THE Copywriting Institute of America Presents...

Copywriting Mastery 101
YOUR Success Blueprint

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Whatever

THE MIND OF MAN

Can

CONCEIVE

And

BELIEVE

It can

ACHIEVE

- Napoleon Hill
Welcome...

To THE Copywriting Institute of America’s “Copywriting Mastery 101,” a course that has been scientifically designed to give you a blueprint and a manual for success. It has been designed in such a way as to become a personal system for you to succeed GREATLY as a copywriter, regardless of prior experience. You are about to embarked on a great journey of discovery, a journey in which you will learn the art of effective emotional copywriting which will enable you to reach the highest level of success in the shortest amount of time.

Do not be discouraged. It may take weeks of studying this manual and continually evaluating your experiences to come to a full understanding of all the revelations it contains.

A thorough grasp of the material contained in this blueprint can only come from putting the principles to use and practicing each and every one of them on a daily basis. Learning the principles is only the first step — putting them into practical use will lay the foundation to become a Master Copywriter.

Whether you are currently engaged fully in the copywriting profession or you’re just beginning your copywriting career, you’re in for a treat. This course is chock full of ideas, strategies, tips and techniques that can help you jump on the fast track and skip the madness of trial and error.

Copywriting is serious business that can lead to serious financial rewards. But reading about it doesn’t have to be boring! The easy-to-read wording and somewhat humorous approach of this course strive to make the information more user-friendly and maybe even fun.
Chapter 1: Competence vs Mastery

“It’s All About Mindset and Skill…”

This chapter doesn’t cover any of the steps to masterful copywriting. It explores what it takes to become a Master Copywriter. As in any worthwhile goal there are three phases: deciding to do it, determining what specific actions are necessary and in what order and then executing those actions.

One of the questions I am asked all the time is how long will it take to become a “good” copywriting. Well that depends on what your definition of “good” is? Though I have never offered this before, I am going to lay out the nuts and bolts of it right here.

To be very broad about it, there are basically three levels of skill:

1. Competence
2. Mastery
3. Virtuosity

Let me illustrate the point as it relates to copywriting. You have seen dozens, even hundreds of direct mail pieces. You may have even written a few yourself and they do ok, they brought in some sales, nothing spectacular, you wouldn’t call them professional, and you certainly wouldn’t enter them in a contest…but they did OK — they are COMPETANT. Then there is — MASTERY — this is the A-Level…the level of professionalism – having that certain level of expert skill and knowledge. This is where you begin writing controls. Do you see the difference? Virtuosity? That’s a Clayton Makepeace or a Eugene Schwartz.

If one out of 100 copywriters is competent, one out of a 100 master copywriters is at the level of a Clayton Makepeace or a Eugene Schwartz. The goal of this course is to get you started on the road toward Mastery.

So, how long will it take…

Through extensive research I have determined that for most endeavors it takes roughly the same amount of time to become skillful:
• It takes about 1000 hours to become competent at any worthwhile skill.
• It takes about 5000 hours to master any skill
• It takes between 25,000 and 35,000 hours to become world class. (However this is only if you are gifted with a natural ability for it).

OK, so I’m throwing out ballpark numbers and yet these numbers happen to be remarkably reliable and accurate for any number of skills.

Now there is a way to shorten the curve even further. If you have the privilege of being taught by a virtuoso who is also a great teacher you can deduct 20-30% for this good teaching.

So the first thing I want you to do is to think about your life goals and where copywriting fits. Have you allocated enough time to achieve the level of competency or hopefully mastery? Have you established a clear cut primary goal for yourself? Have you allocated the hours that it will take?

If not, do so today.

Identify YOUR time commitment to becoming a Master Copywriter. Want to become competent in a year by spending 1000 hours pursuing your objective. OK, YOU’LL have to dedicate two hours every day and five hours on Saturday and Sunday. If that schedule is a little to strict for you, modify it to fit you lifestyle and commitment level. The main thing is that you now have a formula by which you can obtain any goal. Make the effort, pay attention to what you are doing and spend the time required to get there.

Why is it that some copywriters are more successful than others?

The answer to this question is found in the great natural law… You become what you think about most of the time. Since only you can decide what it is you think about then only you can decide what really happens to you in life.

What do the most successful copywriters think about most of the time? They think about what they want. They think about their goals. They think and talk all day long about their goals and how they are going to achieve them. What are your goals? My goal with this manual is to provide you
with the absolute greatest blueprint for copywriting success that has ever been crafted. This requires an extremely focused effort on my part. The more you think about and talk about and envision anything the more of a reality it becomes.

The more you think about your goals the more enthusiastic, motivated and positive you become.

Here is the rule, if you think like a Master Copywriter you’ll eventually get the same results that they do.

The first key to being a Great Copywriter is AMBITION. This is so important that you could stop reading right now, put down this manual and go out and be a HUGE success if you could just develop high levels of ambition.

Ambitious people see themselves as capable of being the best. They know that the top 20% of Copywriters write 80% of the controls in the industry and they are determined to be a part of that top group.

Perhaps the most important first step you take in order to become a Master Copywriter is to make a commitment to EXCELLENCE, to make a commitment to be the very best Copywriter. Resolve today that you, as a freelance Copywriter, are going to be among the top 10%.

The two most important qualities that separate good Copywriters from truly GREAT ones are OPTIMISM and COMMITMENT. Master Copywriters are far more optimistic about every single aspect of their lives. They believe in their craft, they believe in the product and services that they offer and they believe in their customers. They believe in themselves and in their ability to succeed.

There is a direct relationship with your belief in yourself, the goodness of your product and service, and your ability to convince other people that it is good for them.

Master Copywriters are able to transfer that enthusiasm. The more enthusiastic, the more passionate and convinced you are about your product
or service the more contagious this enthusiasm is and the more your customer picks it up and acts on it.

Cultivate your own never-ending PASSION. Do what you love, love what you do and market yourself in such a way that your clients not only benefit from your expertise but enjoy the assurance of knowing their copywriting needs are in the hands of the obvious expert.

As you can clearly see, there is no magic involved in becoming a good copywriter. It all boils down to dedication and application. Copywriting is a skill that can be learned by virtually anyone who has the desire and is willing to put forth the effort. It requires work and practice. In other words, Dedication + Application + Passion = Masterful Copywriting.

Action Points:

1. Take some time to think about your life goals and where copywriting fits. Have you allocated enough time to achieve the level of competency or hopefully mastery? Have you established a clear cut primary goal for yourself? Have you allocated the hours that it will take?

2. Think like a Master Copywriter and you’ll eventually get the same results that they do. The first key is AMBITION. Next, make a commitment to EXCELLENCE. Believe in yourself and in your ability to succeed.

3. Cultivate your own never-ending PASSION
Chapter 2: The Fundamentals of Selling

“*The Keys To The Kingdom...*”

You do not need to be a natural born salesman to write successful copy. All you really need is the ability to write a simple letter.

Understand these basics fundamental truths of marketing.

- People do not want to be sold.
- People buy based on emotional reasons not rational reasons.
- People justify their emotional purchases with on logic

**The 1st Fundamental Truth of Marketing:**

People do not want to be sold. This may sound strange to you because people love to shop. Shopping is one thing however, being sold is quite different. We all want to buy. The psychological concept of buying is the direct opposite of being sold. When you are buying something you retain full control of the process. When you are being sold you have no control.

Masterful copywriters focus on helping the prospect solve a problem or reach a goal. Pressure is never applied, offers are given instead. Temptation is used. Word pictures are crafted to visually pull at ones wants and desires. Reasoning has no place its all about the emotions.

Which brings us to...
The 2\textsuperscript{nd} Fundamental Truth of Marketing:

People buy based on emotional reasons not rational reasons. If it \textit{feels} good you’ll do it. Masterful copywriting is all about appealing to your prospects feelings and desires. There are a ton of words that describe the basic emotional makeup of human beings. Here are seven of the most important ones to get you started:

- Fear!
- Greed!
- Vanity!
- Lust!
- Pride!
- Envy!
- Laziness!

Copywriting mastery is all about understanding and tapping into the emotional makeup of your prospect, selling to the heart and not the head.

Bringing us to…

The 3\textsuperscript{rd} Fundamental Truth of Marketing:

When an individual is caught up in what you are saying and basically sold on it, they then need to psychologically justify it. It needs to turn from the purely emotional thing to do to the rational thing to do. This is what separates the master from the pack. By weaving in facts and figures along with the verbal word pictures that create the emotional pull on the heart strings, world class copywriters not only make their prospects feel good about the decision that they have already made, they help them to justify the sale mentally.

This is really all there is to it. Your success at achieving copywriting mastery is really based on your ability to hone in on and focus like a laser beam on these fundamental truths.
Standing Out From the Pack

99.9% of all copywriting is crafted invisibly in which the writer stimulates the readers desire to own the product without saying a whole lot about him/herself. This is classic salesmanship in print 101. For example you might paint beautiful picture of how your product will enable the prospect to enjoy a life of relative ease with more free time for family and life. Emotionally your prospect just has to have this great new product as he/she equates an “easier life” with owning it. Every single word is crafted in such a way as to bring the prospect closer to the product. Did you get that? The entire focus is on the product not the person selling it. Isn’t this the way most sales letters are written? The copywriter focuses solely on the product at hand without ever turning the spotlight on himself. He/She just stays in the background.

Now let’s step away from this common scenario and look at another aspect of selling. When was the last time you bought a product you didn’t need? No, no really, think back…Have you ever bought something just because of the salesperson. Think about it. Ever bought a magazine subscription that you really didn’t need, how about Girl Scout cookies? Right, we all have. And if you really think about it we were not buying a product we were buying the person.

The key point I’m trying to make here is that Masterful Copywriting involves the sale of the person as much as it involves the sale of the product. It’s all about establishing a personal relationship with your prospect through sharing information about yourself and establishing common ground through hobbies and interests.

When you open up and share with your prospect and understand his/her needs there is a greater chance that he/she will like you and see you as a person like him/her with hopes and dreams.
Action Points:

1. People do not want to be sold.
2. People buy based on emotional reasons not rational reasons.
3. People justify their emotional purchases with on logic

These are the rules that you will use to craft your sales letters. You can use them in one of two ways… You can merely focus on the product or you can go full boar by focusing on yourself as well as the product becoming , as it were, a part of the product.
Chapter 3: Frame of Mind Selling

“Understanding The Mind of Your Prospect...”

There is no more powerful person in all of direct response copywriting than your prospect. Let’s face it he/she writes your paycheck. Disappoint or offend him/her and you can kiss that sale good bye.

This section has been specifically designed to help you zero in on specific techniques and strategies that will enable you to be a super sleuth and gather all sorts of useful information about your prospect such as, his hopes and fears, his feelings and desires. You’ll know his age and status in the community.

I’m going to teach you how to strip away all the outer veneer hiding your prospect’s innermost feelings, needs and beliefs.

You’ll have a clear understanding of what thoughts, details, figures and phrases persuade, scare or electrify him/her and how you can use that to make him/her want to be your customer for life.

The more clues you have to the psychological makeup of your prospect the more directed your offer can be. This starts with a basic understanding of him/her...such as his/her age, gender and income level.

As we work through this process we’ll uncover what his/her real interests are, what pulls them one way or the other, and what keeps him/her up at night. This will enable us to unravel their core values, understanding their mind-set and needs. This will allow us to become intimately connected with our prospect.

In starting our research the very first thing we need to turn to is a classic tool of the direct mail business (though this valuable tool can be used in any business). Goods and services that are sold through the mail require that you have a mailing list of prospective customers. Generally these lists are obtained from a list broker who “rents” the names out for a fee. These brokers keep detailed lists, known as data cards that help describe the make up of each and every list they own. Information such as age, gender, types
of products that they have purchased in the past, etc. is contained on these cards.

To the Direct Response Copywriter these cards are invaluable because they give him/her a firm foundation on which to build the irresistible offer. Now whether your client has data cards or not they should be able to provide you with this type of information.

For instance, you’ve just been hired on as the copywriter for a brand new and powerful natural prostate support supplement called Ultimate Prostate. When you ask for all the information surrounding Ultimate Prostate buyers you get this...

<table>
<thead>
<tr>
<th>ULTIMATE PROSTATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,300 Buyers</td>
</tr>
<tr>
<td>SEX:</td>
</tr>
<tr>
<td>AGE:</td>
</tr>
<tr>
<td>PROFILE:</td>
</tr>
<tr>
<td>SOURCE:</td>
</tr>
<tr>
<td>RESTRICTIONS:</td>
</tr>
<tr>
<td>MAINTENANCE:</td>
</tr>
</tbody>
</table>
As you can see from the above example there is a good deal of information that is of no use to you as a copywriter. I mean let’s face it mailing restrictions and how often the list is updated tell as absolutely nothing about our prospective customer. As a result, the average copywriter doesn’t consider the data card a useful tool. This is unfortunate because this one step can lay a firm foundation for masterful copy.

Take a look at this card again focusing in on these three sections…sex, age and profile. When we do this we find that our prospective customer is…

- Male
- 40 Years Old and Up
- Self-Sufficient
- Energetic
- Concerned About Maintaining Control of Their Prostrate.

Now, close you eyes…No really close your eyes and visualize our mystery man. Do you see him? Yes I know it may be a little bit cloudy at first, but what do you see? Do you see a man over forty who has a major concern about the health of their prostrate? Now we may not know why he has these concerns but we do know that they exist. This is the beginning of our detective work.

But before we put pen to paper we need some more information from our client. We need a breakdown of the Ultimate Prostrate buyer’s profile. This should give us some basic demographical date that we can use to further understand our mystery man.
ULTIMATE PROSTATE BUYER PROFILE

Ultimate Prostate buyers are self-sufficient, energetic men who want to maintain the health of their prostate. They are looking for the best way to ease their concerns while at the same time supporting their prostate health naturally.

**Sex**
100% are men.

**Education**
87% have at least a Bachelor’s degree
13% have a Master’s degree

**Age**
47% are 40 – 50 years old.
33% are 50 – 60 years old.
17% are 60 – 70 years old.
3% are older than 70.

**Income**
73% earn more than $50,000 a year.
57% earn more than $60,000 a year.
43% earn more than $70,000 a year.
27% earn more than $80,000 a year.
7% earn more than $100,000 a year.

**Hobbies**
45% are Outdoors Men
37% are Armature Gardeners

**Overall Views**
It is important that I maintain my health regardless of my age, so that I can live a vibrant and enjoyable life.
More specific, isn’t it?

Now close your eyes once again and take a good hard look at this guy. What does he look like? What does he want? Does he have any fears?

Got the picture, GREAT lets start focusing in like a laser beam with an eye towards the very last two pieces of information…

In order to make sense of it all we need to look at what it is that we are really selling.

Keep in mind that any physical product will leave subtle clues to emotional hot buttons. First of all we look at the label and find out that it is a once a day, three tablet, all natural herbal supplement. Interesting, our prospect may be interested in only all natural products. And since he is extremely active and time may be at a premium for him, he would probably rather get all he needs in one felled swoop.

Let’s look even closer at the label; “each 3 tablet serving of the Ultimate Prostrate Formula contains 960 mg of Saw Palmetto, 300 mg Pygeum, 300 mg String Nettles, 7 mg Lycopene, 60 mg Beta Sitosterol, 15 mg zinc, selenium and more.’

“The Ultimate Prostrate Formula is outstanding in achieving the following:
  o Supporting the health of the prostrate.
  o Maintaining healthy prostrate function.
  o Supporting bladder health and urine flow.”

Since our prospect is a self-sufficient, energetic man who wants to maintain the health of his prostrate, and since he is looking for the best way to ease his concerns while at the same time supporting his prostrate health naturally it would appear that our clues are providing some very significant emotional hot buttons.

But before we set on a course of action, let’s take a good hard look what has worked in the past. By uncovering past sales letters we can better understand how the mind of our prospective customer works. First off, we’d want to grab the most recent control. This letter “sold” him in the past and there may be some emotional phrases that will work again.
Keep in mind that we are seeking to break this control with our letter, we really only need to analyze the subheads on the first couple of pages to get an idea of the direction that the control took.

In fact it wouldn’t hurt to study some of the sales letters that didn’t work. Buy going through this procedure we can make sure that our copy is laser targeted while at the same time avoiding techniques that didn’t work.

Here is a portion of the Ultimate Prostrate Formula control…

“Prostrate Health is a Major Concern Faced By Men Over Forty…”

Dear Concerned Friend:

The Ultimate Prostrate Formula was designed to offer men the highest quality ingredients in one powerful formula. The Ultimate Prostrate Formula is perfectly balanced with advanced and targeted nutrients to support a healthy prostrate.

HEALTHY LEVELS OF NUTRIENTS FOR TARGETED SUPPORT

The Ultimate Prostrate Formula delivers powerful support for a healthy prostrate…

See for yourself why the Ultimate Prostrate Formula is getting such positive reviews. The Ultimate Prostrate Formula is the best way to ease your concerns and support your prostrate health naturally!

Now let’s take a look at a letter that was used in the past but did not deliver the desired results…

ALL-NATURAL DIETARY SUPPLEMENT IMPROVES HEALTH IN DRAMATIC WAYS

Dear Concerned Friend,
Grandma said, “Eat an apple a day.”

What if that were true, that by eating an apple a day we would maintain optimal health?

Would you do it?

What if you knew that the apple you were consuming contained about four different kinds of dangerous pesticides, would you still do it?

Every single year tons and tons of extremely dangerous pesticides are literally dumped on our food.

Hum…that delicious looking shinny red apple looks a little bit different now, doesn’t it?

What if I told you a way that you could get all the benefits of that apple and do it the natural way…would you be interested?

Pretty good letter isn’t it? But it failed, why? Let’s take a good hard look at the premise of the letter to figure out why it didn’t work. This is extremely important detective work, which 90% of all copywriters DON’T do.

The premise of the letter is “naturalness.” Remember that based on what we found on the label of Ultimate Prostrate we assumed that our prospect was concerned with “naturalness.” This assumption was clearly wrong. If you look back at the profile of our target market you’ll see that “naturalness” was not a concern of our market. They want a powerful and advanced product, with targeted quality ingredients. Even though the control does mention “naturalness” it is at the very end and is not the focus of the letter.

**Putting It All Together**

Great detective work! Now let’s pull it all together. We want to create a composite, a sketch of our prospect.
Let’s see… He’s an educated man between 40 and 60 years old and makes a decent living. A healthy, active life are important to him as is maintaining his sexual potency.

Pretty short, but pretty detailed at the same time. In fact this is information that would be almost impossible to find out from a chance meeting.

Now, close your eyes and picture this guy. Maybe he reminds you of someone you know, but try to get a mental image of your prospect. This is an extremely important step. Got him? Focus on him. Okay, now how would you talk to him? What if you two were sitting down over coffee, what would you say? How would you convince him to see things your way, maybe look at things in a way he has never looked at them before? What words would you use? And how would you approach it?

Take some time to thing about your answers because once you have them your ready to begin crafting your sales letter. Which we’ll begin covering in the next chapter…

Action Points:

1. Become connected with your prospect by studying key aspects of their personality.
2. Take a good hard look at what it is you are really selling.
3. Study what worked and didn’t work in the past before you set on a course of action.
Chapter 4: Little Tricks of Master Copywriters

"The Secret Toolbox..."

Copywriting is deceptive, very deceptive. And I not referring to the sales letters themselves (though there have been some very deceptive sales letters that have bilked people for millions.) No, what I mean is that it all looks so easy. Take a look at any classic mail piece and it looks like a monkey could have written it with one hand tied behind its back.

But if you’ve ever tried to write a piece of persuasive sales copy you quickly found out that it is not easy. There is a reason...great copywriting has a hidden superstructure that supports it. Without this foundational structure it just doesn’t work.

The master copywriter know hundreds of “secret” codes and little techniques that cause each and every aspect of his copy to ebb and flow working just right as part of the whole. This is the foundation that supports the entire sales piece.

It’s all about invisibly taking your prospect by the hand and leading them trough your copy, building excitement and interest in your product or service along the way. This all happens in the background and is hidden from your prospect in much the same way as the html code of a web page works behind the scenes and in the background to deliver pages on the web.

Step-By-Step Sales Letter Construction:

Secret #1: The Hook – You have to hook your prospect with an idea and bring him into your letter. The preverbal “HOT” Button, it might be a fear or a desire. Identify it and then structure your letter around it so that you can guide your prospect through a series of ideas and images that reinforce that feeling.

Secret #2: Sell the Sizzle not the Steak – Don’t spend a whole lot of time telling him about your product. Focus on getting him to picture himself enjoying the results that your product or service will give him.
This secret is seen by many copywriters as the “trickiest” secret of all when in fact it gets to the base foundation of sales letter construction. As you will see, every single aspect of a direct mail sales piece is specifically designed to accomplish a specific purpose. However, the first thing that all master copywriters do is make an emotional appeal to the prospect backed up by a BIG PROMISE that he/she can deliver on.

Here’s a very successful real life example based on the most famous headline in history…

My Husband Laughed When I Ordered Our Carpet Through The Mail. But When I Saved 50%…

I admit, I didn’t want to tell him at first. I’ve done some foolish things in the past and I didn’t want this to be another. So, I kept my toll-free call to S&S Mills a secret.

The box of free Decorative Carpet Sample Portfolios arrived in a few days. I opened the box and was I surprised. The colors… the selection…the textures…the quality. Finally carpet my family would definitely love. I poured a cup of coffee and sat down to shop with my samples and furniture around me. I thought, “Now this is the way to shop.”…

CONGRATULATIONS!

You have just learned the most valuable secret you will ever learn about building a successful sales letter.

First and foremost you must get their attention by identifying a fear or zeroing in on a desire. Next you lay out the solution and tell him/her what’s in it for them that will totally eliminate the fear or fulfill the desire in ways they hadn’t even imagined. The fundamental key to this step is the promise…Bingo! You have their undivided attention.

Secret #3: Paint the Picture – A promise in print is not a promise until the prospect can visualize it. By painting emotional word pictures in your prospects mind you have a direct link to their emotions.
For example…Our letter continues…

*Imagine buying carpet over the phone that looks, feels and wears better than anything you could purchase in a carpet showroom. It looks good in the sample book, but what will 10 square yards of it look like in our home? What would my husband think?*

*Picture your new or remolded home with the absolute finest carpet available on the planet at virtually half the cost of what you would have to spend elsewhere. Stop and think about how you will feel as pride wells up inside you when everyone who visits your home absolutely raves about your S & S Mills carpet.*

Are you starting to get it…do you see what I mean?

First we told our prospect what we were going to do and them with broad strokes we painted a beautiful picture of what life will be with our product. Also by default we also showed our potential customer what life would be like by not owning our product.

OK…onto secret #4…

**Secret #4:** Establish Proof – This is where you finally get to use all of the factual data about your product that you have been dying to tell. But there is a trick to this, rather than provide a cereal box recitation of the ingredients of your product and why they are there. You take all these factual statements that prove the viability of your product and tie them in to your big overall promise. This is where you might want to use bullets to draw attention to your proof.

Our letter continues…

- *S & S Mills residential carpet is carefully crafted from 100% premium quality heatset nylon. Which is usually much better than polyester in resisting crushing, matting and color fading.*
- *Monsanto Wear Dated® and Dupont Certified STAINMASTER® Carpet as well as Scotchguard™ Carpet*
Protection from 3M are a statement of our quality standards.

• The Good Housekeeping Seal and the Carpet and Rug Institute “Green” Label reinforced our quality standards even more.

You might be thinking right now, “Well all this sounds real good but how will my prospect know that I am a reliable source of information?” How do you come off as the obvious expert? There is only one way for you to cause you prospect to believe every single word of your copy and that is through CREDIBILITY.

In order for your prospect to believe, you absolutely have to establish credibility.

Which brings us to step #5.

**Secret #5:** Establish Credibility – I’m going to give you two stealth methods of establishing rock solid credibility. The first is to back everything you say with honest, reliable and believable sources. Don’t make any outlandish claims that can not be supported by your sources. In order for your prospective customer to believe every word of your copy it has to be backed up by extremely credible and believable sources.

Use letters, memos, quotes, etc. from these sources to establish rock solid credibility and then back it up with TESTIMONIALS, (this is the 2nd stealth method). Testimonials for REAL people enhance the power of your credible sources. When used properly, and in the right place within the body of the copy, testimonials can go a long way towards answering many questions that your reader may be asking; “will this work for me?” “how do I know this will work?” etc. Secret #5 is an essential and often overlooked aspect of every successful sales letter.

Everything that we have done up to this point in constructing a winning sales letter has prepared us for the next step. Many times the aspect we are about to cover is revealed to early in the sales process. However, it is fundamentally critical that this step follows credibility. It is finally time to tell your prospect why your product/company/service is the absolute best and only real answer to his/her needs. There is one word that needs to be
foremost in your mind when preparing this aspect of your letter. That word is UNIQUENESS.

Secret #6: The USP - You may have heard the phrase Unique Selling Proposition or USP. And everything rises and falls with the establishment of this aspect. As a result many sweat bullets over the USP when in fact, if you have done everything right so far, its relatively easy to put it all together into a few of concise statements. Simply take everything that you have said up to this point, extract only the most pertinent information and compile it into a rock solid summery. This should contain all the uniqueness necessary to totally solidify your sale.

The last step in process is simple…

Secret #7: The Close - There have been volumes of books written on closing the sale when in fact the close is simply the final step in a very natural progression from start to finish. Let’s recap: we have our prospects attention and we capitalized on that attention by focusing in on the need and creating desire. We even crafted word pictures enabling our prospect to see him/herself reaping all the benefits of our product/service. Then we followed it up with rock solid proof and testimonials establishing a strong base of credibility and we summarized everything into succinct concise statements of uniqueness.

Now we need to make a very specific and special offer. The key element to the offer is FEAR. Up to this point we have focused on building up with our prospective customer an unquenchable desire to take possession of whatever it is we are offering now we capitalize on that desire by making an offer he/she can’t refuse one key element to the offer is the fear of lose. It is fundamentally critical that the offer be exclusive and limited. Here are some examples of key phrases that should be in every master copywriter’s toolbox:

“Right now, for a limited time, I’m making a special promotional offer…”

“Specialized _________ of this nature are in limited quantities and usually sell for…”
“If you act today, you can take advantage of my limited-time, introductory offer…”

“But please, you’ll have to act quickly. There is no way I can hold this price for long. When ____________, This offer will be over, never to be seen again.”

“If you act today you will save an amazing ___% off the regular price.”

Close the letter, sign it, and your ready to go.

Action Points:

1. Study the Hidden Superstructure that Supports all Great Copywriting.
2. Learn the 7 Secrets of Sales Letter Construction.
3. Remember that Each Step is Fundamental.
Chapter 5: Conclusion - Mega Credibility

“The Challenge of Greatness…”

If you will learn and apply all that is contained in this blueprint for success you will have attained a level of influence and credibility that leads to Greatness. This Mega Credibility is far above an appeal to just quality and service. It is a level of credibility that is far above anything that has ever been offered before.

There are five keys to building Mega Credibility as a Copywriter:

1. Focus – Master Copywriters are 110% focused on success. It would be a good idea to read as many success oriented books as you can and then make a conscience and concerted effort to look and act like the type of person that a customer would be comfortable taking advice from or buying from.

2. Reputation – Fully 85% of sales are based on word of mouth. This goes back to positioning and how you are talked about amongst your customers and peers in the marketplace. The more effective you are at fulfilling your mission and realizing your individual and professional vision the easier it will be to build your reputation as a Master Copywriter.

3. Testimonials – Letters from a happy customers, a list of happy customers or even photographs of happy customers builds mega credibility.

4. The Presentation – As you build your reputation, a well thought out completely professional customer focused presentation adds incredible value to the service that you offer as a Master Copywriter. Great presentations build credibility to a high level and the credibility overcomes the fears and misgivings that hold most clients back.
5. The Product Itself – It is the Master Copywriter who through his/her presentation demonstrates clearly to the customer that he/she understands the client’s product and customer better than anyone else.

Here is the great rule for copywriting success. Everything counts! Everything you do in a sales situation either helps or hurts. It either moves you toward the sale or moves you away. Every single Master Copywriter knows that everything counts.

**Guarantee Your Success**

1. Get Serious – Make a decision to go all the way to the top as a Copywriter. This decision will change your life.

2. Identify Your Limiting Skill to Being a Master Copywriter – Identify the area that you are the weakest in, and make a plan to become absolutely excellent in that area, this decision will transform you.

3. Get Around the Right People – Get around positive, successful people remember you can not fly with the eagles if you continue to scratch with the turkeys.

4. Visualize Yourself as One of the Greatest Copywriters – See yourself performing at your best all day long. This has a tremendous impact on your self image and your self esteem.

5. Take Positive Action Towards Your Goals Every Single Day – Be proactive rather than reactive. Grab the bull by the horns. If you’re not happy with your income do what you need to do to change it, accept responsibility and take charge, you are in control of your own destiny. All Great Copywriters are intensely action oriented. They have a sense of urgency and have a biased for action. They do it NOW.

Make sure your work harder than anyone else.

1. Determine whether you want to be a Master Copywriter
2. Make a Six-Month Commitment
3. Outline your Plan to get the Knowledge and gain the skill that you must have

You’ll need the support of all whose approval is important to you. Get your supporters to refuse to let you give up when the going gets tough. Your spouse and children or parents must support and encourage you in your hour of need. Your other outside motivation should come from your determination to prove all those who say you can’t do it that you can.

Believe me when I say that, if you don’t give up your victory is assured. It’s interesting to note that the closer you get to the fulfillment of you’re mission and the realization of you’re vision, the greater the crowd of supporters who’ll line up to be a part of you’re. Those crowds will be called clients by you; they will be in support you by the thousands and their excitement will cause more to follow.

It is the Master Copywriter who takes full RESPONSIBILITY for their lives and for everything that happens to them. They view themselves in a very distinct way. They see themselves as the owners of their own professional marketing corporation, as self-employed. They refuse to make excuses or to blame anyone else for anything in their lives that they are not happy with. You will never hear complaining or criticism of others coming out of their mouths.

The incredible thing is that, the more responsibility you take on and accept, the more you will like and respect yourself. The more you like and respect yourself the more optimistic and positive you are, the more creative and constructive you are, the more effective and influential you become and the better you feel the more successful you become. The more successful you are the better you feel and eventually you become unstoppable like a force of nature.

To YOUR Copywriting Success!
Resources for Success

This section was developed to provide you with a valuable list of resources

Below you will find the start of a very detailed listing of books, tapes, DVDs, websites and newsletters that you should own, reference and study, although there are many more:


Cialdini, Robert B. Influence: The Psychology of Persuasion.


Hakleman-Julius, E. The First Hundred Million.


Hatch, Dension. Million Dollar Mailings.


Masterson, Michael. Accelerated Program For Six Figure Copywriting. AWAI, 2006.


Nicholas, Ted. Magic Words That Bring You Riches.


