promise based. Is it going to be the John E. Kennedy or the Dale Carnegie style?

The final action plan is — and make sure you do this, please — when you give your copy to someone to proofread, don't ask them what they think as far as the copy is concerned.

Many times they won't know, but they will give you advice. Or, sometimes they won't give you advice because they don't want to make you feel bad.

Just have them assess the readability.

Put them in front of your computer. Have them read it, and you get on the other side of the monitor and watch their eyes as they read.

When their eyes stop or if they grimace, ask them, "Where was that? Where did you stop?" Have a hard copy in front of you and highlight that spot because you know that was not a smooth readability spot.

Does this make sense?

Have them read it on the computer. That's how most people are reading it.

*The only  
valid  
opinion is  
your first-  
time  
visitor's  
opinion*

Then, make a hard copy and watch their eyes. Don't have them give you their opinion about if it's good or bad. They have no idea in most cases, and their opinion is not valid.

The only valid opinion is your first-time visitor's opinion.

Assess for readability and watch their eyes. When their eyes get stuck, ask them, "Wait a minute. Where was that?" Make sure you go back to that place and clear that up — make it read better.

That's it for tonight. Thank you for hanging on. I bid everyone good night and good luck.

www.Bananah.com will have some of the case studies and points that I shared with you during this call.

Good night, everybody.