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INTRODUCTION

If you’re serious about building wealth, one of the most valuable skills you can develop is persuasion. This includes speaking to people one-on-one over the phone or presenting on webinars and live conferences. But for the majority of us, it comes down to writing copy for our websites and sales videos.

If you can’t persuade a visitor to trade their hard earned money for the benefits you offer, you’ll never make it out of the gate. No money changes hands until something is sold. Sure, you could make a few bucks plastering Adsense all over your website, but you’ve still got to ‘sell’ people on clicking over to your site in the first place.

CPA networks such as Neverblue and Maxbounty will pay you for sending clicks and leads to their advertisers’ sites. But again, you’ve got to persuade visitors why they should take time out of their busy day and fill in the lead generation form on their websites. Whether you realize it or not, you’re always selling something. You’re asking for someone to click your link, join a list, or buy a product.

One of the reasons I’ve survived and thrived for the past 20 years online is I focused my attention on copywriting skills early on. Yes, you need traffic. And you need products and services to offer your audience. But winning traffic strategies will change in the future. I’ve coached dozens of clients who relied on organic search engine optimization for years and were eventually forced to switch to paid advertising including Google and Facebook.

As you know Facebook ads are becoming more difficult and more expensive every year. Your competition is increasing. Facebook reviewers are becoming pickier. And both clickthrough rates and opt-in rates have decreased in the past year. Yes, you can still make it work...but leads are only going to get more expensive in the future. Profiting means staying on top of this trend and discovering how to earn more from each click to your website.
That’s where it comes back to the offers you make and the copy you write. Every single one of my six, seven, and eight figure clients knows how to write effective copy. Some of them hire out a portion of the writing, but they know how to do it themselves. That’s not true of website design. Several clients wouldn’t have a clue how to put a website up. They don’t know how to design graphics or edit videos. They don’t even know how to manage their own Adwords account. Team members do all that.

But even when they hire out a portion of their copywriting, they still know how to do it themselves. You might pay a few hundred dollars for a simple website design, but you won’t hire top copywriters at that price. Several clients have a copywriter they pay a monthly retainer plus either set fees for copy or bonuses/royalties on results. We’re talking multiple thousands of dollars per month. I personally paid $25,000 to a copywriter one year for the copy on several websites. And he was worth every penny!

I’ve also spent tens of thousands of dollars on copywriting training, paid for numerous copy reviews from other copywriters, and paid to be a member of John Carlton’s copywriting coaching for a year. I’ve invested more money and time developing this skill than anything else online. Because it’s one of the skills that determines just how far you go in this business...
WHAT IS ‘GREAT’ COPY?

Great copy persuades your audience to take action. Nothing more. Nothing less. An ad may call out your ideal audience and persuade them to click your link and share it with their friends. They come to your website and you persuade them to opt-in to your list. After they join your list, you persuade them to click the links in your emails. From there is varies based on the response you desire. Maybe you sell your product or service directly on your website. Or perhaps you ask them to register for a webinar or fill out an application to speak to you on the phone. Each step is leading them gently to the next.

But how do you motivate people to take action now? It’s NOT by appealing to their logic. That’s the temptation I constantly struggle with. If I had my choice, I’d rather simply write out what I have, and why it’s the most obvious action. But that rarely works, because we as human beings don’t just make decisions based on logic. Instead we make decisions based on emotion first, and justify it with logic.

Let’s take a quick detour into a court of law. You’re a lawyer who has been assigned a case to defend a man from the murder charge. You know in your heart the man is innocent. You do your research. You interview witnesses. You look through every piece of the evidence the police have against your client.
You find out where your client was, why they couldn't have committed the murder, and every ounce of proof you can muster.

But you won't stop there. You have proof to back up your case, but you know the district attorney wouldn't bring the case unless they had a strong argument on their side also. And it's NOT what you believe that's important. A man's life is in your hands. You have to persuade 12 strangers to your way of thinking. Yes, you'll present all the proof you've found, but there's more to winning the case than this. You may win or lose the case based on whether the jury connects and trusts you personally.

Often cases are determined during the jury selection itself. Everyone who walks into the courtroom has previous life experiences and attitudes they've developed from those experiences. A few years ago I served on a jury in a DUI case. After selecting a bunch of potential jurors, they led us up to the courtroom and gave each of the lawyers the opportunity to interview us.

The first questions they asked were related to whether any of the potential jurors had previous experience with a drunk driving incident. One lady had a family member who had been injured by a drunk driver. She was not picked to be on the jury. Other questions were about whether we knew anyone involved in the case, what we did for a living, whether we drank alcohol, where we worked, etc. The lawyers were looking for anyone who may have a bias for or against the case so they could remove them from the jury.

This was a small case, but it still took close to two hours for 6 jurors to be interviewed and selected. In a murder trial, jury selection alone can go on for days or even weeks. Back in the OJ Simpson case, jury selection took two months. Jurors were required to fill out a 79 page, 294-question form before they were each individually interviewed. The defense had a separate consultant who poured over their answers and their body language looking for those who may be sympathetic to the defense.

Getting the 'right' jury can determine the verdict of the case before any evidence is presented. And knowing everything they can about the jury can help determine how the lawyers present their case. From the first opening comment, the lawyers are trying to connect with the juror's previous life experiences. They want to enter into their world. They must connect with the jurors on their level.

“If you would win a man to your cause, first convince him that you are his sincere friend. Therein is a drop of honey that catches his heart, which, say what you will, is the great high-road to his reason, and which, when once gained, you will find but little trouble in convincing his judgment of the justice of your cause.” - Abraham Lincoln
That’s why almost all ad copy leads with EMPATHY. If you want to influence someone’s logic, you first have to connect on a personal level. That’s where emotions come in. That’s why the Golden Glove method starts with the desperate problem. Your audience has a desperate problem they’re willing to pay money to solve. You demonstrate that you understand the problem and you have a solution for it.

If we jump back to our court case, the prosecution is going to present a story...a movie of what happened. They’ll share it through their opening remarks, the witnesses they call, and the evidence they share. This is their version of what happened. The defense lawyer is going to present a totally different story. In this movie, the defendant isn’t the guilty party. They were somewhere else and for whatever reason they are being prosecuted for something they didn’t do. The previous life experience of the jurors and the discussion they have amongst themselves will determine which story they believe.

In copy, you will present a story. You could say it’s a movie brought to life for your audience. You have to choose the correct audience. And you want to present a story they can identify with. They’re experiencing a desperate problem. You delve into their world and make it as real as possible. You connect with their emotions and pain. And then you deliver them from the problem into the unique promise you offer. Again, you paint a picture of what their new life can be like with your product or service. Great copy is able to make both of these connections and show your product or service as the bridge between the two points.
WHY ARE BULLETS VITAL TO YOUR SUCCESS?

So far, I’ve talked about the importance of great copy, choosing the right audience, demonstrating empathy, and telling stories. Where do bullets fit in? Unlike lawyers in a court case, you don’t have a captive audience. Your customer is distracted and overwhelmed. They have the TV on in the background. Their mobile is buzzing with text messages. And Facebook is tempting them with another tantalizing tidbit about one of their friends.

Customers don’t read sales copy initially. They scan it. They jump around. On a letter, they may look at the last page to see what the offer is and how much it costs. On a website, they simply scroll to the bottom and click your order link to find out the price. That’s one of the reasons it’s so important to have your core offer, guarantee, and often a few bullets on the order form to ‘sell’ the reader on going through your website. That’s also one of the reasons video sales letters often out-produce written copy, because it can stop the scanning process.
When your customers scan, you have to use everything in your arsenal to grab their attention and pull them in. One bullet that speaks to their most desperate desire may jump off the page and force them to start reading. They read another one. Then they start back at the beginning to find out more about what you’re talking about. Some of your prospects will buy simply because you grabbed their attention with one of the bullets in the copy. I know this, because I’ve had customers ask me where they could find specific bullets inside of an information product they purchased.

Bullets are also a great starting point for your copy. Good copy today is a fast moving thrill ride. It’s similar to a rollercoaster that keeps someone’s excitement all the way through. It’s not just a logical presentation, although the flow should be a logical process from the problem to the promise to the proof into your offer and the reason to act now. It’s also a series of opportunities to connect with your prospect’s emotions.

My process for writing is to first map out the Golden Glove. With an information product, I’ll create that outline before I ever create the product itself. That’s the thousand-foot view. The next step is writing ALL the bullet benefits throughout my copy. If I’m selling an ebook, I will go page by page looking for each tip and secret I share. With an audio or video, I’ll listen to the presentation. I’m digging all the gold out of the product and turning them into bullets.

Some of those bullets will be used in traditional bullet form such as:

- 11 Persuasion Triggers proven to increase the conversion from any website...
- What the hyper-responsive BIG SPENDERS on your list really want from you (but may never come out and tell you). 80% of your profits will come from just 20% of your list but are you speaking to them in THEIR language?
- The insider secret to getting customers to pursue you and literally beg you to take them on as a client...and why great positioning makes selling virtually unnecessary.
- The Single Most Effective Source of Paid Traffic that often produces returns on investment of 3:1, 5:1, 8:1, or even higher.
- How to create unique content that attracts hungry buyers in just 20 minutes per month using this proven “Push Button” content system.

The strongest bullets could be pulled out and tested as a headline. Subheads will often come out of other bullets. A few of the bullets will be expanded out into multiple paragraphs of copy. But they started out their life as an individual benefit rich bullet. More than 80% of your copywriting is ALREADY finished once you’ve created all your bullets. They are the basic foundation for everything else.
From Features to Benefits

A feature is what your product or service has or does. A benefit is what your buyer will get out of each of those features. The benefit answers the question, “What’s in it for me?” Let’s say we’re selling a ‘gaming computer.’ One of the features is that it has 32 GB of memory. But that doesn’t mean anything to the buyer. They’re asking what’s in it for me? 32 GB of memory allows multi-tasking of multiple programs at once and gives you the ability to smoothly run all your games and do advanced video editing without any slowdowns. It includes a GeForce 4 GB GTX 960 video card. The benefit is you can play all your games on the highest settings. And to demonstrate this, you would show screenshots of the normal video level vs how well this version looks.

Each of the benefits is built upon one of the features. It’s the reason why that feature was included. They didn’t just throw that level of memory in there because it was sitting around. It was added for a specific purpose. And you, the seller, should know why each feature is included. The benefit explains what it does for the buyer.

Your vehicle gets 40 mpg. That’s a feature. The benefit is all the money you save on gas. An additional benefit could be the feeling of satisfaction of saving the environment. What about the programmable thermostat in your home? The feature is that you can set the exact temperature in your home for each individual hour of the day. You could set the heat to 70 degrees at 6 AM and drop it to 60 degrees from 9 to 5 while you’re at work. The benefit is you can save around 2% on your energy bill for each degree on your thermostat while coming home to the perfect temperature every day. We could look up the average electric bill in an area and even demonstrate possible savings.

Dr. Glenn Livingston says the first time he ever asked me a question online was well over a decade ago as a member of my club. He asked me to review his website and was shocked with my first written response. I said, “So What?” His website shared the features he offered, but he didn’t explain what it did for me, the end user. He survived through that encounter and is still a client today.

Read each of the features you list on your website and ask yourself, “So what?” The web host says they have full-time monitoring of your website. So What? Your server won’t go down and your site can continue to earn money. And they can spot potential problems BEFORE they happen…saving you both time and money.
Let’s transition into an information product. Maybe your online video course contains 20 videos that are 3 to 8 minutes long. That’s a feature. Nobody really cares about that on its own. Why did you create 20 short videos? The benefit is you created these videos for easy reference...and users can implement your system one step at a time while they follow along with you. That’s a starting point, but we haven’t uncovered the full benefit yet. What is the end result of implementing your system? They can have their first website up and running in less than 60 minutes. They can also go back through any videos they need for reference and create their next site in 15 minutes or less.

But the physical attributes of an information product are just the beginning. The real benefits are the tips & secrets you share throughout the course. That’s why you want to go page-by-page through written documents and listen to any audios & videos, pulling out all the benefits you find. What will this course do for them? On page 22 you teach how to put an end to stress eating. The benefit here would be they can eliminate stress eating & losing weight will become almost effortless. No longer will they be tempted by late night cravings, and they’ll be able to keep the weight off forever.

You continue going through your course looking for each and every benefit. The more benefits you find, the better. Let’s say you take notes on over 200 benefits. Some of them are duplicates and there are only so many ways to promise the same benefit, so you cut some of those. And you can cut out the weaker ones which don’t fit into the flow of your site. In the end, you only list the most powerful benefits, creating a fast moving thrill ride for your customers. Finding ‘more than enough benefits’ allows you to focus on the home runs!

I screwed myself out of thousands of dollars back when I did copywriting for hire. One time I charged a set fee of only $4,000 to write the copy for a real estate investment course. Four thousand sounds like good money, right? But the course included over 30 hours of audio! Just listening to the course and writing bullets for it took me over 40 hours (sometimes you have to stop the audio and replay it to catch what was said). Plus, I had to comb through the book, reports, and other gifts in the package. Combine that in with organizing the bullets, interviewing the expert for his story, coming up with the theme, and editing the rough draft. If this was my own product, it would have been much faster because I would have known what was in the course!
Every feature (what your product is or does) leads into a benefit (what your product does for the customer). This is where many entrepreneurs and copywriters stop, but you can keep digging all the way to the ‘core’ reasons why your prospects buy from you. People buy because of how it makes them feel about themselves. For example, let’s take weight loss since I have multiple clients in that market. Those who buy weight loss products are doing so because it makes them feel better about themselves. While they may be doing it for health reasons, underlying emotions are almost always the desire to feel sexier, more attractive, and even more respected.

Let’s take a possible feature & benefit combo from that market. While going through your ebook, you talk about how your eating plan helps them balance their blood sugar levels naturally. That sounds like a benefit but let’s apply the ‘So What’ test. Does someone sit around worrying, “If only I could balance my blood sugar level naturally?” Probably not. Instead they’re terrified about all the health problems that come with diabetes, frustrated with how tired they are, and feeling like just the sight of food makes them gain pounds.
Here’s another question to help you root out the emotional benefit, “What is the benefit of that?” What is the benefit of balancing your blood sugar levels naturally? You can avoid daily pills, injections, and all the other invasive medical procedures. What’s the benefit of avoiding these ‘medical’ solutions? You don’t have to experience all the side effects and diminishing returns of medications (yes, once you’re on drugs you often have to keep increasing the dosage to receive the same effect). What’s the benefit of avoiding these side effects? You feel in control of your life and destiny. You’re no longer a prisoner in your own body (notice how I tried to integrate in a visual image of a prisoner).

We’re looking for the feeling you experience. We could go back to the beginning and take a different route from the initial question. What’s the benefit of balancing your blood sugar naturally? You won’t be so tired all the time. What’s the benefit of not being tired all the time? You can exercise and get more done. What’s the benefit of getting more done? You feel more productive. You can continue this process with all the potential benefits to find each of the possible end emotional benefits.

We could create multiple bullets based on different themes and emotions all out of this one original concept of balancing your blood sugar naturally. Will you use every one in the final copy? Maybe not. But just like we don’t want to go to trial with ‘just enough evidence,’ we don’t want to market with just enough benefits. We want more than enough because additional unused ideas could show up in emails and other follow-up.

To help you think about emotional benefits, Dr. Glenn Livingston has a list of 37 of them in this free PDF: http://www.payperclicksearchmarketing.com/PDF/Self-Esteem-And-Purchase-Behavior-Cheat-Sheet.pdf

Glenn focuses on the positive emotions your product or service creates, but these emotions can also be used in reverse to demonstrate the problem itself. For example, what is the opposite of ‘feeling free?’ Captivity and dependence. I focus heavily on the theme of the Internet Lifestyle which includes that feeling of freedom. At times I also reverse this and talk about being held captive to a job that sucks the life out of you. I tell my story of working one dead-end job after another. There has even been a successful product in the internet marketing field called, “Day Job Killer.”

‘Feeling financially secure’ is a positive emotional end benefit. But most financial promotions lead with the opposite…the fear of going broke. Greedy Wall Street Fat Cats, Democrats/Republicans, or some other group is conspiring to rip you off. They’ll also have bullets that focus on the positive side and proof that their system works, but they capitalize on the fear to grab attention for their message.
One of the famous ads in direct response from John Caples is, “They Laughed When I Sat Down at the Piano, But Then I Started to Play!” The introduction text to that ad is how he is being goaded into playing with the intention of mocking him. But he gets the last laugh, because he plays better than they expect. He’s tapping into the emotion of ‘feeling respected,’ but he’s tapping into that fear of shame and embarrassment in front of a group. The story revolves around getting the last laugh.

I’d prefer just to focus on positive emotions, but often negative emotions are more powerful. That’s one of the reasons the Golden Glove starts with a Desperate Problem. There are only two motivations in life: to gain pleasure or avoid pain. And pain is much more effective for generating action. We want to escape those negative feelings. Remember, change is hard. Sure, it looks more exciting over there, but it’s not quite painful enough here to move yet. By painting a picture of both the negative depths of despair and the positive possibilities, you can twist the knife enough to motivate people to get off their duffs and finally take action.

Based on what I shared, let’s see if you can guess which of these headlines won in a split test (originally shared by Dan Kennedy):

Love Secrets, How to Keep Your Husband Interested in You Even After Years of Marriage

TELL-TALE SIGNS: How to Decode the Secret Clues That Your Husband is Thinking About Asking for a Divorce

The second was the runaway winner. It taps into a fear of loss. And the fear of loss usually trumps the desire for gain. People buy your offer based on what it does for them and how it makes them feel.
WHAT MAKES EMOTIONAL BENEFITS EVEN MORE POWERFUL?

Gary Bencivenga, one of the world’s greatest copywriters, says the formula for interest is this...

**Interest = Benefit + Curiosity**

Even if you have a strong, specific emotional benefit, you’ll lose a prospect’s attention if it’s not also combined with curiosity. If they can predict what you’re going to say next, you’ve already lost their interest. How many times have you heard a negative review of a movie that says, “It was just too predictable?” Predictability kills curiosity and interest.

This is vital when you’re writing bullets for an information product. Your customers are already overwhelmed with information. You can access millions of web pages on any subject you choose in the palm of your hand. The only way you can persuade someone to invest money in your ebook, course, or coaching is to tantalize them with secrets. Yes, they want a step-by-step system to get from where they are to where they want to be, but they need to feel there is some missing link they’re not privy to.

Take weight loss as an example again, because there is another miracle diet around every corner. The basics of pretty much every plan is to find a way to reduce calories while moving more. Those are the basics. They might cut carbs or fat. They might help you stop emotional eating. They might tell you to only drink juices. They might have you do intermittent fasting. But no matter how they slice it, you’re taking in less calories. They also get you moving more, whether it’s weight training, bodyweight exercises, or cardio.

You’re not going to sell a weight loss program by simply saying your customer will eat less and move more. That’s predictable. They already know this. You have to come out with something ‘NEW’. It’s an improvement on those old systems you’ve already tried. Your theme may be that women’s metabolisms are different and the system has to be built for this. These 11 secret foods increase your metabolism. The problem is in your liver and toxins you take in.

Look at these bullets by Carline Anglade-Cole:

- How to turn OFF your fat genes – for permanent weight loss! Spanking new research from the Human Genome Project identifies 6 fat switches! One of them shows you how to eat more to weigh less!
- If you want to get rid of your “spare tire” and “love handles” DON’T DO SIT-UPS! New discovery gives you an easier way to stronger abs and a flatter tummy. LOOK AND FEEL BETTER IN NO TIME!
• SHOCKER! Eating fat does NOT make you fat... raise your cholesterol or triglycerides—but this will! See page 2 of your special report!

Two of these bullets even have the word “new” in them while the third starts with “Shocker.” Let’s dissect the first bullet. “Turn off” your fat genes. It’s definitely not your fault because it’s in your genes and you can turn off those fat genes for permanent weight loss (keeping it off is a major weight loss theme). The “Human Genome Project” sounds like someone credible on genes. They identified 6 fat switches, which gives it specific and gets us curious about what these switches are. One of them even shows us how to eat more to weigh less, exactly opposite of what we’d expect.

You want to introduce concepts that are achingly incomplete if the reader doesn’t find out more. Once they see your website, they can’t go about their day without thinking about one of your bullets. You’ve opened up a question in their mind and they have to find out more.

Mel Martin, who used to write for Boardroom, was a master of writing curiosity inducing bullets for information products. In his hands, they even took on a new name of Fascinations. Here is a little taste from one of his letters:

• What never...ever to eat on an airplane!
• The dirtiest, deadliest airline in the whole world
• How to get VIP treatment in hospitals. (All patients are not treated equally.)
• Cruise ship rapes: the uncensored facts which even the news media won’t touch.
• How to find out if someone has a “past” - criminal record...bankruptcy...or whatever they’re hiding.
• The little-known casinos in Atlantic City and Nevada that offer the best odds.
• Deduct the cost of your hobby as a business expense, even if you never show a profit.
• How to get an Oval Office tour of the White House.
• Get a hotel suite...while paying for a room.
• How competent/incompetent are your lawyer and accountant? Check ‘em out...secretly.
• (And other surprising secrets you’re not supposed to know.)

My bullets are often longer than this, but this Mel Martin demonstrates how it isn’t the length that matters. These bullets are packed with curiosity and each one also targets a benefit (or at least implies a benefit behind the secret).
Here’s a strategy I learned from John Carlton. You give a benefit in your bullet, and then immediately expand on that benefit with an additional benefit. Or you add credibility. Or paint a word picture for your reader. You’re loading one benefit after another. Here are some examples from his ads.

FROM A SELF-DEFENSE COURSE:

- How to “expand” your 5 senses so you can see everything happening around you, all the time – it’s like having eyes in the back of your head! (This trick can save you enormous amounts of danger and trouble…and make you virtually undefeatable in any head-to-head fight!)

- Your single best “one answer” move in any confrontation – if you never learn anything else from Chris, this move will assure you survive almost any one-on-one fight you get into…even with trained fighters! (And it’s so simple you don’t even have to practice it very much!)

- How to use the devastating ‘pop up’ push taken from the way tigers hunt in the wild…so effective, a 90-lb woman can use it to send a sumo wrestler tumbling!
FROM A GOLF COURSE:

- Why “beginners” are able to use this swing to quickly surpass more experienced golfers...even if they don’t play every week! (In fact, the less you understand about what the “experts” try to tell you, the faster you’ll be shaving off strokes and getting distance you could only dream about before!)

- The one mistake even pro golfers make that kills the power in their downstroke...and how to use a simple, easy “adjustment” that will instantly increase your power by 200% or more! (Imagine consistently hitting 300 yard drives, and nailing greens from 150 yards out with a nine iron!)

- Exactly where each of the six simple segments of the Triple Coil Swing begin and end – so you’ll be able to spot-check your progress...and master the swing faster than anything else you’ve ever attempted in sports! (And repeat your perfected swing every time, without a shred of second guessing!)

FROM A BETTER SEX BOOK FOR MEN:

- The 10 “Come Hither” Sexual Signals given by women that most men miss entirely! These are the ultimate secrets of meeting women – finally revealed by the women themselves and supported by 20 years of scientific research! (The ladies are completely baffled, by the way, that you and your friends never seem to catch on, generation after generation!) Pages 178-183.

- Amazing trick that instantly eliminates “performance anxiety” in men! (Used for centuries by the most daring and successful lovers in the world...see page 112).

- The “pleasure trigger” secret accidently discovered by medical doctors that sets up more intense and more frequent orgasms for you! (It also curbs premature ejaculation! Pages 136-141.)

Each of these hits you with a benefit, and then expands on the benefit. You get the single best “one answer” move that can help you survive any confrontation. And it’s so easy to use you don’t even have to practice it much. The six segments of the Triple Coil Swing expands with 3 primary benefits: spot-check your progress, master the swing faster than anything else you’ve attempted, and repeat your perfected swing every time without second guessing.
You can also see the word pictures in these bullets. It’s like having eyes in the back of your head. It’s so effective a 90 pound woman can send a sumo wrestler tumbling. You’re getting distance you only dreamed about before. Imagine consistently hitting 300 yard drives, and nailing greens from 150 yards out with a nine iron! The women are giving “Come Hither” sexual signals (you get the image of her waving her finger at you telling you to come over).

The one-two punch can also be used to drill in the concept that these techniques work for ANYONE…no matter just how bad your situation is currently. Everyone feels their problems are unique, and your product won’t work for someone in this bad of a situation.

- The thrilling “18 Hour” plan developed by sex experts to re-ignite the passion between the two of you…no matter how fatigued you’ve been, no matter how long you’ve been in a rut! (Life-changing strategy – pages 338 – 341.)
- How to use the secret of “choking down” to master any club in your bag…no matter how horrible you were with it before!
- How to use the billion-dollar secret training technology developed by the Soviets (which put their athletes light-years ahead of anyone else) to put your fighting coordination and speed “over the top”…even if you haven’t got an athletic bone in your body.
- Immediately increase the frequency and pleasure of your sex life with the ingenious “Bic Cure” created by sex therapists! (Especially critical for busy parents!) Page 165.

This 18 hour plan re-ignites the passion no matter how fatigued you’ve been or how long you’ve been in a rut. You can master any club in your bag no matter how horrible you were with it before. You can put your speed “over the top” even if you haven’t got an athletic bone in your body. And this is especially critical for busy parents! The code phrases you can use for these kinds of bullets are “no matter how,” “no matter if,” “even if,” and “especially.”
BLIND BULLETS VERSUS GIVE AWAY BULLETS

Since Interest is Benefit + Curiosity, you want the majority of your bullets to be blind. Someone should not be able to guess what the secret is behind the bullet. At times you might even want to call out the answer your reader may already be thinking and tell them why it isn’t that. Example:

- What to watch when you’re eight feet apart (it’s NOT his eyes – a terrible mistake most fighters make that gets them hurt)...and what to watch inside the two feet “crunch time” zone...to keep you a precious step ahead of even superbly-trained fighters!

Someone would immediately guess to watch the other person’s eyes, so that “guess” is called out and eliminated. It’s a terrible mistake most fighters will make. The mystery and drama behind this bullet is kept intact by calling out the obvious and letting you know how important the correct answer is.

You can also drop in few ‘give-away’ bullets to increase your credibility. You’re giving away one of your secrets. This is like giving someone a ‘taste’ of your information similar to how samples of new products are often given out in grocery aisles. Here’s an example from Ben Settle:

- How to use simple cartoons to explode your sales...no matter what you sell or who you sell to. (For example, you’d be amazed at how easily a picture of a phone operator with her headset on can jack up your response!)

Someone who reads that bullet and catches the free tip will pay even more attention to your other bullets looking for more free information. You’ve just trained them to read your copy carefully. If you make your ad valuable enough, they might even print it out to read every word.

You could also do a partial give-away like another bullet from Ben Settle:

- Two proven “cures” for writers block. (The first one is simply doing a lot of research. The second one is much easier... and can be found at your corner grocery store.)

This give-away isn’t very useful on its own. It’s not there to add credibility like a full give-away bullet. Instead, it’s adding additional curiosity for the real answer. This secret is easier than research, and can be found at your corner grocery store. Not only are you being promised a cure for writers block, but you’re being given a method that’s quicker and easier than research (that doesn’t eliminate the need for research – it just gives you a quicker way to get over writer’s block).
HOW TO MODEL PROVEN BENEFIT BULLETS

The easiest way to get started isn’t writing from scratch. Instead, you can simply model bullets that are already proven to work. Let’s take this one for example...

- The one mistake even pro golfers make that kills the power in their downstroke...and how to use a simple, easy “adjustment” that will instantly increase your power by 200% or more! (Imagine consistently hitting 300 yard drives, and nailing greens from 150 yards out with a nine iron!)

If we were in a similar market such as tennis, it would be easy to model...

- The one mistake even pro tennis players make that kills the power in their serve...and how to use a simple, easy “adjustment” that will instantly increase your power by 200% or more! (Imagine consistently hitting 115 mph serves, and nailing the corners during your second serve!)

Now let’s take it into a totally unrelated market such as stock market day trading...

- The one mistake even professional day traders make that kills their returns...and how to use a simple, easy “adjustment” that will instantly increase your returns by 65% or more! (Imagine consistently earning 8% per month on your investments while slashing market risk).

Both of those were modeling the original bullet very closely, but more often you just want to use other bullets as idea starters. One of classic bullets is “How to.” Here’s an example from Gary Halbert...

- How to get yourself or your product featured on cable TV...without spending a penny!

Here are a bunch of bullets I modeled off this one...

- How to add 1,500 new subscribers to your email list...without spending a penny!
- How to lose 10 pounds in the next 14 days...without dieting!
- How to attract the love of your life...without dating!
- How to earn $1,250 or more per week on eBay...without shipping products!
- How to get your nursing degree...without taking a student loan!
It’s easy to fall into a rut of starting all your bullets with “How to.” I’ve written out hundreds of bullets for one of my products before, and over half of them started with “How to.” Here are 21 bullet templates along with an example for each...followed by additional bullet starter phrases you can use to add variety to your copy and website.

1. HOW TO BENEFIT

How to attract hordes of free visitors by positioning yourself as a trusted authority in the market (and why just giving away “free content” is NOT the way to build a buying audience).

2. ACTION WORD – BENEFIT

Banish back pain in just 5 minutes with a simple stretch you can easily do at home...without any equipment.
3. 4 WAYS/METHODS/SECRETS/UNUSUAL TO BENEFIT

4 Ways to “Program” your customer’s subconscious to spend money with you and get better results from anything they buy.

4. BUT DID YOU KNOW…

300 hours of new video are uploaded to Youtube every minute. But did you know there is a simple 3 step system you can use to rank your video at the top of the search results for virtually any keyword?

5. WHY BEGINNERS BENEFIT

Why beginners are able to get their website ranked on the front page with even the most competitive terms…with ZERO technical experience.

6. WARNING – AVOID COMMON MISTAKE

WARNING – Making this common mistake in a street fight will get you maimed…and possibly even killed (and it’s a self-defense move taught in nearly every martial arts school).

7. WHY ______ ALMOST NEVER WORKS…AND

Why you should never use your fist in a street fight! (Even trained fighters make this serious mistake…and risk serious injury that’s 100% avoidable) There’s a better way to do more damage, quicker, with no risk of hurting yourself at all!

8. THE EASIEST WAY TO _________

The quickest, easiest way to add an extra 10 mph to your serve in just one practice session.
9. WHAT NEVER TO ____________
What never...ever to feed your dog. This common household treat can cause kidney problems and death for dogs even in small servings.

10. THE TRUTH ABOUT/BEHIND __________
The shocking truth about commercial dog food. Pesticides, metals, and even toxic waste was found in these brands...causing a host of expensive and heartbreaking medical problems.

11. BENEFIT + NAME DROPPING (CAN BE USED WITH THE OTHER FORMULAS)
How Gerald Butler and the cast of 300 built ripped bodies in just 12 weeks using a forgotten workout routine from 1923.

12. IF QUALIFIER, THEN BENEFIT
If you've got 20 minutes a month, I guarantee to work a financial miracle in your life.

13. SIMPLY GIVE YOUR BEST INFO AWAY HERE.
How to use photos to boost your landing page conversion by 42% or more (adding a simple photo of my dog and I outperformed expensive professional photos).

14. NO MORE PROBLEM. JUST DO THIS...
No more late night cravings. Just use this one weird trick and they'll disappear in less than 30 seconds.

15. THE SINGLE MOST IMPORTANT ________ YOU'LL EVER NEED FOR ________.
The single most important super-food for putting on muscle quickly. And you won't find it in any nutrition store.
16. BETTER THAN __________. BENEFIT
Better than Adwords. Generate 8 times the traffic at a fraction of the cost with this ad source used by top players such as AMEX, Netflix, and AOL.

17. DO YOU PROBLEM? - ARE YOU PROBLEM?
Do you make these mistakes in English?

18. THE AMAZING “UNIQUE NAME” TRICK/SECRET TO BENEFIT
How to use the secret of “choking down” to master any club in your bag...no matter how horrible you were with it before!

19. DOING _______ IS HARMLESS, RIGHT? WRONG...
The money is in your email list, right? Wrong! Page 18 explains how to earn 155% more money with this new discovery that is even more effective than email.

20. WHAT YOU MUST DO TO AVOID PROBLEM.
What you must do immediately to save your 401k from the coming Stock Market Apocalypse.

21. WHERE TO BENEFIT – SPECIFIC
Where to get the best deals on super-high definition televisions...often saving as much as 10% over the popular big box retailers.
PROVEN BULLET STARTER PHRASES

- How to...
- The one mistake even...
- One weird trick to...
- The single biggest...
- The single best...
- The single biggest secret...
- The #1 EASIEST way to...
- The quickest and easiest way to...
- Why the single most important secret...
- The #1 mistake most...
- A "lazy man's* technique...
- Why beginners are...
- Why even beginners...
- How a "secret* ...
- A secret new technique...
- The secret reason why...
- The ultra-secret...
- Exactly where...
- Why the new...
- The truth behind...
- The truth about...

- The 5 most effective ways to...
- Five incredibly easy ways to...
- 4 ways to...
- 5 Simple tricks to...
- 7 examples of how to...
- 4 Simple Questions you should always ask...
- Amazing trick...
- Step-by-Step formula to..
- Immediately...
- What 96% of...
- Why the single most common...
- Simple change...
- What Canadians know about...
- Which is better...
- Three proven cures for...
- Why...
- 10 Point...
- WARNING....
- 6 Simple Tricks...
- Why you should never...
- New simple breakthrough...
ADD SPECIFICS TO YOUR BULLETS

You now know how to model winning bullets. And you have a collection of bullet templates and starters from the previous pages. Now let’s talk about how to transform dead, lifeless bullets into benefit rich and curiosity inducing winners. You’re writing a course on building muscle quickly and you create your first traditional “How to” bullet…

“How to build muscle fast.”

OK. The audience wants to build muscle fast, but this is boring. Let’s add some specifics…

“How to build 12 pounds of new muscle in the next 60 days.”

You’d want to make sure you can back up this statement with proven results. Specifics are better than general numbers. If you added 12 pounds, say so. If your customer added 12.5, that’s even better. But let’s see if we can make it even stronger by adding in a mechanism (how the goal is accomplished)…

“How to add 12 pounds of new muscle to your frame in the next 60 days with just three 30 minute workouts per week.”

What if we add some more drama and curiosity to the bullet…

“World Champion Russian weight lifter shares his personal routine for adding 12 pounds of new muscle to your frame in the next 60 days with just three 30 minute workouts per week.”

Not only does this bullet have a strong promise, but it also combines in specifics, a mechanism, and additional curiosity. After you’ve written bullets about your product or service, scan through each one and ask yourself…

- So what (why is this important to my audience)?
- What is the benefit of that (the emotional benefit behind this promise)?
- Can I make this promise any more specific (add additional credibility)?
- Is there a mechanism for delivering the promise (make my promise stand out as unique)?
- Is there a story behind this promise (build drama and curiosity)?

But we’re not done yet. Let’s add even more power to your bullets with…
EMOTIONAL TRIGGER WORDS AND IMAGERY

Check out the emotional impact from this bullet Daniel Levis used near the top of an investment offer…

4 Diabolical Lies Hatched at the Highest Levels of Government, That Threaten to Decimate Your Retirement Wealth…

It wouldn’t have nearly the effect if it said, “4 Investment Myths Your Government is Using to Steal Your Money.” That’s boring. ‘Lies’ is an emotional word on its own, but it’s even worse because they’re diabolical lies. The highest levels of government perks your imagination as you see them making deals in a backroom somewhere. They haven’t stolen your wealth yet, but they’re ‘threatening’ to do so. ‘Your ‘wealth’ is about to be ‘decimated.’ It’s tapping into that fear of loss. All of these words were carefully chosen for their emotional impact. This bullet is telling a story in just a few words.

What story are you telling? What dominant emotional benefits are you sharing? And what negative emotions are your audience trying to escape? For example, if your audience is scared of the future like they often are in investing, you may use words like apocalypse, crippling, disturbing, disaster, destroy, blindsided, bloody, catastrophe, gut-wrenching, epidemic, frantic, risky, screaming, terrorists, traumatic, self-destruct, warning, worry, betrayal, alarms, death, etc.

We’d have a totally different selection of words if we wanted to evoke a good feeling such as joy or fulfillment: love, delicious, breathtaking, blessed, thrilled, wonderful, jumping for joy, happy, cherish, connection, passion, pleasure, etc.

The words you select have an impact on your audience’s emotional state. But it’s NOT as simple as just going through a list of “Power Words” and liberally sprinkling them throughout your copy. Your words have to tap into the emotions you trying to elicit in the audience. You may use words like hard-core, dirty tricks, devastating, incredible damage, brutal, killer, and humiliating in copy about self-defense, but you’d want a totally different tone speaking with expectant mothers.

Getting these two markets confused would sabotage your bank account (I had to drop that ‘power word’ in here). That’s why it’s so important to know your audience, their problems, their fears, their goals, and their desires. By eavesdropping in online conversations such as Amazon reviews, discussion boards, and winning competitors, you can begin to gauge the market. Add in speaking to prospects and customers directly, and you get to connect with what they’re feeling.
How do you find ‘power words’ that fit your audience and emotion? Once you know what emotions you want to appeal to, you pull out your trusty thesaurus. I’ll write out my initial bullets with whatever words come to mind at the time. Then I’ll go back through each one looking for words that can be strengthened with both my physical thesaurus open and searches on Google for synonyms.

I’ll be on the phone with a client, and we’ll try out half a dozen different words in the same bullet at times, especially if we’re planning to use it for a headline, subhead, or one of the first bullets in a series. We’ll read the bullet out-loud each time until we find the word that gives the emotional impact we’re hunting for. Instead of a single word, it could be a metaphor we’re after. For example, you could describe something slow as being “as slow as your first dial-up modem.”

There might even be code words or jargon you want to integrate into your message. If you were speaking to a primarily Christian audience, you might integrate in words like blessed, born-again, salvation, grace, repentance, faith, etc. In golf you might talk about the back nine, bogies, birdies, slices, the rough, and bunkers. You recognize these words because you’re so deeply immersed in the market you’re involved in. Maybe you are your own customer or you’re passionate about the customers.
TURN YOUR STRONGEST BULLET INTO A HEADLINE OR HEADLINE BLOCK

Bullets are the basic building blocks of everything else you do in marketing. One of the most common mistakes in copywriting is hiding your strongest attention grabbing promise deep in the copy. By focusing on your bullets first, you force yourself to identify your strongest promises upfront. You might take several of these bullets and test them as your headline. OR you could integrate multiple bullets into the “Headline Block.” Here’s a headline block I’ve used...

If you’re serious about making more money from your website today AND in the future, then here’s how to realistically DOUBLE or even TRIPLE your visitor value...or your money back:

"GO FROM A BLANK PAGE TO A HIGH CONVERSION WEB SYSTEM IN VIRTUALLY ANY MARKET...100% GUARANTEED"

EVEN IF YOU'RE NOT A WRITER...AREN'T COMFORTABLE WITH VIDEO...

AND Couldn't sell your way out of a paper bag!

• Finally, A Fully Documented, Step By Step, A to Z, Internet Conversion System. Simply organize and feed back your customers' own words in the correct order, following the detailed steps we lay out.
• Find dozens of easy-to-patch "conversion cracks" on your site in under 15 minutes, using our 15 point, laser focused cheat sheet! (Each and every "crack" is a unique chance to increase your profits...and most you'd never guess on your own)
• 8 tested and proven, unique ways to boost conversion with video – (Plus, discover the 7 conversion-killing-money-sucking-black-hole-video myths before they destroy your confidence)
• The single most powerful formula for high click-through subject lines: We analyzed hundreds of broadcasts amounting to more than 12,000,000 opt in emails sent. Discover the simple formula which drives the top 5% of performers! (Plus, freely steal any of our 38 best subject lines for your own use)
HOW TO BREAK UP BULLETS ON THE PAGE

You may have dozens of bullets for an information product, but your prospects eyes can quickly glaze over when they see a long block of bullets. They may read the first one and the last one, but they’ll skip over the rest. You catch the scanner’s eyes by breaking out the second half of a bullet into a subhead…

- What an “exclusionary letter” is and how I created one that netted me $30 per visitor to my web site and over $100,000 over one weekend! (...and how you can use the same principle to put your prospects in heat to buy your product or service!)

  I Actually Had to Take the Copy OFF of the web site Because I Couldn’t Take Any More Customers!

- How to uncover your product’s “hook”...it’s uniqueness that drives people to want it!

From here you go right back into several more bullets before you do another ‘call-out’ using the second half of a bullet. You don’t have to get into a pattern here like every 5th bullet. It’s better if break out bullets like this occur on an uneven frequency. The goal is to create a pattern interrupt.

You could also expand a bullet into several paragraphs. That’s why bullets are the foundation of everything else. They’re not limited just to the ‘bullet’ section. When you’re doing a video sales letter, you might not have any ‘bullet sections’ at all in the video. But you will have short bites of benefit rich information. Those are still bullets. They’re just not in a traditional bullet form.

When you’re selling a course that has multiple modules in it or you include several free reports, you could have a series of bullets for each section. You’re NOT limited in how you use your bullets. Create headlines out of them. Break out subheads. Turn some into paragraphs or a full story.
Not every bullet on your page has to be a feature/benefit combination. You could also use a series of bullets to build credibility for your message. Here is a short sequence of bullets I use on one of my websites to demonstrate why you must position yourself as an authority in overwhelmed markets.

Every single minute:

- Facebook users share nearly 2.5 million pieces of content.
- Twitter users tweet nearly 300,000 times.
- YouTube users upload 72 hours of new video content.
- Email users send over 200 million messages.

On my Autoresponder Alchemy website, one of the objections is the feeling that social media is replacing email marketing. It’s not. Social media and mobile are enhancing email marketing instead of replacing it. Here is a credibility section using bullets talking about Experian Marketing Services quarterly email report:

In their 1st Quarter Report for 2015, they show:

- Unique open rates were 17.5 percent in Q1 2015, slightly ahead of 17.3 percent in 2014.
- One-third of brands had significant increases in transaction rates in Q1 2015.
- Fifty-one percent of total email opens occurred on a mobile phone or tablet in Q1 2015.

Bullets have always been a powerful way for marketers to persuade their audience, but they’re even more invaluable today. Visitors don’t read online. They scan. Bullets are used to attract the eyes and share one emotionally rich benefit after another. I’ve provided you with a deep tool chest in this month’s issue that can transform your results online…and you can apply this to everything you do including websites, emails, landing pages, videos, and more.
Terry Dean went from delivering pizzas for $8 an hour to creating a full-time income online in 1996. He has been called one of the grandfathers of Internet marketing and was one of the first online marketers to demonstrate the power of email, generating $96,250 from one email to his list in front of a live audience.

In the past 20+ years, he has personally helped thousands of clients set-up profitable Internet Lifestyles in hundreds of different markets through both his private and group coaching programs. He helps small business entrepreneurs attract high quality clients, spot conversion cracks on their websites, and multiply their profits even from small email lists.

Discover How to Earn More, Work Less, and Enjoy Life at...
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