

John Carlton Presents:

Another Special Report From The Simple Writing System Files

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From: **John Carlton**

Howdy...

When you go through the mentoring program we've set up, you get intense, hands-on, interactive, *personal* feedback and teaching.

From me, from my staff, and from the "rockstar" faculty we've assembled (which includes many of the most recognized high-end professional writers in the game).

This special report will do things:

1. It will give you a taste of the kind of feedback and mentoring you can expect, when you go through the program. And...
2. **It also lays out a near-perfect formula for writing a killer piece of sales copy, from scratch.**

What you're about to see is the blueprint for communicating with prospects that I wrote out, personally, for Stacey while she was in the program.

It's just an example of how far the teachers go in making sure you "get it", completely and without any gray areas.

First, a quote from Stacey (who has **QUADRUPLED** her conversion online since graduating from the Simple Writing System):

"Here's an example of some feedback John gave me that completely transformed my scattered copy into a cohesive, compelling conversation that hit the emotional hot spots of my target market without feeling 'sales-y'. All of the details he mentions are thoroughly explained in the DVD's and SWS workbook that you'll get as part of the program."

And here is what I wrote to her (with slight edits for clarity):

Hi Stacey.

Let's make this as clear and easy as possible.

When you want to persuade or sell or get someone to take action...

... write out a "conversation" with your reader.

Keep it simple. No tangents, no links, no doors leading away from your single thread of thought.

Consider your headline as your introduction... then start with "Hi".

And write out what you would SAY to him, face to face.

Imagine this: You're standing in front of someone who just found you. Now, say out loud what you have written in your letter or email or website.

The rule is: That's ALL you can say, too. What this person reads, is what your half of the conversation consists of.

If you read your copy aloud, as part of a real conversation with your prospect... and it doesn't make sense, or sounds confused or strange...

... then it's not going to work as a sales piece. It won't get read, and won't get acted on.

A nice, coherent, flowing line of thought is the BEST sales copy you'll ever have.

The exercises we've given you in Simple Writing System provide ALL the tools you need to pepper that conversation with everything necessary to persuade someone to do what you want them to do. Including opening their wallet and buying what you're offering.

Start with this:

"Hi, here's who I am. (Insert your Story for credibility -- step #9 in the system -- and your USP -- step #3. Flavor generously with Testimonials -- step #6.)

Here's what I have for you. (Insert your Bullets -- step #5 -- based on your list of Features and Benefits -- step #4.)

Here's why this should be firing up your brain. (Insert Salesmanship -- step #8.)

And here's what you should do now. (Insert the details of your "Sales Funnel" -- step #11 -- and continue through Steps 12-17 until you've included all the selling tactics in your arsenal.)"

You write TO your **Avatar** -- step #2 -- using your **Voice** -- step #9 again.

You use "**Hooks**" to grab your prospect's attention (step #7)...

... **Headlines** to force yourself to *introduce* yourself more efficiently and effectively (step #10)...

... and all of your **Market Research** to understand what makes him tick (step #1).

Armed with all this, you cannot help but deliver the most exciting conversation he's had all day (and maybe all his life).

Now, we take you through the order of the steps in the Simple Writing System to build up your chops for sitting down to write. So you have everything you need already figured out, and ready to pop.

Just make sure you include all the steps when you're communicating with your prospect.

Even in a short email, you can use all the steps inside a few crisp sentences. They may be "hidden" behind your words, but the power is still there because you've gone through the process.

John

Another quote from Stacey:

"This process has worked so well it's freaky. Without the SWS secrets I'd still be stressed out, struggling, marketing blindly, and wondering "what might have been if I had a great mentor" rather than steam-rolling deep into 6 figures."

Now, here's another tip:

Even though the feedback I gave Stacey referenced specific steps in the Simple Writing System...

... you can still use the main tactic for yourself, right now, without knowing anything deeper than what I've revealed to you here.

The best sales-producing conversations you'll ever have with prospects will include:

- ✓ **Here's who I am.**
- ✓ **Here's what I've got for you.**
- ✓ **Here's what it will do for you.**
- ✓ **And here's what you need to do right now.**

Frank Kern has admitted that this advice, alone, has been the driving force behind his rise to fame and wealth as a marketer. Rich Schefren used this same tactic to write his first million-dollar campaign.

And the list goes on, both with famous marketers, and not-so-famous marketers.

The basic lesson is this: Communicating with your prospects is all about having a good conversation... that helps them understand who you are, what you've got for them, and what needs to happen for them to get involved.

Of course, you'll get amazingly better results, and grow your business even faster, by going "deep" with this tactic.

That's what the Simple Writing System does -- bring all the steps together clearly for you, so you aren't just "trying" to work up your USP (unique selling position), or just "trying" to craft a great headline (with a cool hook).

No. The system actually takes you through the process, so you HAVE your USP down pat... and you HAVE your hooks and your story and your voice already working for you.

With the hands-on, interactive help of me and my staff and the rockin' faculty of professional writers we've assembled.

This is what made it all "real" to Stacey and so many others.

It can work for you, too.

Simply follow the steps.

Until next time...

Stay frosty,

John