

# The Bar Conversation

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Hey, John Carlton here.

Welcome to the Simple Writing System Express....

... where I'm going to lay out some brilliant little techniques that cut through the nonsense that confuses most people about creating killer sales messages.

Today, I want to share with you the coolest short-cut I've ever used...

... to help you quickly and clearly understand what you need to say in a sales message to grab the attention of a hot prospect...

... and bring them into your sales funnel.

This works whether you're creating an ad...

... or a video...

... or pay-per-click campaigns...

... or your website or an email or a postcard or anything else you use to generate sales.

This is taken directly from a notoriously sought-after special report I wrote titled "How To Create Your First Darn Good Ad... in just 9 minutes!"

This short-cut is the first step to take whenever you're ready to start pumping massive numbers of leads into your business.

It's virtual research, easily done.

I've used this visualization technique for decades to help even sales-challenged people have that first critical "a-HA!" experience about how to sell tons of stuff and put your bottom line on steroids.

I call it "The Barroom Conversation".

And I'm using super high-tech illustrations here to show you just how simple it is.

Okay, fine. I'm actually using a bar napkin and a dull pencil.

Which just happens to be the exact way I've described this short-cut technique to many business owners.

Here's how it goes:

Just imagine you're in a bar, minding your own business. It doesn't have to be a bar -- see, I've got a cup of coffee in front of you here.

Now, someone sits down next to you.

And he says -- not to you, but to the bartender -- something like:

"Hey, Joe. Pour me a double, will ya? I'm having a truly rough day."

And the bartender says: "What's wrong, Bob?"

And Bob answers... very precisely.

**Now, here's where the secret behind this short-cut kicks in:**

Imagine, in this scenario, that what Bob says next...

... describes the EXACT problem or need...

... that what YOU offer...

... FIXES.

Great marketers are forever going over this type of virtual conversation with their target audience.

This stranger is your perfect prospect. He is in some level of trauma, with a problem or a need that he cannot yet handle.

He needs exactly what you offer.

So... what would you say to Bob?

How you put into words... that you have something that would directly help him...

... is pretty much EXACTLY what needs to go into your best possible sales message. Your ad, website, video, email, whatever you use to reach out.

However, consider carefully the REALITY of this situation:

First, you do not know this guy.

He has no reason to trust you, or even sit there and listen to you.

In real life, you are interrupting his day.

And just like someone surfing the Web with their finger poised over the mouse... or ready to turn the page of a magazine... or sorting through their mail standing next to a trash basket...

... Bob is ready to get outa there the instant he thinks you're crazy... or -- even worse -- going to try to sell him something.

This is what makes this short-cut so powerful.

What do you say?

Get this part right... and every ad, video script, email and sales message you create will just flow out of your brain.

And we'll get into that in the next video.

However...

... right now, we're still back at what Bob says.

Can you fill in what YOUR perfect prospect might say in this situation?

How would he or she describe their problem or need... in a real life situation like this?

Any marketer who cannot voice this out... will never truly understand how to persuade prospects to buy what he offers.

However, if you can get into the head of your prospect...

... and clearly say out loud what's bugging him...

... you have just solved one of the most important steps in pulling down the Big Bucks.

Because... unlike most marketers out there, who are pretty clueless about what motivates their audience, and what's going on in their heads...

... you now know exactly what's going on.

This is the critical step to all great sales messages. Without this simple street-level bit of psychology... you cannot nail your prospect in his Tender Sweet Spot of Need.

It's the fundamental step for creating a persuasive message.

Let's do this:

Write out what you believe your perfect prospect would say in this situation. Do it in the comments section below.

And I'll dive in, too, to do a little hands-on interaction as everyone works this out.

In fact, I've got a couple of the teachers from the Simple Writing System here to help. They're high-end professional copywriters, like everyone else in the faculty.

What we'll do is read every comment that comes in...

... and, when appropriate, offer suggestions and tips.

And... what the heck.

Let's give out a prize, too, what d'ya say?

How about...

... for the best comment submitted in the first 2 days...

... and by "best", I mean as judged by me and the writers helping me with feedback...

... let's give out a prize worth several hundred bucks.

The winner gets a full-on 20-minute phone consultation with one of the top professional writers in the Simple Writing System faculty.

The guy I have in mind has almost 15 years of experience in advertising and marketing (most of it online, too).

He's been a top teacher in the faculty since the beginning.

And getting 20 minutes with him would normally cost you as much as \$500.

You will control the consultation, too. You can ask any question about business, marketing, advertising, product creation, Web marketing, email, video, anything you need to get some specific pro-level advice on.

You can get a quick critique of any copy or ad or website you've got, too.

It's an extremely valuable prize...

But you can only win by playing.

So post your answer to the question "What would your perfect prospect say in this situation?" in the comments section here.

Remember, you have to among the folks to post within the first 2 days.

We're on a tight schedule here. More videos are on the way.

That's it for now.

Stay frosty...