

**INTRODUCTION TO 4 CRITICAL
COPYWRITING ELEMENTS AND 1
CRITICAL COPYWRITING PRINCIPLE**

COPYWRITING 901

**THE FAST TRACK TO WRITING WORDS
THAT SELL**

by Tom Antion

Anchor Publishing

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Let it be known the author / publisher do not condone or endorse any type of spam email, or spam search engine techniques.

ABOUT THE AUTHOR



Tom Antion is an internationally acclaimed expert in Internet Marketing for small business. He is a professional speaker who has been featured on major news media worldwide including the Canadian Broadcast Network, The Australian Broadcast Network, Associated Press, The Tokyo Today Show and hundreds of radio, television and print outlets across the United States.

Tom was the chief spokesperson for CBS Switchboard.com in their **Main Streets Online** program. Switchboard is one of the largest and most heavily visited websites on the Internet. Tom consistently makes large sums of money while sitting in front of his computer which gave him the idea for his infamous **Butt Camp Seminars** Where you can “Make more money sitting on your rear end than going out and working for a living.”

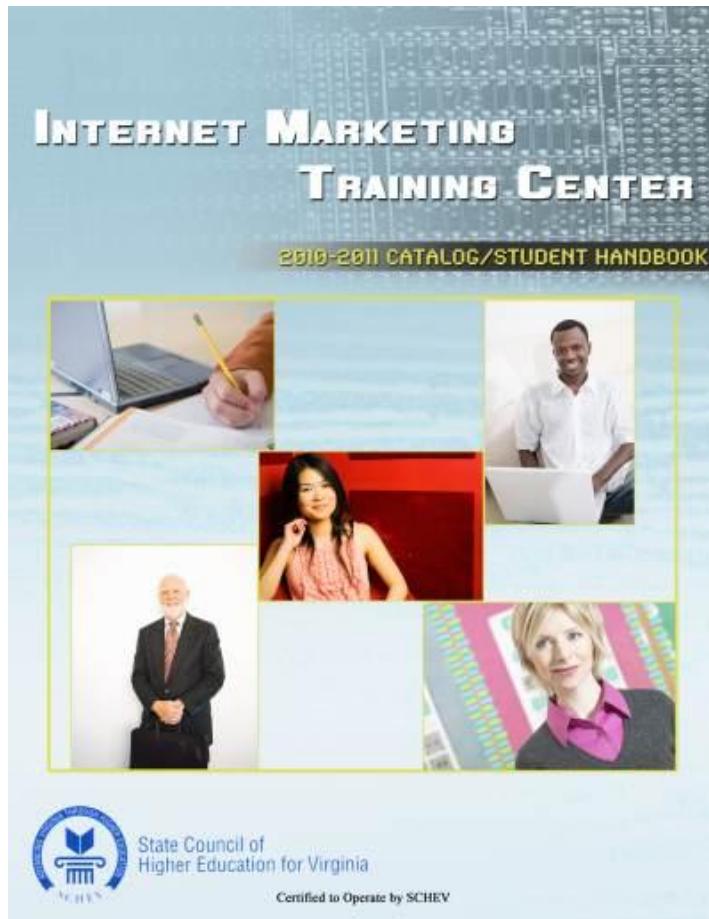
Tom was starting offensive guard for the West Virginia University football team where he earned his Bachelor’s degree in psychology. Tom says he got his clinical experience in psychology in the six years after he graduated when he owned a nightclub just outside Morgantown, West Virginia. The ultimate entrepreneur, Tom has never had a job. Starting from scratch, he owned five apartment buildings and a hotel BEFORE he graduated from college.

Tom is the author of the only video seminar of its kind The **Wake ‘em Up Video Professional Speaking System**.

<http://www.Antion.com/speakervideo.htm> This training course is considered the standard for training professional, or aspiring professional speakers in the art of speaking and the science of marketing professional speaking and training services. His Great Internet Marketing Retreat Center is the most exclusive training facility for Internet studies in the world

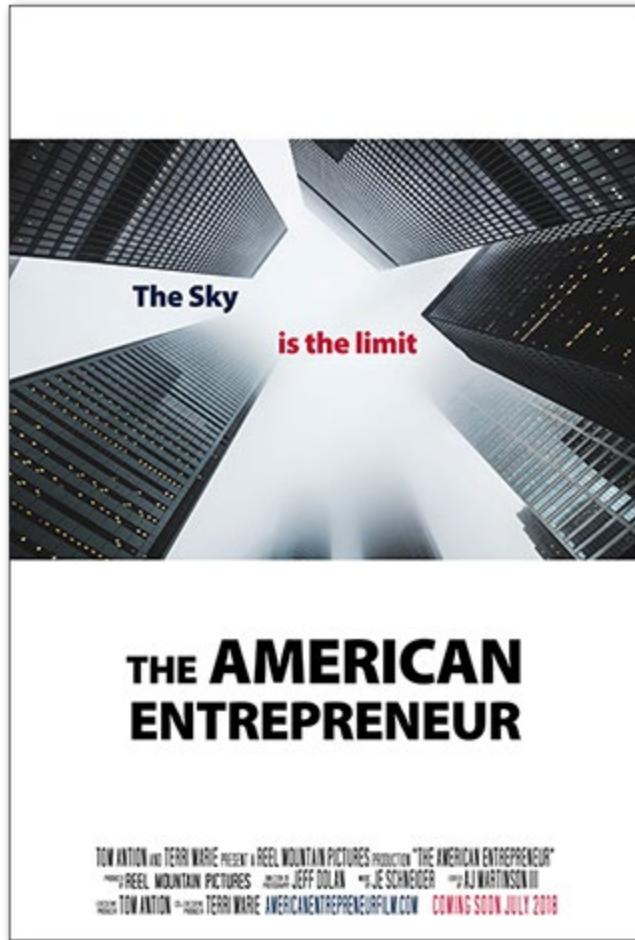
<http://www.GreatInternetMarketingTraining.com>

Tom is also the founder the only licensed, independent Internet Marketing School in the country and most likely the world.
<http://www.IMTCVA.org>



We hope to have you as a student at this unique distance learning facility.

In addition to all the above Tom has the honor of being the subject of a Hollywood documentary called "The American Entrepreneur".
<https://www.Facebook.com/americanentrepreneurfilm> Check out the brief trailer and watch for the premiere coming soon.



<https://www.Facebook.com/americanentrepreneurfilm>

Please watch the trailer, like the page and leave a comment.

Tom will answer you personally.



Tom's Podcast "Screw the Commute" publishes 3 times per week with an in-depth training session on Mondays and interviews with successful entrepreneurs on Wednesdays and Fridays.

<https://www.ScrewTheCommute.com> Listen at the site, on

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This multimedia course can take you from zero copywriting knowledge to professional level. Not only can you make your products and services sell way more than they are selling now, you could even charge others for writing for them.

<https://www.CopyWriting901.com>

Introduction

Hi Folks: You purchased this “E-Tran”. And by the way, I’m claiming ownership for coining this term. This is a combination E-book based on a transcript of a live webinar. DON’T JUST READ ABOUT THESE COPYWRITING TECHNIQUES. ... PRACTICE THE TECHNIQUES USING YOUR PRODUCTS AND SERVICES.

The information was extracted from Tom’s famous Copywriting 901 Webinar.

Welcome to the virtual studios of Antion associates. I'm Tom Antion. I'll be your host for this event. We're broadcasting today from the “Great Internet Marketing Retreat Center” in Virginia Beach, Virginia where for now going on 18 years people have come in from all over the world to study Internet marketing in the lap of luxury.

In this webinar I'll be going into four advertising copy techniques and one really powerful principle that can immediately and massively improve your bottom line. So, get your pencils out. Hopefully you went to the bathroom and got yourself whatever beverage keeps you alive during this time and we'll get started just after a brief announcement.

Announcement isand write this down <https://www.TomAntionWebinars.com>



That's where you'll find replays of past webinars. This one will eventually be there. And when you visit the page please like the page at the top and leave a comment at the bottom and I'll respond personally. Now, one other thing I want to let you know

is that I have the only licensed independent Internet marketing school in the country. So, I have a really fantastic opportunity it's going to be rolled out shortly and I invite you to email me if you're interested. That orders@antion.com .

All right now let's get to the main event “Copywriting 901: The fast track to writing words that sell.”

The first thing is I always make a deal with people on webinars. Most of you have been on mine before and you know the plan. You know I've got an enormous reputation for giving great value. I'm never ever, ever going to let you down on that, but you can be darn sure I'm going to offer you something later to buy but only ... and I emphasize only ... after I totally deliver on my promise to show you five of the most critical copywriting techniques you could ever learn.

Also, even when I start telling you about my course, I keep teaching all the way through this entire book. I throw in sidebar tips all the time and extra supertips at the end, so don't skip over anything. If you do, you can be certain you will miss a tip that will make or save you lots of money.

So, if you think that's a reasonable deal, put in your question box “Heck yeah”, “Great deal Tom”. “That's fair” or anything you want. Put it in your question box. So, yes, we've got a fair deal. Yay.

This is what I'm going to sell you. I'm really not going to sell it to you. If you don't see the value of it by the time we're done, that's OK with me. It's <https://www.CopyWriting901.com> lifetime membership online multimedia course.

That's what I'm going to show you later. But let's get busy here.

All right. **Why copywriting?** The obvious answer is to sell your products and services right?

You have to tell people what your stuff is about. That's the simple answer. **One of the things you may not realize is the techniques you learn are going to invade all your other writing.** It's going to move people to action. You're going to beat your competition when you learn all these techniques.

These techniques are going to sneak into your blog posts. They're going to sneak into your written articles. They're going to sneak into your videos and you're going to start consistently moving more people to do what you want them to do. And, of course, like anything, this can be used for bad or good. Don't let me catch you doing bad stuff with this or you'll be on my scammer list.

The other reason why copywriting is a good thing is that it is easily learnable. These are writing techniques that help you get what you want. I'm really going to harp on this about why you should bother to get this skill. It's also a skill you can make money with in other ways than just selling your stuff. It's a skill you can make money from by writing for others.

Get Paid for Your Writing

Now hear this. You can charge a lot of money for this. People that are too lazy to buy my course will pay you to do this kind of stuff. One of my students that you'll see later also reminded me that good copy writing actually reduces refund rates.

There is a little balancing act here. You actually want to write copy that does get you some refunds. You want to push the limit to get the most sales possible even out of a few people that maybe shouldn't have bought your product or service. So, we do want refunds, but we don't want massive refunds. One of my students reminded me that good copywriting clearly tells people the benefit of what they're getting so that they don't want to get rid of it. . . . This actually reduces refunds.

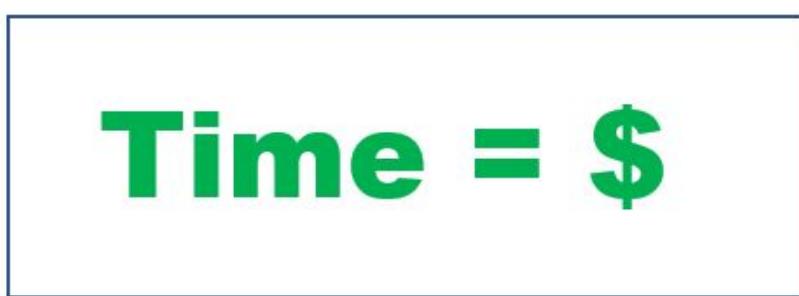
Delegation . . . Heck No!

The next question I get is, “Shouldn't I just delegate this?” The answer is **NO** unless you are illiterate, or have money and time to burn. I get so sick of these yapping speakers up there on stage who probably can barely make their car payment telling you to delegate everything. They tell you to only do things you're good at. Well guess what folks, I've been in business 40 plus years formally and since I was a kid really and I can tell you if what you're doing is not making you rich, maybe you should rethink this delegation crap. **Maybe you should learn a skill like this that can make you rich.** How about that?

Now let's buckle down and learn how to do stuff that you need to be successful in business.

Save Time . . . Ha. That's a Laugh

Other people ask, “Won't you save time by having someone else write your sales letters?” **NO**, you will **not** save time. Here's why. Let me explain that to you.



Time = \$

I guess you would save time if you hired a terrible copywriter. They won't bother interviewing you like a good copywriter will to find out all the nuances of what you're trying to sell. A good copywriter might spend hours interviewing you just to get an idea of what they should write for you. **So, there's your first non-time savings.** Then they're gonna do a rough draft and the rough draft is not going to be anything that you expected.

So, you're gonna have to go over it line-by-line-by-line and pick it apart and send it back for a re-draft. You have to read their writing more carefully than if you wrote it yourself to make sure they aren't claiming things you can't deliver. **So, there's more time you didn't save.**

These re-dos and re-writes are probably going to go back and forth two or three times at least with possibly weeks in between. You might have to take an hour or more each time to study what they have done to make sure it's right. If it's not right, you will have to spend time making detailed notes to the copywriter explaining what you meant or spend time on the phone. So, **NO** you aren't going to save time at all doing this and you're going to **pay a big premium to not save time. Now how stupid is that?**

I'm Not a Good Writer . . . Says who?

A lot of people say, "Well, I'm not a good writer."

I'll tell you what folks, in my mentor program I've had over 1,700 students and only one time in 1,700 students have I failed teaching someone to write a salesletter. That was a guy that was just kind of a moron and shouldn't have been in the program in the first place. He was virtually illiterate and I'm embarrassed about it that I let him in because usually I weed people out if I know they don't have a chance of success. But anyway, you can do this. I have never failed really with anybody that's a normal person.

And another thing. After 40+ years of writing and studying copy, to this day I still study copy. Why? Because as soon as I learn some other little technique, more money pours in my front door.

Get ready to rock and roll. Here's what we'll cover:

We're going to cover one of the most powerful principles of the human mind called "**The Zeigarnik Principle**." We'll cover "**Scare Tactics**" and that sounds kind of mean, but when I explain it to you, you'll see it really isn't. We'll cover "**Features and Benefits**." It's very important to keep those clear and I'm going to show you the method that I learned over 20 years ago to put the features and benefits in your sales letter very easily and clearly. We're gonna learn "**Cost Comparisons**". Some of my favorite stuff about copywriting is that it's just beautifully illogical. It's ethical the way I do it, but some things just do not make logical sense, but they sell like crazy.

Another thing we'll cover is "**The Reason Why**" technique. You couldn't get away from this technique if you were a monk on a mountain top. You are surrounded by it every single day of your life. I'll explain the intricacies of it as we go and **those of you that stick with me until the end will get three super bonus copywriting tips.**

What makes me think I can teach this to you?

So, why should you listen to me? Well, I've had my own business since before graduating from college around 1977. I've been writing copy literally since I was a kid starting about 10 years old. I was selling stuff door-to-door and leaving flyers that I wrote and things like that.

In my recent years my copy has brought in ... just for me ...over \$20,000,000.00. It's impossible to tell how much it's brought in for my students since about 1997 when I started teaching them copy. It has to be in the multi, multi millions of dollars in money for them. So, I'm thrilled about that.

Plus, the savings I've enjoyed because I have not been paying for copy helped me became consumer debt free about 19 years ago. I hit multi-millionaire status around the year 2000. So, maybe, just maybe I know some stuff about this that you might want to listen to.

I've identified this skill years ago, and I've said this on numerous occasions, that **this is the number one business skill I ever developed for myself.** Yes, customer service is a great skill. Shipping stuff quickly is a great business skill. All that stuff is great, but **if you don't have this skill of copywriting down, none of that other stuff matters because you won't have any customers.** So, this is my number one business skill.

Elements that can go into your promotional materials

Now I'm going to go through a list of elements with you. These are elements that go into sales copy. These aren't necessarily in the order they appear in a sales letter, but I just wanted to put them all down here.

- **Pre-headlines.**
- **Main headlines**

This is so important I discovered a great new headline / subject line / subheading generator that will actually analyze which headlines and subject lines are best for your market. I negotiated a deal with the developer of this revolutionary and inexpensive software. Oh, and it's good on Mac and PC.

Go here: <http://tinyurl.com/ows2wu5>

- **Subheadings**

- Teasers
- Johnson boxes

Note: the ones in red are the ones we're going to cover in this e-tran.

- **Features / Benefits**
- Urgency / Scarcity
- Stories
- Case studies
- **Zeigarnik Principle**
- Testimonials
- Bonuses

You can see there are lots of elements that have to mesh to make people want to buy. Here are some more elements:

- Guarantees
- Conviction statements (like a guarantee on steroids).
- P.S.
- Calls to Action. You don't have anything if you don't ask for the money, right?
- Scare tactics
- The Reason Why Technique
- Cost Comparisons

Master all of these and you can write your own ticket in virtually anything you want to sell. Check out some more elements below:

- Frequently Asked Questions.
- Top 10 lists
- Recap Paragraphs
- Signature. It's a sales letter they say right? So, you can sign it at the bottom.

- **Graphics**
- **Photos**
- **Margin Notes**
- **Scribbles**
- **Lift Letters.**

Those are the elements that go into sales letters and other promotional materials. Some of them you can eliminate in your particular promotion. What I don't want you to do is eliminate one just because you didn't know about it or forgot it. I want you to eliminate it if it doesn't make sense for your promotion or audience.

For instance, if I have an audience of engineers that are analytical thinkers, I'll put case studies in that are full of details. But if it's a real emotional audience that doesn't like details, I'll pull the case study out so it doesn't bore or alienate them.

I just don't want you to forget things. That's why I teach you to make a checklist of all these elements you can refer to every time you create promotional copy.

Build your salesletters step-by-step

People at my retreats are amazed at how easy it is to write great copy when it's broken down element-by-element. I'll be the first to admit that sitting down and looking at a blank piece of paper or computer screen with the intention of writing a salesletter can be daunting.

I haven't done it that way for years. I pick one element of the salesletter to work on and I usually do it in a very short session. Then I do some other work. Then I pick another element and do a short session and so forth. That way in

one day I might be able to do a bunch of elements and get most of a salesletter done. The nice part is, I just do the short sessions sandwiched around my other daily work. It makes the day go fast and I've accomplished my regular work and part or most of my salesletter.

Here are some other things you need to know about sales copy:

- **The Theory of Parallel Tracks.** This is how you make a sales letter work for different types of people. People have different learning styles and so forth. This is how you make one sales letter appeal to more than one type of person.
- **You need to know salesletter structure**, i.e. where to put stuff for salesletter formatting especially online. The way it looks is just as important as the words because if it looks too hard to read, people get eye strain and headaches and they won't read it. So, a lot of whitespace and graphics makes it much easier to read.
- **You can even use “Infographics”** which are mostly graphic sales letters.
- **All about “Video Sales Letters” (VSL’s)**
- **All about “E-mail Sales Letters”**
- **Super short copy tips** for pay per click ads like on Google and Facebook
- **How to sell using autoresponders** in your shopping cart. We of course use and train on <http://www.KickStartCart.com>

- **Shopping cart sell throughs.** One of the biggest problems in selling is “shopping cart abandonment.” This is when people put stuff in your cart and then for some reason, they don't finish the sale. I teach you a shopping cart sell through technique to keep them excited right at that point when they have to give you the money.
- **Where to find tons and tons of sample salesletters**
- **The Colombo technique**

Ok. So, let's get into the four techniques and one principle I promised you.

The Zeigarnik Principle

This is one of the most powerful things on earth for getting people to do what you want.

This isn't technically an element that goes into a sales letter.

This is a “principle” of what you should write to get people to do what you want them to do. So, let's talk about this. Bluma Zeigarnik was a Russian psychiatrist and psychologist. I think she has dual degrees. She identified the principle of the human mind that **the human mind cannot stand unfulfilled curiosity.**

Bluma Zeigarnik circa 1921.
She's responsible for literally trillions of dollars of sales around the world.



I want to tell you how powerful this is. I'm sure we've all watched news shows and I have had two news directors from TV stations in my program over the years and both of them said, “Oh yeah. We just lie to you.” They tease you with something at the beginning of the show to make you curious about what they're talking about to keep you watching the show. And it is so powerful. It's just crazy. I'll give you an example later. But let me tell you what else the Zeigarnik Principle is used for. One thing is subject lines in your e-mails.

“Oh yeah. We just lie to you.”

Using the Zeigarnik principle in the subject line of your email will increase open rates. I'm going to give you examples of these later. Once people have opened the e-mail, using the Zeigarnik principle will increase “click through rates” (CTR) to your Web site. So, the subject line gets them to open the email. And then

the Zeigarnik principle inside the email gets them to click through to your Web site.

This principle is also being used quite a bit on business cards. If you have the back of your business card blank, that's a big wasted space. One of the things that you want to think about is using the Zeigarnik principle on your card. What you do is you put a question on the back of your business card that makes people curious of what the answer is. The only way to get the answer is to go to your Web site. You put the link to your Web site on the card.

If you are a Realtor, you could say, "I found the secret to the lowest mortgage rates. Guess what it is." And then people think, "I Wonder what it is" and they type in the link to your site where they can find the answer.

This keeps your business card out of the garbage and makes people actually use it rather than just throw it in the pile when they get home. So, there is a tip on using the Zeigarnik technique on a business card, or other printed materials.

Here are some examples of the Zeigarnik principle in email subject lines. I've used all of these:

- **I'll never do that again.** People are wondering, "You're never going to do **what again?**" And now they've got to open the email to find out.
- **All right he really screwed me over.** This is a double whammy because people are thinking, "Who is he and how did he screw Tom over?" So that's a double whammy Zeigarnik principle.

Here's an extra sidebar tip. Try to keep subject lines 50 characters or less including spaces. The shorter the better. Put the most important stuff to the left because people only leave so much space for the subject line in their e-

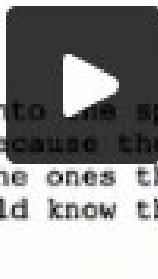
mail reader. The important stuff will get truncated or cut off if you put it to the right-hand side. So, keep the most important stuff to the left.

- **Boy did I get in trouble** I think this is my biggest subject line of all time. Now, think about this. If you didn't know me, this wouldn't mean anything but, if you've been on my list for some time, some people been on my list for over 20 years and they know my personality. Sometimes I'm in your face and sometimes I'm a bad boy. Most of the time I'm a nice guy. But you're wondering, "Oh, what did Tom do now?" Boom. I got enormous numbers of response on that one. So, if they know you, you can do something like that.
- **Guess who e-mailed me.** A person reading this would be thinking, "It must be somebody important. I wonder who it is."
- **I got a knock on my door at 4:00 a.m.** People think, "Who would be knocking on Tom's door at four o'clock in the morning" They think, "What's it all about?" "Is there somebody dead in the street?" What is it? They have to open the email to find out.

Now here's an example of the Zeigarnik principle in a written sales letter.

. . . **Most lose money**

Most people that try to get into the speaking business lose money and disappear quickly because they don't have the proper training. If you are one of the ones that do make money, congratulations, but you should know that there are many now



Notice there is no period at the end of this page. I want them to turn the page and keep reading.

This is the last paragraph in a booklet on page one of a printed sales letter.

I just did a screen capture off of this some video somewhere so ignore the video play button. I want you to look at the blue arrow. This is the bottom of the page. If you notice, there is no period right here. **I never end the sentence at the bottom of the page.**

The end of the sentence is on the next page because people can't stand it in their mind to not finish the sentence. **Their mind MUST read the rest of that sentence** which gets them to turn the page which is what I want them to do.

I want them to turn that page because in a written document it's easy to just say to yourself, "Oh, I'll stop right here and come back later to read the rest." Then they go off and get distracted and never come back to finish reading. But once they turn the page and start reading, they'll finish that page and then it goes on and on. So that's an example of the Zeigarnik principle in a written document.

The Zeigarnik principle of the human mind is extremely powerful and you should use it regularly.

Scare Tactics

Your first “technique” is the use of “scare tactics.” I know this sounds ominous and mean spirited. It sounds manipulative and many times it is. I gotta tell you. People frequently use this for bad to hurt you and that's the bad thing about copywriting. A lot of young whippersnappers in the Internet marketing field are great at copywriting, but they suck at ethics. They're just terrible. They say and do anything to get your money and they know how to use these techniques really, really well. So, you've got to be careful.

I do realize the term “scare tactics” does sound ominous and manipulative. I assure you the way I use it and teach others to use it is not ominous or mean spirited at all. What you must understand is that fear is a great motivator of people. For instance, people will not pay to be healthy, but they'll pay a fortune when they think they're going to die.

What I'm going to tell you now is interesting and surprising to a lot of people. I usually ask this of people who have seen me speak. I say, “What do you think my main goal is when I get on stage?” People say, “To sell stuff.” I say, “No. That's a byproduct of doing a good job.” They say, “To educate.” Yeah, yeah, I have to do that or they'll kick me off the stage. They come up with all these answers. The real answer is: My goal when I step on that stage is to scare the living he** out of you. That sounds so, so mean spirited.

It isn't. Let me tell you what it really means. Here's my definition:

Scare Tactic Definition: I want you to know, in no uncertain terms there are consequences of not knowing what I know, or having what I'm selling. I want you to think about this. I want you to think, “If I'm a speaker, or if I'm writing a book, or if I'm writing an article, or if I'm trying to sell my new online course, what are the consequences to people of not having it?”

There are always consequences. For your products and services, it's your job to point the consequences out to people.

Scare tactics are used on infomercials all the time. I want you to take a look at the graphic below. It kind of looks like a walking cane for a person that's limping right? Well it really isn't.



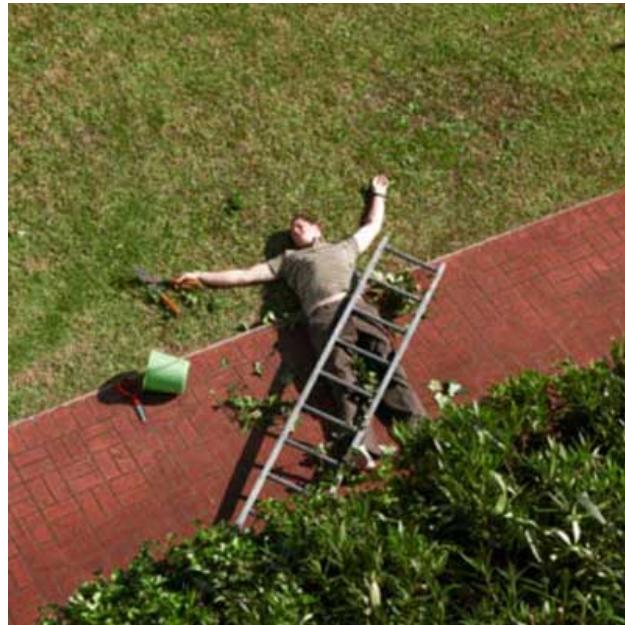
What is this?

It's a "J" tube that hooks to your garden hose so that you can stand on the ground and clean your gutters. I was watching an infomercial about this. Of course, you get the second one free. Hahaha. Just pay extra shipping and handling.

This entire infomercial was people falling off ladders and on crutches wearing neck braces. The entire infomercial was a scare tactic, i.e. what are the consequences of trying to get up on a ladder and climb over your bushes to clean your gutters?



This handy gadget uses scare tactics to sell it.



There's no question this is a scare tactic.

What are your consequences?

You have to come up with all the different consequences of not knowing what you know, or having your product or service. It is pretty much opposite of the features and benefits which we'll cover later. If they have your product, they're gonna get certain benefits out of it. If they don't, they're gonna suffer certain consequences. So, we hit them from both sides in a sales letter.

That's why I picked features and benefits and scare tactics to highlight in this e-book / e-tran because they're different ends of the spectrum. You're showing them the consequences of "not having" and the benefits of "having." So, a logical person would come to the conclusion, "Oh darn..... I don't want this bad stuff to happen and I do want all this good stuff, so I should buy this." That's scare tactics.

Here are some other scare tactic examples:

Let me first tell you about Buttcamp. Maybe some of you don't know what Buttcamp is. Buttcamp is one of the longest running ever Internet marketing seminars. It started around 1997. People were begging me to teach Internet marketing and I wasn't going to do a "boot camp" like everybody else does.

I came from an entertainment background, so I was trying to think of a fun name for my very serious marketing seminar. I thought, "I'm sitting on my big butt making all this money, so I'll call it 'Buttcamp'" LOL It caught on and I've done them in 11 countries around the world except in England, they made me call it "Bum Camp" hahaha. So that's ButtCamp

\$80K Down the Drain

Let's get back to Scare Tactics. Years ago, there was a lady at Buttcamp and I can't remember her name. She swore me to secrecy anyway because she was so

embarrassed. She had spent a fortune on her website and basically got taken to the cleaners by her web designer.

When I'm onstage nowadays I talk about her. I pick a lady out in the crowd and I point to her. I want you to just picture me on stage pointing at a lady. I would say, "Maam, right there where you're sitting there was a lady in Buttcamp and she spent \$80,000.00 on her web site with not one visitor or one sale. I would never let that happen to you."

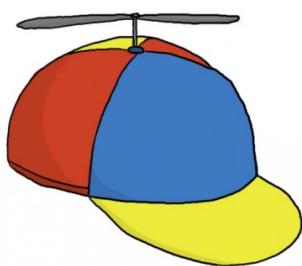
Think about how scary that is to spend \$80,000.00 on a web site and not get any visitors or sales. So, that was an example of a scare tactic I use from the stage. I could also use that story in a sales letter or in a video.

\$37K Down the Drain

Another guy at Buttcamp had spent \$37,000.00 on a multimedia DVD. I showed him how to do it with a \$150.00 piece of software and now he does it my way.

\$150.00 versus \$37,000.00. Hmmmm. Which would you rather spend?

Technogeeks and propeller heads took both of those people for a ride. They were susceptible to being taken advantage of because they didn't have knowledge. So, they suffered major consequences of not knowing what I know.



It's legitimately scary to think technogeeks and propeller heads could massively overcharge you. You wouldn't even know it until it's too late.

Heck, I'm taking it easy on you in this book. I know the consequences to you and your business of refusing to learn copywriting. . . . They're not pretty.

You've got to put yourself in that situation when you're selling stuff. What are the consequences to your prospects of not knowing what you know or having your product?

Here's another one:

"The IRS will take another 35 percent out of your paycheck this year". Well who wants that? That's scary.

Here's one we use for our protection dogs site.

"Do you want your daughter to be alone if she breaks down on a lonely road?" We match that with a picture of the hood up on a car with a young woman there with her dog.

A young woman standing on the side of the road late at night is scary. It's comforting to know her dog sitting right next to her will bite your face off if you try to harm her. That reduces that scariness, but you can't get the reduction in scariness unless you buy the highly trained dog.



You wouldn't want your loved one broken down on a lonely road at night, would you?

We have a Pinterest board called “Dogs Protecting Women”. I wrote this pin called **“21 Reasons a Protection Dog is Better Than a Man”**. (see below)

It's like **“If he howls at the moon, he's not drunk.”** And **“If he fools around with another woman, you don't get mad. You get a stud fee”**. LOL But my favorite one is **“He's not Facebook friends with his ex”**. Hahaha

Anyway, that scenario is scary for a father or mother. They are thinking, “Oh my God, I don't want her to break down and be alone.” Parents know what can happen to young women. That dog is going to risk his own life to save her. Also, criminals don't like dogs.

Check out more at <https://www.ProtectionDogsElite.com>

21 Reasons a Protection Dog is Better Than a Man

- 1. You don't have to worry about him leaving the toilet seat up.**
- 2. He never complains about what you feed him.**
- 3. His toys are cheaper.**
- 4. He doesn't have to be taught to beg.**
- 5. You never have to argue about what to watch on TV**
- 6. You can put him in a crate when you don't want to be bothered.**

[21 Reasons a Protection Dogs is Better than A Man_1-6](#)

- 7. He never misses where he's aiming when he pees.**
- 8. There is only half the laundry to do.**
- 9. He will never spend your vacation money on a set of golf clubs.**
- 10. He is a better listener.**
- 11. He only dirties one dish.**
- 12. His snoring is cute.**
- 13. If he gets lost, he is happy to get directions.**
- 14. If it's winter, he doesn't mind your ice cold feet in bed.**

[21 Reasons a Protection Dogs is Better than A Man_7-14](#)

- 15. He lives for PDA (public displays of affection).**
- 16. When he howls at the moon, he isn't drunk.**
- 17. If you scold him, he doesn't call up his pretty receptionist from work to complain about you.**
- 18. His mother doesn't butt in on your affairs.**
- 19. He's not Facebook friends with his ex.**
- 20. If he fools around with another female, instead of getting upset you get paid a stud fee.**

[21 Reasons a Protection Dogs is Better than A Man_15-20](#)

21. He's way more loyal and if someone tries to hurt you or someone you love, he'll bite their face off.

www.ProtectionDogsElite.com



[21 Reasons a Protection Dogs is Better than A Man_21 and Picture](#)

Here's another example:

“This common household item could ruin your sex life.” Who wants that to happen? This one also kicks in the Zeigarnik principle because you're thinking, “Well, what is that household item?” And God I've got to find out because I'm scared. I don't want to ruin my sex life.Well, not much to ruin over here.....LOL

All right. Now that's scare tactics. Put them in judiciously. Don't be a jerk about it. But if there are legitimate consequences, you must highlight it for that person's benefit so they see clearly why they should buy your product. And for you, so that you sell more stuff.

Features and Benefits

Your next elements are so closely related we combine them. These are “features” and “benefits”. These are different elements, but they’re totally related so that’s why I combine them.

The definition that I stick by is a pretty simple one. A feature is what the product “is” and a benefit is “**what it does for you**”.

Some of the fun examples are electric drills. What it “is”, is an electric drill. It’s electric and it has a motor that rotates. The feature is it’s a drill. What it “does for you”, i.e. the benefit of a drill is it puts holes in things. Nobody wants a drill just for a drill. They want to put holes in things. That’s the benefit.



People don’t buy electric drills just because they want a motor with a handle on it. They want to put holes in things. That’s the benefit of owning a drill.

You really have to get these distinctions clear in your mind. Also, if you can’t come up with a bunch of features and benefits for your product, well your product sucks hahaha. Don’t try to sell it. It’s not going to help anybody. Plus, if you can’t come up with features and benefits, don’t expect the potential buyer to think them up.

Those of you old enough to remember the old Wilkinson Sword razor blades made out of Cor 10 Steel. A razor blade with Cor 10 steel is what it is. The benefit is you get more shaves before your face gets torn up.

So, the feature is what it is. The benefit is what it does for you.

Now when I first developed the “Wake ‘em Up Video Professional Speaking System” <https://www.anton.com/speakervideo.htm> which is the best-selling ever professional speaking system, I wrote a sales letter for it.



This system has over 1000 features you need to know about as a pro speaker, . . . but what about the benefits?

I identified over a thousand things you would learn if you had this system that you should know if you're a professional speaker. I put as many of them as I could in this big long sales letter and I put it out to my list. . . . **I SOLD NOTHING.**

And I'm like, “Are you kidding me? I never have a goose egg. I always sell stuff. What the heck is wrong here?” So, what did I do? I got help. I went to a guy that was very well-known for critiquing salesletters. This was years ago. He said, “Gee Tom, you have a lot of stuff here.”

But he also said, “All you did was put the features in your salesletter. You didn't tie that to benefits for the person looking at your product.” What he told me to do was to go back and for every feature I identified, he wanted me to tie a corresponding benefit to that feature. And he gave me a specific way to do it.

Those of you that have seen my stuff have seen me do this hundreds of times over and over and over again. He had me format the features and benefits a certain way. He said, “You start a list of bullets with some entry line blub like, ‘You will learn:’ or ‘You will Discover:’ and put a colon after it.”

Like I said, if you go back through some of the e-mails I have written and many of the salesletters I have online . . . I mean virtually all of them use the format I will cover here. I can't think of any that wouldn't. So, after you do the opening blurb, you start a list of bullets.

The first part of each bullet is the feature and second part of each bullet is the benefit that goes along with that feature. Then he told me to separate them with either an ellipsis or an M dash.

An ellipsis is three dots . . . and that's what I use mostly because I can never remember how to make an M dash in Microsoft Word. — To make an M dash in Microsoft Word you can try “Insert”, “Symbol” “Special Characters”. I just use the three dots. It works fine from a salesletter point of view and I never forget how to hit the period key.

So, let's take a look at a typical features and benefits section from one of my salesletters that sells my speaking system.

YOU WILL LEARN:

- How to Presell Products . . . You'll never be seen packing up unsold products at the back of the room ever again.

In this case, the feature was “How to pre-sell products.” Between the feature and the benefit, he told me to put a separator. In this case I used an ellipsis. “...”

Then he told me to put the benefit afterwards. If you're a professional speaker, you'll relate to this second part which is the benefit. “You'll never be seen packing up unsold products at the back of the room ever again.” This is a big embarrassment to a speaker to have all their products left over from the event where they were supposed to be sold.

So, this is the feature How to pre-sell products. The benefit of learning that is You won't be stuck with unsold products and embarrassment.

Another point I want to make about this formatting method is that the bullet point has to read correctly off the opening blurb. I see people putting all kinds of weird stuff in here. **The bullets MUST read correctly off of the opening line.**

Here's the next bullet in this features/benefits section:

- 11 attention gaining devices ... It will be impossible for the audience to zone out on you.

So, the feature is “11 attention gaining devices” and the benefit after the ellipsis is extreme audience attention.

I mean that's a big benefit when the audience is with you the whole time, right?

Here's another sidebar tip: If you're going to put a number at the beginning of a bullet, make it the numeral version. In other words, in this case you use “11” not “e l e v e n”. I don't know why, but this tip has been proven over and over again that it works better.

The next bullet:

- A proven method for getting high evaluations. ... The meeting planner will have no choice but to invite you back.

All right, now I think you've got it. The way you structure features and benefits is the feature is first. Then you put an ellipsis or M dash. Then you put the benefit.

Overall a section of your salesletter about features and benefits would look like this:

YOU WILL LEARN:

- **How to Presell Products** . . . You'll never be seen packing up unsold products at the back of the room ever again.
- **11 attention gaining devices** ... It will be impossible for the audience to zone out on you.
- **A proven method for getting high evaluations** ... The meeting planner will have no choice but to invite you back.

Here are several more sidebar tips:

Notice that I made the “**YOU WILL LEARN**” part all caps, bold and a different color.

You don't have to do this, but as you work on your salesletters you want portions to stand out so you can use color, bold and all caps judiciously to do this.

Also notice I **bolded** the features and left the benefits regular. You could switch this and make the features regular and bold or color the benefits, although I don't see that as often. Just be consistent and don't go overboard to the point your salesletter looks like a circus tent with odd colors, bolding and crazy formatting

thrown in everywhere... (uNless of course you are sEllinG wIld and Crazy stUFF, tHen yoU CaN bEnd thE ruLes.).

More sidebar tips (see how I like to throw in extra value):

Try to keep no more than seven bullets before breaking up the text. Bullets are supposed to grab people's attention, right? If you have a hundred of them in a list, it gets monotonous. So, try to keep it to seven bullets or less. Also, odd numbers are better. There's another sidebar tip for you.

Keeping to seven or less bullets is really important to avoid monotony. What I tell you now will sound hokey, but when it's used in a well-formatted salesletter, it works beautifully.

One time I had 60 bullets I had to put in one salesletter. I'm thinking, "I can't just put sixty bullets in a row. People will zone out on me". So, I went down seven bullets and put a simple subheading that said, "**Hey that's a lot of great stuff isn't it? Well wait till you see this.**" And then I went seven more bullets and put another simple subheading like, "**That was great stuff too, check this out.**" And then I went seven more bullets. I repeated these kinds of brief subheadings until I was done with all 60 bullets.

That's all it was. I just used simple subheadings to break up the monotony. Remember the format of an online salesletter is just as important as the words.

Those subheading words really didn't matter. It just had to break up the bullets to keep people's attention. And I went seven more bullets and I said, "**That's a lot of good stuff too. Well you ain't seen nothing yet**". That's how you format when you have lots and lots of bullets.

So, you must identify the features and benefits of your product if you want to have any success at all. If you're going to screw up, you screw up and leave the features off and just put in the benefits. Having both the features AND the benefits is best.

Everybody considers your product on the basis of “what's in it for them.” It's not what you “think” they want, it's what they “actually” want. So, make sure you just plaster your sales copy full of benefits.

If you use the features/benefits format I outlined above, it's easy to put that part of your salesletter together and you'll easily keep track in your mind that a feature is what your product or service “is” and a benefit is “what it does for you”.

Cost Comparisons

This is one of my favorite sales copy elements because it's so **beautifully illogical**.

The first one is called “comparing apples to oranges”. It's basically comparing something of small value to something of bigger value.



Apples are definitely NOT Oranges, but the concept of comparing them sells like crazy.

I'll show you why this is so illogical later. You'll see what I mean when I get to the examples. Then there's another one. I don't have a name for it, but it's comparing something that's good that's expensive to something cheap that's even better.

Here's your example of an “Apples to Oranges” cost comparison:

“For the cost of a cup of Starbucks a day, you could be getting standing ovations around the world.”

This example is from one of my salesletters selling my “Wake ‘em Up Video Professional Speaking System” <https://www.Antion.com/speakervideo.htm>

Why is this so terribly illogical? The first obvious answer is that the cost of coffee has absolutely nothing to do with getting standing ovations. They are as far removed from each other as they can be.

The real answer is that I never said how many days you had to buy a cup of Starbucks. It could be for the next ten-thousand years. When I ask people this, virtually no one catches that. It's totally illogical.

Yes, it's correct. The cost of Starbucks has nothing to do with standing ovations, but I never mentioned how long you would have to buy the coffee. So, there was never an actual amount of money mentioned. If you took this logically, it could cost you millions of dollars to get those standing ovations.

Like I said this is totally illogical, but works like a charm. Here's how it works:

You use a recognizable thing that is way cheaper than the big benefit of your product. Starbucks coffee isn't technically cheap when it comes to coffee, but it's highly recognizable and way cheaper than this big benefit of travel around the world getting standing ovations.

So, you need to think of some things that in your arena that people would relate to. It could be the cost of a fancy lunch. It could be the cost of a pair of running shoes although that's not as illogical because it has a finite price.

In that case the running shoes still have no relation to the benefit that you're portraying about your product in the second half of the comparison. So, that's "apples to oranges" comparisons. You see them all the time and they work like a charm, but they're totally illogical.

The other cost comparison is “expensive that's good vs cheap that's better”.

Here's an example: For \$20,000.00 a day plus expenses, plus per diem, plus an assistant, plus first-class airfare you can have Tom teach Internet marketing to your company for a day, or for only \$599.00 a year you could license his training and

teach all your new hires and not be under such pressure to get it all done in one day.

Yes, I'd be glad to do the day-long training for the company and I would do a great job for them, but then I'm leaving after a day. They would have to absorb all the material and some people might not be able to attend and they would miss it. Some people that need to know the material haven't even been hired yet. The training would be good and I'd be happy to do it for that amount of money.

But for only \$599.00 a year they could license the training and teach new people that weren't there that day. So, the \$599.00 is what I really want to sell here. Of course, I'll take the \$20,000.00 a day, but I really am happy to sit here in this chair.

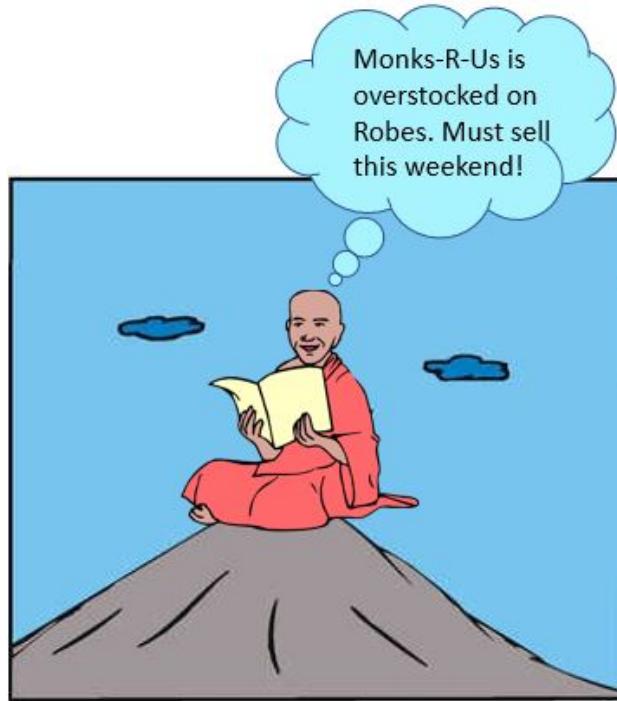
I could sell the \$599.00 package to a bunch of places and not even have to get up and go anywhere. So, that's "expensive that's good versus cheap that's better".

Those are the two types of cost comparisons. You wouldn't normally use both of these in one sales letter. I'd stick to one or the other. **And that brings up another sidebar rule of copywriting. Don't break the rules until you understand them.**

That's probably one hundred sales letters down the road yet for a lot of you.

The Reason Why

OMG. You could not get away from the “reason why” technique if you were a monk on a mountaintop. You are surrounded by this every single day of your life. It's one of the most powerful of all the techniques.



*Even a Monk on a Mountaintop can't get away from
"The Reason Why" technique.*

I have been living in Virginia Beach, Virginia for approximately 17 years. Haynes furniture has been going out of business in some fashion every single weekend since I have lived here. LOL

They might say, “We lost our lease. We have all this inventory that’s stuck in the warehouse. We’ve got to move it out because the new stuff’s coming in.” Or “We’re moving across town to a new location.” Or “We accidentally bought too much and have to move it out.” Etc. etc. etc. They do something like this every weekend.

I can tell you a big company like this would not do this every week on television and radio if it wasn't making money.

So, let's get into what this is.

The definition: “The Reason Why technique” – A copywriting mechanism to justify a price reduction.

The reason you want to “justify” a price reduction is that if you don’t, the original price does not seem credible.

Let me give you an example from the professional speaking industry. Let’s say I announce my fee to a meeting planner as \$20,000.00. How would it look if the meeting planner says they only have \$1500.00 and I immediately said, “I’LL TAKE IT.”?

The \$20,000.00 I quoted them would look ridiculous and made up out of thin air. They are thinking if Tom is truly a \$20,000.00 speaker, why would he accept only \$1500.00? And then they would book someone else, because it looked like I was trying to gouge them on the price. So, justifying it when you make a price reduction is really important to your credibility.

How and Why the “Reason Why” technique works

I've got to go deeper into this because you really have to understand some of the things that make this work. The first thing you must ask yourself is, **“Why do we want to reduce the price?”**

There are two main reasons:

- 1. People love a sale. They love deals. They love promotions.** They love all the hoopla surrounding a sale. Wouldn’t it sound ridiculous to announce

your new book and tell everyone to go buy it at full price? LOL

It's like, "Oh gee. I'm going to run right over to Amazon because I want to get it at full price before they reduce it next week by 35 percent." Trust me. People love a sale.



People just love sales

2. The second reason you want to reduce the price is because basically people are greedy and they want to feel like they're getting over on you. I know for all of you people that are really nice this is a hard pill for you to swallow. You might not see people as greedy, but please go along with me on this.



Remember, we're not working on what you like or the kind of person you are. We're working on what most people like and maybe don't like. We have to pay attention to how "they" react and what "they" do. If you get tied up in what "you" like, you probably won't make much money. You just can't predict how other people react to things and if you think you can, you're probably going downhill. I never make assumptions. We test things with real numbers and I'll talk about that later.

Here's some example of the reason why:

“The secretary ordered 100 cases of widgets instead of 10 and we've got to move 90 cases out in a hurry because we've got nowhere to sit.”

What was the reason why they reduced the price? They reduced the price for this because the secretary screwed up and ordered 100 cases instead of 10. So, they've got 90 cases left over and in their way.

One thing I'll tell you is I never want to see you lying about stuff just to make a sale. The people in my program know if they ever lie about something, they're kicked out with no refund.

So, this was just an example, but if we really did have 90 extra cases of something, I would jump all over it and have a major sale. You just have to remember the “reason why” they're reducing the price is because they're stuck with 90 cases.

This next example is called a Pre-Publication Sale

Let's say you need money to pay the book printer to print up your new book. Here's what you might say using the “reason why” technique.

“My new book is coming out soon and I've got to pay the printer. If you buy the book now and you're willing to wait five weeks for delivery, I'll give you half price and free shipping PLUS a 30-minute consultation.”

We've got lots of things going on here. The “reason why” is you need funds to pay the printer. That was obvious. People will jump on this deal because 1). they love a deal and 2). they're greedy and feel like they are taking advantage of you.

I know calling people greedy may sound harsh. I'm just trying to get you into the mindset, that people will react and spend more money and spend it faster if they feel they are in a position of power in the transaction.

What you don't want to say in a salesletter is some super sugary thing like, "The supplier gave us a discount and we love you so much and we're going to sing 'Kumbaya' as we pass the sales on to you."

Nobody believes that crap.

OK. OK when I say "nobody" I'm talking numbers. Sure, a certain percentage of people would believe that. But overall people are greedy when it comes to buying things and they will react more if you're stuck and they feel like they're getting a deal and they're helping you out.

Just listen to this example of this guy I knew and how he pulled a fast one on his customers, but they certainly wouldn't complain about it.

Think about the math here folks.

He had a \$97.00 product on a half-price sale for \$39.95.

Think about those numbers

Half of \$97.00 is \$48.50.

The product sold out in the blink of an eye. Only after people bought it at \$39.95 did any of them tell him to check his salesletter for the typo.

He did the typo on purpose knowing that the greedy customers would grab the product immediately at \$39.95 which was the price he wanted anyway.

So, reducing the price and justifying it works like a charm. Again, I know if you're a really nice, feeling, and empathetic person, it's hard for you to think like this about other people. I'm just telling you what actually works in the real world.

These techniques have brought in millions and millions of dollars for me and my students. They probably will for you too if you implement them properly.

You see this in car dealers all the time "The 2020 models are coming in and we've got to get rid of the 2019 models or the boss is gonna fire us. So, tow your car in and we'll take it as a trade." The "reason why" they claim they want to make a deal is that they will get fired if they don't move out the older models.

Here's one that a lot of people use. They have a new product and they need testimonials. I say this on new products all the time. **"Hey, I have tons of testimonials on my other products. But this is a new one. So, if you're willing to give me your honest feedback (I say "honest feedback" because I don't want to be accused of buying testimonials) within 30 days of getting the product, I'll give you a 50 percent discount and a half-hour consultation."** The reason why I gave the discount?.... I need the testimonials.

How about this example about "early bird discounts" for live seminars and other events?

early bird specials

Giving discounts for committing to a sale sooner than later is a great way to stimulate sales.

You might say, “The hotel wants to know what size room to rent us but we don’t know how many people are going to attend. So, if you’re willing to register now to give us some idea of our numbers, we’ll give you \$100.00 off the seminar price.”

What's the problem? Well we don't want to get a room that's too big and not fill it up and we don't want to get a room that's too small and have to turn people away. So, we're willing to give you a discount if you'll sign up now so we can figure this out. You are literally surrounded by the “Reason Why” technique

You could also do a “scratch and dent” sale where you tell people you can’t sell your damaged and returned products as new, so you must discount them.

E-Book Clearance Sale - hahaha

This is my most famous e-book sale. I had a giant e-book clearance sale. I mocked up an e-book sale to look like a tent sale an auto dealer might do. I had a webpage with a tent and some porta potties and some flags and some dancing hot dog GIFS on the screen.

I said, “Hey the old electrons are clogging up my computer and the new ones are coming in and the boss says I'll get fired if I don't move them out.” LOL

Of course, I'm the boss and this was totally tongue in cheek for a half price e-book sale. Guess what. I took in \$9600.00 in half price e-books that day.

The “reason why” technique is so powerful I still made a ton of money as I was making fun of it.

When you **don't need a reason why to reduce the price**

With all that being said about the importance of the reason why technique there is an exception of when you **do not need to use it.**



You don't need the Reason Why technique when the entire world is expecting a sale.

You don't need to justify a price reduction when the entire world is expecting a sale. What are some examples of this? Black Friday, Cyber Monday, Labor Day, Presidents Day, Halloween, Back to school, anniversaries and birthdays.and many others.

You can make vast improvements

If you implement these 4 techniques “Scare Tactics”, “Features and Benefits”, Cost Comparisons” “The Reason Why” and one principle “Zeigarnik”, you should be able to increase your sales. I have no doubt about that.

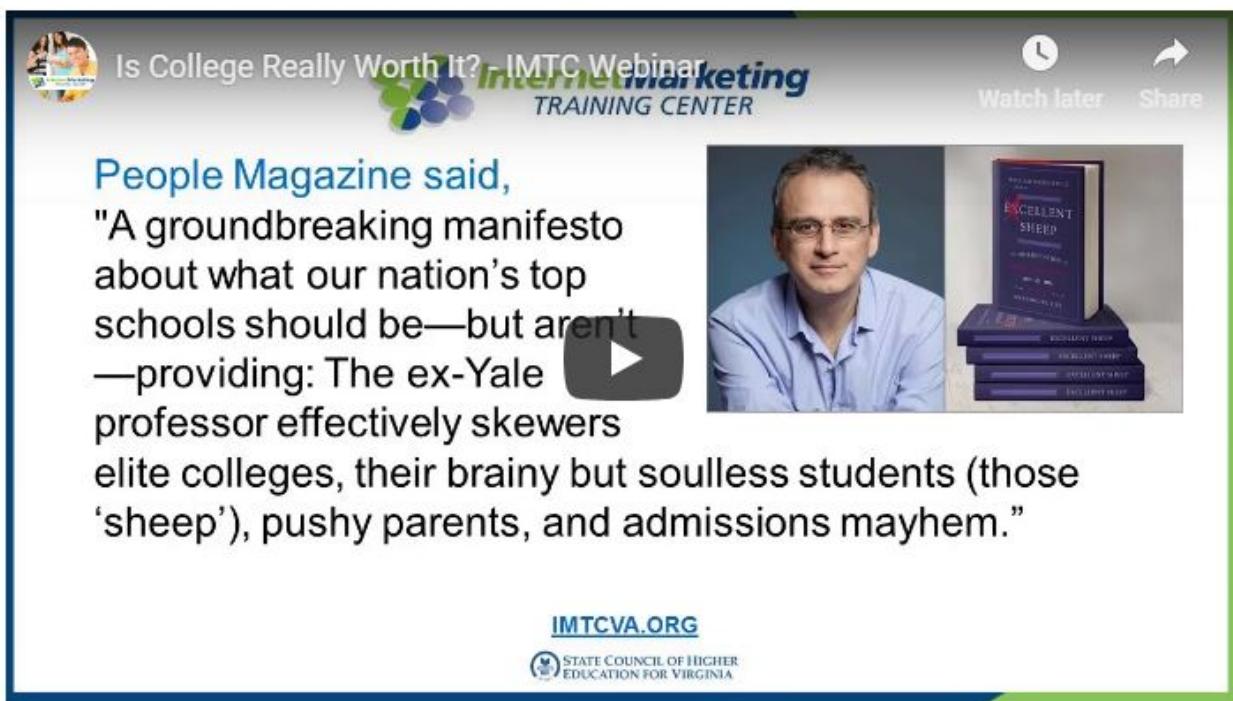
However, these are only five of the elements you could incorporate in all your promotional items. I named 23 more elements above just for salesletters.

You have all kinds of other promotional items that need sales copy. Generally, no small business owner could ever afford to have a copywriter on standby for all the places that need copy. It would be enormously expensive and time consuming even if you could afford it.

Plus, you have to consider that all the time delays will cost you many great financial opportunities over the course of your business life. I mean, who wants to miss out on deals because they are too slow?

You need copy for business cards, flyers, ads on Facebook, Google, Twitter and many other places. You have super short copy in some places and unlimited space in others. You also have video sales letters you need to know about too.

Higher Education: Is College Really Worth It?



Is College Really Worth It? IMTC Webinar Internet Marketing TRAINING CENTER

Watch later Share

People Magazine said,
"A groundbreaking manifesto
about what our nation's top
schools should be—but aren't
—providing: The ex-Yale
professor effectively skewers
elite colleges, their brainy but soulless students (those
'sheep'), pushy parents, and admissions mayhem."

IMTCVA.ORG

STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA

This long form video sales letter is instrumental in helping to sell enrollments to my school. Learning to do these can make you a fortune. (Hey, if you know anyone who should attend, send them over to me and you'll get a big commission if they enroll.) You can watch it at <https://screwtocommune.com/webinars/>

Learning these techniques will make all your blog postings, articles and comments move people to action rather than simply be informative. It's even helped me become the top selling speaker virtually every time I speak.

Like I said above, this is the most important business skill I've developed in over 42 years of formal business and really since I was a little kid.

That's why I developed "CopyWriting901: The Fast Track to Writing Words That Sell" online multimedia course. <https://www.CopyWriting901.com>



This is one of my best products ever and it's one of my most important products ever. It's the skill that has made me at least \$20 million dollars. I really don't know for sure how much it has made me. I try to estimate low so I'm not in trouble for hyping things up, but every day more and more and more money comes in because of the words and techniques I use.

Good Copy = Big Money



Internet Multi-Millionaire Reveals the Secret to His Success

See this video at <https://www.CopyWriting901.com>

You can learn how to do this by looking over my shoulder in the course.

Why do you need this?

You will save time and money. You will not save time by hiring this out. I told you that. And another reminder. ... You can't possibly have a copywriter handy for all the things you need to create and write like broadcast emails, video scripts, audio scripts, blog postings, ads, and articles.

If you're not doing all these things because you don't know how, your business is suffering. There's no question about it. All of these things are necessary in today's atmosphere.

So, what's it costing you? ... Homes, cars, vacations, college education funds? No time for family? No time and money for hobbies? Hahaha you should see the crap I spend money on in my hobbies.

So, I want to know what's holding you back from learning this skill.

Myths: These are some of the things people have told me:

They believe it is too expensive to get this education. Well that notion is going to end today. And I have to tell you there are people charging \$10,000.00 for stuff that's not as good as this course because they're such good hypes.

I think my business model is why I've been successful for such a long time. I have a very simple model. I even wrote a book about a single sentence. Not too many people have done that LOL

You might want to write this down. It's my one sentence business plan.

"I create quality products that people actually want at a reasonable price and I service the customer after the sale."



That's my whole business model since I was 10 years old. So, if you want to know how to be successful, there's your answer.

So, it's not expensive. If you want, you can start for only a small down payment and a couple more small payments. You can save a few bucks by paying it all off at once and it's over 30 times cheaper than amounts other people are charging for substandard courses.

People think it will take too much time to write sales copy. I already showed you that you will not save time by just hiring this out to somebody. Look at it this way. You're going to eat up the same amount of time, but you're going to pay a lot of money to professional copywriters to eat up your time. How smart is that?

People say they lack writing skills. This is not rocket science folks. It's just no credible person ever taught you what to do. You would be amazed if you were at my Retreat Center to see the light in people's eyes when they come in and they wrote a headline, or they wrote a guarantee, or they wrote a feature and benefits section or a story. If you want to experience that, consider joining my mentor program. Check it out at <https://www.GreatInternetMarketingTraining.com>

Literally hundreds of times people that said they couldn't write were beaming when everybody else in the room went, "Oh WOW. That was great!" over something they wrote. Some even were crying with pleasure and excitement.

They couldn't believe it because they'd never done it before because nobody ever taught them. Well, I'm the guy that's going to teach you.

Now what do you need to understand about copywriting?

Well, it's the number one skill that can bring more money into your business immediately. I mean if you already have products and your copy sucks, just fixing the copy means an **immediate** bump in income and it's not that hard to learn.

The time you take to learn will pay off for the entirety of your business career and could literally mean millions of extra dollars coming to you.

The return on investment (ROI) of the time you take to learn this is simply off the charts.

You're combining money savings, time savings and money earnings. This skill will save you at least tens of thousands of dollars over time because you won't have to hire others to do the work. You'll save tons of time waiting for someone else to work on your stuff. Of course, they have to fit your work and revisions in

among their other clients. PLUS, applying these techniques can make you many times the amount of money you're making now selling your products and services.

That's a triple win if I've ever seen one!

It's not pie-in-the-sky. When I say this skill is going to save you tens of thousands of dollars, I'm not kidding or exaggerating. If you had all this stuff written for you, tens of thousands would be the bare minimum. You say, "Tom. I'd never spend that kind of money."

I get that. So, here's what happens. Most of the time you just don't do all the stuff your business needs to be successful because you'd have to pay for people to write video scripts, audio scripts, blog postings, ads and all the other things your business needs. So, you don't do these things and your business gets hurt because of it.

Even worse, your competitors who maybe aren't nearly as good as you steal your business because they were willing to learn and implement this skill.

You don't even have to be great at this to really change the course of your business. Just a few percentage points better on email open rates, and click through rates and salesletter and video sales letter conversions will likely mean millions of extra dollars over the course of your career.

\$Millions\$ Extra Over Your Entire Business Life

The problem is, you only need to know about 30 times what I covered in this e-book / e-tran. There's no doubt you will do better with just the five things I covered here, but why stop there?

If you get this knowledge, the money is out there. With the economy booming, the low unemployment rate and wages rising, people are spending money like crazy. They will spend it with me and all the people that I know that have this skill. You just have to decide that you are willing to do what it takes to get your fair share of that money... let me rephrase that, ... **I want you to get MORE THAN YOUR FAIR SHARE.**

If you're serious about your business and financial security, you simply have to get this knowledge. There's no other investment like this of time or money that will pay off so handsomely for you for the rest of your business life.

Make Money Writing for Others

Another reason this is a great investment is that if you really like writing (and I might add copywriting is a **totally different kind of writing**) you can hire yourself out to other people too lazy to learn how to do this. Trust me, there is no shortage of lazy business owners.

You can probably start out at \$1500.00 for a basic salesletter that includes a couple revisions. I'm just ballparking that. Some of the better copywriters charge \$15,000.00 and percentage of profits and that's not pie-in-the-sky either. Check around a little if you don't believe me.

Don't get sucked into thinking that you can automatically write copy just because you are great at writing books, blog posts, articles and the like. **Copywriting techniques are NOTHING like those other types of writing.**

My course is a lifetime membership so after you pay your entry fee there is no monthly fee or any other charges. You'll have access to learn at your own pace

anytime day or night and you can always refer back to modules any time you need a refresher.

You can have super low payments or you can pay it all at once and you won't believe how cheap it is.

Let me show you what you get in the course:

You get nine video modules so if you don't like to read, I've got everything on video. Overall there's twenty-seven videos covering all the elements that go into salesletters. You can see all the modules listed on the home page of

<https://www.CopyWriting901.com>

You can't get in to the modules unless you're a member, but you can see all the elements on the right-hand side. **Each module has a very convenient PDF synopsis.**

So, once you go through and watch the videos, you don't have to watch the videos again unless you want to because the PDF file is there when you need it. It's very user friendly. I spent I think six or eight months creating this for you and 40 years figuring it all out. ☺

You get video samples of all these different kinds of things like margin notes and scribbles. **You get a video and PDF on Johnson boxes.** That's a specialized type of salesletter box.

You get three videos and PDF's on all kinds of little theories and miscellaneous things that you need to know about. **You get a template** for the structure of a sales letter so you know where to put stuff.

You get two videos and a PDF on advertorials. That's an advanced sales letter technique where it doesn't even look like a sales letter. I've got **just one page on the Internet using an advertorial that's brought in over \$1,000.000.00** It's not a whole website. It's just one advertorial page.

You get one video and 43 sample e-mail sales letters. You can pretty much just copy them and put in your information. Every single one of those e-mails has made money and many of them made lots of money.

You get one video and PDF on autoresponder selling. This is how you can sell automatically after somebody already bought something else. Or, let's say they sign up for an e-course you can put sales in the e-course. It's all delivered by autoresponder.

It's truly on auto pilot after you set it up. Of course, you have to have something like <http://www.KickStartCart.com> or some other (inferior hahaha) autoresponder service to do it. I give you an entire sample autoresponder sequence so you can see how I do it.



Kick Start Cart virtually runs my entire operation and we give FREE UNLIMITED one-on-one tutoring so you can sell more automatically.

You get one video and twelve samples and a PDF on “super short copy.” That's the kind of copy you need for Facebook ads and Google Ads. You also have training on small space tiny banner ads.

And before you tell me, “**I don't advertise. I depend on SEO (Search Engine Optimization)**” Well, God help you. I was taught by the best-of-the-best Michael

Campbell many years ago. I dominated my keywords for 12 years straight and with all that experience and success behind me, I gave up on SEO probably 4 or 5 years ago. It's too hard, and too time consuming, with no guarantees of success.

It's much better to use paid ads that you can turn on and off instantly. That's info for another book. Suffice it to say here, getting good at paid ads is the only way to go unless you have an enormous budget and team of geeks working for you that know what they're doing. I doubt that you do. You need good copy for these ads.

OK. Back to what you get.

Everybody wants squeeze pages to help them grab email addresses. I'm telling you, that you don't want to try to make squeeze pages from scratch. You can just generate them and then fill in your copy. **I give you one video and a PDF and several suggested squeeze page generators.**

You get 19 videos on video sales letters (VSL's) and this includes the “Walking Head” videos. (I'm pretty sure I coined that term) Some of you have seen my walking head video where I use an iPhone and a selfie stick. Also, this cracks me up because I was doing these long before selfie sticks were even thought of. We just called it a monopod back then.

You get training on “Explainer Videos” to explain your product. You also learn about traffic driving videos and website/blog welcome videos. **Plus, you get my “Lifestyle Video” formula and samples.** Lifestyle videos are where I do a little slice of life, sell something, and go back to a slice of life. Just one of mine made \$53,000.00 in two days.

You get “how-to-shoot-a-video-in-a-car-without-wrecking” training. Plus, you'll learn how to make custom thumbnails for your videos so they stand out better in YouTube.

That's not all. You learn **how to do animated and whiteboard videos**. You learn how to sell affiliate products with videos. You learn **how to do long form videos and simulated talk shows**.

All the above is only a portion of what you get in this **EXTREMELY COMPREHENSIVE COURSE**. And you need to know all that stuff.

You're going to get one video and a PDF on infographic salesletters and how you generate them and how they work. They are mostly pictures.

You get a video, a PDF, and three resources so that you can see hundreds of sample sales letters that are rated by how much they're selling. That's really beautiful so that you know the best ones as opposed to the worst.

You get one video and one sample shopping cart sell through. This teaches you how to reduce "shopping cart abandonment." If you don't know, shopping cart abandonment means someone went as far as putting something in your shopping cart, but left without completing the sale. This really sucks.

The course shows you how to reduce that disappointing situation. You have to have a good shopping cart system to do this like <http://www.KickStartCart.com> . Of course, I promote and give unlimited one-on-one tutoring on operating and maximizing your use of the cart's powerful features.

You get a complete resource section which includes the government regulations on testimonials, audio testimonial samples, video testimonial samples, and a link to the Federal Trade Commission guide on testimonials.

I also have a **special section on how to do “Forty-Five Degree Testimonials.”**

This is how you get really nice testimonials from people that would normally freeze up in front of a camera.

I also give you **a bunch of suggested books and even more resources** like WordPress plug ins for making sales letters, a signature generator so that it's not your real signature at the bottom of your sales letter, infographics tools, and a dozen other great resources.

If you're excited to get going now, go ahead over to:

<https://www.CopyWriting901.com> and either pay in full to save some money, or do the finance deal. I don't care which. I just want you to get great information that can totally transform your business. Don't worry, that you'll miss anything. You can come back here and read the bonus tips later.

Why do this now?

Here's the reason. If you're in business now, or starting a business, you need copy right now and you're either going to pay more than the cost of this whole course to get a little bit of it done, or you're going to do it yourself with no training. This means you'll probably screw it up and make yourself look bad.

Another reason to do it now is this is an introductory price. I doubt if I'll ever be charging \$10,000 bucks for it, but as its popularity grows it could easily go to \$997.00 (and still be a bargain). I actually took a headline course that was \$4,500.00 and that's just one of the elements of copywriting. This really is the steal of the century.

Also, every day that goes by you need an email, or a blog posting, or a video or a newsletter, or an ad created. Without training you're destined to have a high percentage of these things bomb. How do I know? Because I've seen hundreds of

businesspeople bomb for years. So, you need to do this right now to help your business.

Oh, and I forgot to tell you. The people that take the one pay cash discount get two consultations. If you take the finance option you still get a consultation. There's no reason to hold back folks. ... especially since I charge \$1000.00 an hour with a three-hour minimum for my consults.

What happens when you join?

You're gonna go to <https://www.CopyWriting901.com> You'll see a video there, but it's basically the salesletter for the general public to see.

As you scroll through the salesletter, (which is a good learning experience in itself) You'll see blue text links near the bottom. The first blue link is to save 50 bucks by paying all at once. The second blue link is the finance deal with the small down payment.

Then once you click one of those, you'll go to the shopping cart where you will click and check out and get issued a user ID and password, or you may pick your own.

Make sure you copy down your username and password and your receipt number and then click the link that says, "**Click here to get started**" and it takes you to "**How to use this course.**" Then you go to Module 1 and you're off to the races.

Once you get in to Module 1, you have a video and you can download your PDF file underneath the video. You just take module one, practice it and then move to Module 2 and practice it.

It's a good idea to have a product or a product you want to eventually produce in mind when you're going through the course. You can have a finished salesletter for one of your real products by the time you're done with your study. That's really cool and efficient.

When you go to <https://www.CopyWriting901.com> down the right-hand side you will see all the training modules, all the extra training and bonuses. As you go down the page the resources and everything is right there handy for you.

Let's get back to some good copywriting training:

Common Mistakes

These are some good tips for you and the **Supertips are yet to come.**

Mistake 1 - Poor headlines. If the headline doesn't grab them, you just gotta know nothing you do after that matters.

Mistake 2 - Poor subject lines in emails. If you're doing online business and if they never open the email, everything past that doesn't matter.

Mistake 3 - Telling too much in a boring fashion. You can still do long copy, but you better be exciting about it and keep it formatted nicely so it's easy to read.

Mistake 4 - Not telling enough because you think nobody will read it. People that are really interested in a topic will read it . . . if you make it interesting.

Mistake 5 - Not having all the sales elements necessary to make the prospect want to buy. You need to have all those elements and know how to use each one of them. I only showed you five out of about 30. You need to have each one and

learn how to use them. Some of them aren't so obvious and can really hurt your sales if they aren't included or you do them improperly.

BIG MISTAKE 6 - Listening to your friends.

If your friends are not in your target market, don't ask their opinions. If they offer opinions, don't listen to them. Even if they are in your target market, they represent only a tiny sampling of opinions and they are **biased** opinions. Your "friends" are either for you because they're your friend and don't want to hurt your feelings, or they may secretly be against you, jealous, and wanting you to fail. Either way is bad for you.

Mistake 7 - Not testing in front of enough people. We only care about great numbers of people and what they think. Seeing what they think is only learnable by testing your sales letter in front of lots of real people that are in your target market.

Mistake 8 - Thinking you know what will make your prospects buy. I've been slapped in the face so many times for thinking that. You gotta get out of your skin, get out of your ego and let the marketplace tell you what they want and what makes them buy.

Mistake 9 - Not "split testing". Split testing is showing two different elements of your sales letter to people and noting which one got the desired result for you.

Let's say you have two headlines and you don't know which one is best. You make two identical copies of your salesletter. We'll call them salesletter "A" and salesletter "B". The only difference between the salesletters is the headline.

You show the salesletters to let's say 100 people with 50 of the people seeing salesletter "A" and 50 of the people seeing salesletter "B". You track the people

and see if salesletter “A” sold more than salesletter “B”. If it did, you go with the headline on salesletter “A”.

The headline on salesletter “A” is now called the “control”. You put a different headline on salesletter “B” and do the test on 100 more people. You are trying to beat salesletter “A” with salesletter “B”. If salesletter “B” wins, it is now the control. You rinse and repeat the test until you can no longer get an increase in sales and that’s your final headline.

Note: I’m just using the number 100 for simplicity in teaching this topic. Basically, you’re sending half your people to one salesletter and half to the other.

This process can make you a fortune over time with greatly increased sales because you bothered to do this. And you don’t stop there. You can test all kinds of elements, the price, the guarantee, the testimonials, and even the colors. Yes, I know this sounds like a pain, but on the other hand, this is how smart marketers get rich.

The people that don’t get rich are the ones that write one salesletter, throw it out there and then cross their fingers. It very seldom... really virtually never . . . makes the most money on the first try no matter how much you “think” you know your audience.

Who is this course really for?

It’s for you if you want to dramatically and immediately increase your income from selling your products and service. It really doesn’t matter what you’re selling. These techniques work and have been proven for more than 120 years. It’s just that nobody ever taught them to you.

It's for you if you want to have more promotional devices working for your business both online and off line without the massive expense of hiring it all out.

It's for you if you want a double whammy of using copy for your business and making lots of extra money writing for others.

Get your lifetime membership now <https://www.CopyWriting901.com>

I've got tons of bonuses for you

Bonus 1

You get a **44-minute audio interview** where I go into the elements that go into a sales letter so you can listen while you're on the go. Plus, you can use it to easily make your copy checklist. That's a \$29.95 **value**

Bonus 2

A **3.5-hour live audio** where I teach copywriting to my mentee students. This is a live recording from a mentor weekend here at my Retreat Center. **Value** = Truly priceless. (we'll start having fun with this "Priceless" bit.)

Bonus 3 - Samples

65 sample sales letters from my personal collection. Every one of these salesletters made lots of money. The **value** is more than priceless hahaha.

I don't know how you get more priceless, but it's illogical and fun. And that's what I'm known for . . . being fun with my stuff.

Here's another killer sidebar tip: **Sometimes people will buy your whole product just to get one of your great bonuses.**

Bonus 4 – Sample Emails

And right here is another great bonus **43 email salesletters** from my collection and all of them made money. **Value** = Pretty darn extra priceless . . . hahaha If you haven't noticed, I amuse myself with this stuff.

Bonus 5 – Exclusive Articles

13 exclusive copywriting articles from my exclusive mentor program. These have never been published outside of my private mentor group. They're very, very good. **Value** = ULTRA PRICELESS . . . Notice I made that value all caps which means I'm screaming hahaha

Bonus 6 - Formulas

21 proven fill-in-the-blank Headline Formulas. **Value** = This is priceless ++. . . Heck I'm running out of priceless things hahaha **I do suggest you get one of my secret weapons (see just below):**

I discovered a great new headline / subject line / subheading generator that will actually make them for you and analyze which headlines and subject lines are best for your market. I negotiated a deal with the developer of this revolutionary and inexpensive software. Oh, and it's good on Mac and PC. Go here: <http://tinyurl.com/ows2wu5>

But as part of the course you do get fill-in-the-blank headline formulas that work and you get 21 of them.

Bonus 7 – Informative Quotations

16 of my favorite copywriting quotations. This might seem like a lame bonus, but check out what I have to say about it.

Here's one I especially like that has a lot of brilliance in it:

“Nobody reads ads. People read what interests them. Sometimes it's an ad.”

--Howard Gossett.

You see everybody wants to write an ad to sell their stuff. I get that, but you should be writing to grab the person's interest ... not just to sell your stuff. If you don't have their interest, they're never even going to see your stuff.

And not only are these clever, each one drives home a lesson that could make you millions. **Value** = Ultra, Super, Over-the-Top Priceless LOL

All this can feel overwhelming. I understand that.

Don't worry you are not alone. This is another great bonus. When you invest in the course <https://www.CopyWriting901.com> you get a 30-minute one-on-one phone call with me to answer any copywriting questions you have. Actually, you can talk about more than that and I'll tell you about that in a minute.

The people that pay all at once get 2 consultations and that's a \$1000.00 **value**. (I'm getting tired of the “priceless thing” hahaha) So, get over there and order this darn thing and get studying and within a couple hours you will be writing copy that's better than you ever dreamed of because you're being taught how to do it.

What can you and I talk about in your consultations?

We can talk about copywriting, professional speaking, and entrepreneurship. Your consultations don't have to be limited to one topic or the other. However, I'll only talk to you about topics where I'm qualified. I won't waste your time or BS you on topics that are not my expertise. So, if you just wanted a cheap consultation or two with me, this is the way to get it PLUS you get the whole copywriting course to boot.

Now this is one of my favorite testimonials.

“Tom, I got more and better ideas on our call than I got from my master's degree in business and at a much less expensive price. Sincerely, thanks so much and God bless you.”

--Michael Gonzalez.

Thank you, Michael. Now let's get to a recap

Recap of What You'll Get:

- 25 in-depth video discussions of critical copywriting elements that must go in every serious sales letter . . . You won't leave out an element by accident and you'll know how to use each one.
- 26 time-tested principles and theories designed to get them to reach in and pull their wallet out. . . . You'll know the psychological “Triggers” that make people want to buy your stuff.
- 9 plus hours of video training. . . . It's your chance to look over the shoulder of someone who's made many millions doing what you want to do.

- 65 sample sales letters . . . You won't have to hunt around all over the place to find sales material to emulate. It's right at your fingertips.
- 44 sample e-mail sales letters . . . You'll master the art getting high open rates, high click through rates and high sales.
- More than 33 resources . . . You can be sure the resources are good because I've pre-screened them for you, AND
- An education that could change the course of your entire business life.



Let's talk about guarantees.

You get my personal 60-day money back guarantee so you have zero risk on this. And guess what. We have phones that answer 9:00 am to 6:00 pm Eastern Time Monday through Friday because we're a "real" business. hahaha

There's the number right there 757-431-1366. It may forward to the school when I'm out of town, but we have people that actually answer the phone most of the time and pick up the voice mails quickly too. We don't leave you hanging forever when you have a problem. I also give out my personal cell phone number to my clients. So, you don't really have any trouble getting hold of me or my organization.

Is there a catch?

YES. There's always a catch. Here it is. Our deal is based on one condition. You get 60 days to work the course and check out all my claims. You can try things out all you want. If it doesn't live up to your expectations, you can get a full refund. I think you probably think that's fair. Here's the condition: As soon as you start taking advantage of my consultations, you agree that the course is no longer refundable and if you finance it with me, you're gonna make all your payments. On my webinars everyone says, "That's fair."

Questions and Answers from my webinar

Q. Is there a time limit on the consultations?

A. No. As long as I'm breathing, they're good.

Q. How can we write subject lines that make it past spam filters?

A. You need to use a spam checking service like "Spam Assassin." It checks what your email looks like **before** you send it out to see what it looks like to a spam filter. Something you say innocently could look like spam to a spam filter that sees a billion emails an hour. There are many words and phrases that are spam triggers. For instance, I never use the words "money" or "free." You can also Google the term "spam triggers" and you'll find big lists of them. You eliminate what you can from your email and then you run it through "Spam Assassin" or some other spam checker before you send it out. That's how you do it. BTW

<http://www.KickStartCart.com> is automatically connected to "Spam Assassin" so it makes it really easy to check your email and fix it before you send it out.

Q. Do you believe that the more expensive the product or service the longer the sales letter must be? ... pretty much the old adage is "The more you tell, the more you sell."

A. It depends on the market and product. Let's say your market is really rich people and you are selling diamond bracelets. You don't have to say that much about it because it's a diamond and maybe gold or silver bracelet. I will admit though places like Tiffany's and other high-end jewelry places do have elegant language describing their products and the prestige of wearing it. So, they do have copy, but it might be a \$50,000.00 bracelet with only a couple paragraphs of copy.

For unique and expensive intellectual property products like many of us sell, you should have lots of copy to explain what you have. But, like I always say, you must still test it. You might test a long salesletter against a video sales letter (VSL). You might test putting a video at the top of the page and then putting a shorter letter at the bottom. So, it's all a testing process.

This brings up one of my smart aleck answers when people ask me if one headline is better than another. I usually say, "[You may rub me if you like, but I am not a genie in a lamp.](#)" LOL Heck. I don't know. The market will tell you the answer when you split test. That's the real answer. So, in most cases I would have long copy available and then split test it against shorter copy and video.

Q. Jennifer wants to know if she is already enrolled in your school, should she buy this?

A. No. This is included in your tuition if you are in the school or a member of the mentor program. The actual course, however, is not located on our school learning platform. You have to request a log in to <https://www.CopyWriting901.com>

Q. How soon can we sign up for the consultations?

A. If you're going to talk about copywriting, I suggest that you go through the course first. You'll get much more value out of the consult since you won't be wasting time on simple questions the course would have answered for you.

If you want to talk about other things, then go ahead and book the call right away. You book calls with me by emailing me three days and times you can be available and I can usually confirm one of them. I'm in the eastern time zone of the USA. Email me at orders@antion.com If you don't hear back in 24 hours, call the office at 757-431-1366 or leave me a voice mail at 301-346-7403.

If you swear you're gonna make all your payments and you've financed your membership, you can still sign up right away. If you've paid in advance you can sign up right away. But again, if you're going to talk about copywriting, I would wait to take best advantage of it till after you went through the course.

YOUR SUPER TIPS

So now is the time to let the cat out of the bag. **I'm going to give you 6 super tips instead of 3 because I always give extra value.**

SUPERTIP 1 – Bonus Testimonials

This is a little-known copywriting technique called “bonus testimonials.” This is basically a testimonial, but it's pointed towards one of the bonuses rather than the main product.

Here's a sidebar tip on bonuses (See I can't help but give you extra value.)

Bonuses (which are an important element of sales copy) should be good enough that you either have sold them, or you could sell them. To prove how good your bonuses are, you point testimonials toward them. I did that above when Michael Gonzalez said my consults were better than his MBA and much cheaper.

SUPERTIP 2 – No Asterisks *

I believe I invented this one because in all the sales copy studying I've done over many years I've never seen or heard anyone talk about it. **The tip is I don't want you to put any asterisks in your sales letter.** What does an asterisk stand for?

Generally, they mean there's fine print somewhere. Is fine print ever any good for you? **NO.** If it was something good for you, they wouldn't put it in fine print.

I don't want people psychologically thinking, "Oh! There's the catch." In my case above, I put the catch right in front of you. I'm talking about the one where if you start the consults, you agree the course is no longer refundable. I made a really big deal of it so you would know I'm not hiding anything and trying to trick you. I made a big deal of how I thought it was fair to give you 60 days to try out the course, but once you started the consults there was no refunds. Virtually everyone on my webinars agreed that was fair.

I don't want people thinking I'm trying to sneak up on them. So, if you have some other piece of information you need to convey, don't use an asterisk. Just put it in parentheses with the same size font you've been using, or maybe change the color or maybe put it in a box, just don't use an asterisk because people will think you're trying to get over on them.

SUPERTIP 3 – Theory of Parallel Tracks

Using the theory of parallel tracks is how you write a sales letter that applies to two different types of people. One type of person is a "skimmer." That's me. For me, most of the time I'm a skimmer. I can go boop boop boop boop boop down the salesletter and just jump from the headline to the various subheadings and make a decision to buy whatever I'm looking at very quickly.

Some people are going to read every single word 20 times. We call those people "analytical" types.

You can be both an analytical and a skimmer depending on the topic. For instance, generally I'm a skimmer, but when I went to buy my Chevy Suburban to handle my two big protection dogs, I heavily researched SUVs to find the best vehicle to buy.

I pretty much looked like an analytical because that was such an important purchase. So, people can be a little of both.

The theory of parallel tracks is that you put a headline and a bunch of subheadings and bullets in your salesletter. The subheadings and bullets are geared towards the skimmer so they can just grab little pieces of what your product is about quickly as they go down through your letter.

That's great for skimmers, but if you only put subheadings or bullets, the analytical types won't trust you. They like details. The theory of parallel tracks is that you put a headline, a bunch of subheadings and bullets to please the skimmers. Then you fill in between the subheadings with details to suit the analytical types.

That allows one sales letter to appeal to more than one type of person.

SUPERTIP 4 – Case Study Boxes

One of the elements we didn't cover in this book is a "case study". Case studies have **EXTREME DETAIL** and they're usually long and involved. They are primarily there to suit the analytical types. This supertip is something again I think I kind of invented.

This involves putting a box around a case study and labeling the top of the box with the words "Case Study." Why do we put a box around a case study? What do you think would happen if you forced a skimmer to read through a long case study? You're going to lose them. They're going to leave your salesletter.

Instead of just leaving in the case study and making skimmers try to read through it, you put a box around it and label it as a case study. That way the analytical types can read it carefully. The skimmers can say to themselves, "Oh no. Too much detail for me. I'm skipping the entire box." and they head to the next subheading.

It's a critical thing to keep the skimmers interested by not forcing them to look at stuff they don't want to look at. So, you want to put boxes around case studies and label them as such.

SUPERTIP 5 – Headline Color

Colors in your salesletters are normally testing points. You change the color scheme and see if it makes a difference in how many of your products you sell. But what if you only get one shot at a group of customers? Maybe you're doing a year end sale, or a Presidents day sale where you can't test the salesletter over time.

Most testing has found if you only have one shot at a sales letter you want to make the headline and subheadings **Fire Engine Red**.

This doesn't mean **Fire Engine Red** is the best color for your audience. It just means that if you only have one shot at something and you haven't tested colors against your audience, use **Fire Engine Red** for the main headline and the subheadings.

SUPERTIP 6 – Split Testing

This is how you get rich. The guy that taught me was such a fanatic. He would test down to like a drop shadow around the edge of his salesletter. . . . I'm not even talking about a drop shadow on the text. . . . I'm talking about the edge of the page. It actually made a significant difference. One time he moved a testimonial that was really great from the bottom of the sales letter to the top and sales went down.

He moved it back to the bottom. The sales went back up. Why? Nobody knows for sure, but that's what testing tells you. It tells you what is "actually" working in front of your audience with that particular offer.

You can't even correlate what you learned on one offer and figure it will work on other offers. Sure, you will kind of get a feel for your audience after a while. But as soon as you think you know it all, they'll surprise you.

I explained split testing above in **MISTAKE 9**, but one thing I want to make clear. You only change one element at a time. Keep it simple. There are fancier ways to change multiple elements to do “multivariate testing,” but I’m not smart enough to figure out how to do it. Nobody I know tests more than one element at a time. I suggest you follow our lead.

Just keep in mind. Split testing can make you rich. One of the guys I know from his first sales letter until the final version of one of his salesletters sold 19 times as much as the first one. **So, this is really, really worth your time and effort.** Our <http://www.KickStartCart.com> shopping cart has split testing already built in. If you try to do this on your own without software, God help you, because I can’t hahaha.

Conclusion

Let me remind you of what I said earlier. This is the number one business skill that's made me a fortune over many, many years and I know it will for you too.

Many of you may think, “Oh well, those five techniques are enough to make me rich. I don’t need to learn the rest right now.” Those 5 will help for sure, but just think of the money you could make if you really knew how to use all 30 or so of these elements. What if all your promotional tools were working for you to their maximum potential? Just keep in mind the guy who sold 19 times as much because he took the time to learn, implement, and split test.

And just think of the success you could have if you knew all the other miscellaneous little tips and tricks in <https://www.CopyWriting901.com> You could probably ramp up your sales by many, many times.

Think of the sales copy you have now. You probably threw it together and didn't have all the psychological triggers included that make people want to buy. There's a famous book by Joe Sugarman called "Triggers." It's hard to get a hold of nowadays, but there are certain psychological triggers that stimulate people to want things. I've got these triggers in this course and I'm thrilled to be able to teach them to you.

So, what are you waiting for? Go to <https://www.CopyWriting901.com> and get started today. **And remember. You're not alone.** Get you order in, start working on your next best salesletter and book your first consultation when you're ready. I'll see you over at the site.

A handwritten signature in blue ink that reads "Tom Antion". The signature is fluid and cursive, with "Tom" on top and "Antion" below it.

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