

Health Business Confidential

How to Write Million-Dollar Marketing Copy for Your Best Health Products!



**Proven, step-by-step secrets for writing
sales copy that gets health prospects
to buy your stuff...**

How to Write Million-Dollar Marketing Copy for Your Best Health Products

Table of Contents

Title	Page
Introduction and Welcome	3
8 Elements of Copy Overview	6
Research	7
Your Offer	18
Benefits	36
Proof	44
Unique Selling Idea	57
The Simple Sales Pitch	67
Guarantee	73
Your Headline	82
Bringing it All Together.....	89
Sample Copy Outline	90

This detailed guide has been written specifically for YOU – the health business owner and marketer – so that you can quickly and easily sell more health products and services than ever before.

It's been nearly 7 years in the making – for I first began selling health products myself earlier this decade in 2003 – when I helped a small, “mom and pop” supplement company do over \$1 million in sales.

They stocked, sold and shipped their products, quite literally, *right out of their garage*. After that, I switched companies... and helped an organic ingredient and supplement company double sales each consecutive year (2004 and 2005). By the end of my second year, I was doing the vast majority of the sales and marketing – and our sales were up near \$3 million!

It was then that I began studying and using direct response copywriting in our business – and fell totally in love with the process. As I'm sure you know, direct marketing – which is driven primarily by the words you use while communicating with your prospects in emails, reports, sales letters, print ads and more – *is the ultimate form of leverage*.

And that's because -- with direct marketing and good sales copy...

**You can successfully reach and sell to thousands –
sometimes even millions of prospects – *at once!***

To further my mastery of copywriting and direct marketing, I left my employer in 2006 and went off to work exclusively with Clayton Makepeace, the most respected active copywriter in the world. He had sold over a BILLION dollars in products during his career – many of which were in the health market.

The insights and wisdom I uncovered with him were truly eye-opening.

Plus, I not only learned how to write and sell in print (health products and services, especially!) – I also became a *master teacher*.

In fact, the newsletter and course I created from 2006 to 2008 were and are – to this very day – among the most respected resources available for writing better sales copy.

Which brings me to the present day...

**Exactly WHY this guide was created –
and how to use it so YOU rapidly
multiply your response, sales and profits**

Michael Lovitch and Buck Rizvi – the two brilliant health marketers and entrepreneurs who own and run *Health Business Confidential* – are keenly aware of the need for good copywriting. Both have grown highly successful health businesses – and have enlisted the help of some of the best copywriters in the world.

Frankly, if you added up all the money they've spent on copywriting alone – it would easily amount to hundreds of thousands of dollars. That's how important they feel it is to their success.

Yet at the same time, both Michael and Buck recognize that you may not currently have the deep pockets it takes to hire a top-notch copywriter. (My fees, for example, start at a \$12,000 a letter and go up quickly from there. My mentor, Clayton Makepeace, who's very rarely available at any price – starts at \$25,000, in addition to a very large royalty or percentage of sales).

Don't, however, let this discourage you! The good news is, you do NOT always need to hire a copywriter to experience the many miraculous benefits improved writing can mean for your business – IF you know some simple short cuts and secrets.

Which is precisely why this guide was created.

Just a few changes here and there – to your emails... your squeeze pages... autoresponders... long-copy sales letters... space ads... or direct mail promotions can often yield surprisingly huge lifts in response.

**This is especially true in the health market,
because very few understand
the power of what you're about to learn!**

The beauty of selling health products is that there almost always seems to be a very strong division between two groups of business owners – those who understand marketing and copywriting well – and make TONS of money...

... And those that don't – who often struggle or die off.

This guide is literally your ticket to putting yourself *in the first group* – arming you with the easiest, most effective, proven copywriting techniques – and thereby empowering you to explode your business... dominate your niche... and grow significantly richer.

Oh, and that's in spite of the economy! (That's right – I know dozens of savvy health marketers who are using these secrets to make more money now than ever before.)

Now it's your turn. You've already made a small, yet very wise investment in your business by trying out *Health Business Confidential* and this guide.

If you can spend just a little bit of time applying whatever you find in this guide that applies to your business – you WILL make more money.

It's only question of how much.

Selling health products – is much like selling anything else...

If you want to experience the very highest possible response on what you write -- you will need to consider the following 8 elements:

1. **Research** – Understanding your product, prospect and market...
2. **Your Offer** – Exactly what you will be selling...
3. **Benefits** – The positive things that your offer brings to his life...
4. **Proof** – So that your prospect believes what you say...
5. **Unique Selling Idea** – The hard-boiled “why-you’re-unique” message that drives your marketing...
6. **The Simple Sales Pitch** – The step-by-step message you use to get him ready for action...
7. **Guarantee** – The process of instilling *buying confidence* in your prospect...
8. **Your Headline** – The way you initially seize your prospect’s attention...

Together, these 8 elements will form the foundation of everything you write from this point forward. When you cover them effectively – and integrate each element seamlessly – there’s literally no limit to your potential.

But forget even one of them, and you’re sure to be leaving money on the table.

In some cases, just one unused element could cause you to miss out on ALL the money you should be making!

Also, please don’t worry if you’ve heard of any of this before – because this guide is all about applying these 8 elements to the process of better marketing HEALTH

PRODUCTS. In that sense, it is both information and wisdom that has never been available before.

At the end of this guide, you'll find some templates for writing strong sales letters – as well as other marketing pieces your business needs to survive and thrive.

This way, it will be easy for you to use what you learn – almost immediately – in your promotions.

Okay, so are you ready to get started? Great! Let's go...

**Much of Your Success Will Be Determined
BEFORE You Write a Single Word –
Through the Quality and Power of Your Research!**

The success you have in marketing your health product or service will almost always be in direct relationship to the quality of research you perform.

I know that's not necessarily what you want to hear – because everyone just wants quick, easy, overnight solutions these days. But it's the truth.

Let me explain. Whether you sell fitness equipment... nutritional consultations... heart health supplements... or anything else – chances are high that you've got competition.

In many cases, as it is with the weight loss market, you have fierce competition.

So given that, do you think it's possible to just dream up a product... come up with a cool name, some catch phrases and graphics – and then get rich selling it?

Not likely, right? Of course not! No – the best health marketers look long and hard at these three factors when they are building the foundation of their marketing efforts:

1. Your Product.

You see, good health marketers always know their own product inside and out. No stone is left unturned.

Here are some questions you can use to understand your product better...

- What is my product? What are its features?
- What does it look like?
- How is it packaged?
- What is the product named? Why is this the name?
- Is there a story behind my product? (Remember, there's a story behind everything!)
- What does it DO for the end user? (This question leads us to benefits – which will be covered much more in a later section)

For now, use these questions will get the ball rolling. Answer them and work to know everything you possibly can about the product you're selling. For that's what all great copywriters do.

You never know what kind of breakthrough will come from this process – but they often do, and you must be ready for that!

For example, let's say your product is a CoQ10 supplement. It's a little bottle of 90 capsules – with filled with 500mg of liquid CoQ10.

The product is kept in a little white bottle with a green label around the side of it. Inside the capsules are clear on the outside – and liquid (CoQ10 mixed with oil) is amber.

It is called Ultimate CoQ10 because it is the purest, most easily absorbed CoQ10 product on the market today.

The story behind it is that there was a doctor who formulated a CoQ10 product and began recommending it to his patients. Those who took it would inevitably

experience improvements in their energy... their blood pressure... their overall circulation... and more.

But many refused at first, saying that they had tried CoQ10 and it didn't work for them. Given that he'd seen nothing but success with those who'd taken it – and that there was so much clinical research and proof behind the nutrient – *he wondered what the problem might be?*

Then he found the answer – the other products were using POWDER CoQ10 and this was not absorbed like the liquid! Anyone who tried the liquid version of CoQ10 experienced profound results.

That is the story – notice how simple it is! The story behind your product or service does not have to elaborate – it just needs to be interesting and persuasive enough to help further the sales process.

In terms of what this product does... I'll keep it simple. (Again, we'll talk more about this when we discuss the element of Benefits.) But for now, let's just say that the CoQ10 supplement goes into the body... is assimilated very effectively... and then provides the cells in your body with the "spark" they need to produce energy.

And there you have it – when you can answer questions as well or better than how I just have for this product – you will be well on your way to success.

2. Your Target Prospect.

As important as it is to know your product well – it's every bit as important to know WHO you're selling it to. This is your target prospect.

The better grasp you have of your target prospect – the more you will consciously (and unconsciously) adapt your message to suit him. And the more successful you will be.

To see why, I want you to try out this exercise: Quickly imagine someone you know very, very well. Perhaps it's your spouse... or a relative... a friend... or one of your parents.

It doesn't matter who – the point is that you know them VERY well. Now let's also assume that they have some money to spare – and that it's your job to get them to lend you \$1000. Not necessarily an easy task, right?

Since this is make-believe... let's also pretend that the EXPLANATION you give them can be anything you want it to be! And that means you can provide them with the explanation that is most likely to result in them handing over the money.

It's an interesting dilemma, right? And I'm willing to bet that – given this freedom - - you know exactly what to say to that person. It may be that you have an urgent medical expense... or that someone is late paying you (and you'll be able to pay them back quickly)... or that you'll do something for them in return... the possibilities are endless.

The point I'm making is not that you should write and tell your prospects whatever you need to sell your products! Not at all.

Rather, I'm showing you how... when you know someone well – including their typical thoughts... their emotions... their beliefs... the type of presentation they prefer... and so on – you naturally know how to persuade them!

In fact, it's almost effortless and unconscious. And when you think of the last time you convinced someone to do something for you – I bet you probably didn't even consciously strategize about it. You just knew what to say based on your understand of them as a person.

And bigger point is, THIS is the same kind of knowledge you want when it comes to your target prospect. The better you know him or her – the more natural and effective your writing will be.

With that said, here are some questions you can use to better know your target prospect:

- Is my prospect more likely to be male? Or female? Or do I get lots of both men and women buyers?
- How old does this person tend to be? Income range? Race/ethnicity? Geographical location?
- How does my prospect find my product or service? From search engines? What terms is he or she searching for? Or perhaps its joint ventures... in that case, what kind of lists are my prospects coming from?
- When it comes to the area my product addresses, what are his biggest problems? Is there one that stands out above all else? What does he or she desire most?
- What does my prospect fear most?
- Does he or she have dominant beliefs when it comes to this subject? (For example, does he believe that the medical establishment is fundamentally bad?)
- What kind of buying behaviors or patterns has my prospect demonstrated? (For example, you may find that he will typically spend between \$40 and \$60 a month on nutritional supplements. This is good to know!)

You can gather this information on the Internet – by looking at forum and blog posts... by chatting and emailing real prospects... but the most effective way is to talk with real prospects in person.

For example, I'm friends with a top copywriter who – when he was promoting a health product to a much older target prospect – actually spent many hours in a nursing home talking to them.

He got to know everything he could about them – their beliefs, feelings, desires and anything relevant to what he was selling. Suffice to say, it was a HUGE success. The writing he produced was filled with empathy... understanding...

and it said exactly what his prospect needed to hear in order to say “Yes!” to his offer.

One really good example of this is the recent best-selling weight loss book called, *Skinny Bitch*. Believe it or not, the book is actually about following a vegan diet.

Even though the recipes and foods someone can eat on the diet are delicious, authors and their marketing realized that telling people to eat a vegan diet was not only undesirable, they’d heard it plenty of times before.

But in a stroke of genius – they realized that our culture has an image of hot, sexy, *skinny* women with attitudes. Sometimes they are downright bitchy.

And their book used cool, in-your-face writing (and title!) to convey that by following this diet, the reader could BECOME one of these women. A true *Skinny Bitch*. In fact, they’d be superior – since they’d be bitchy as a result of the sexy confident attitude this diet gave them – instead of being so because they were hungry all the time!

With this one little adjustment – they were able to take a diet that almost everyone has heard of and almost no one wants to do – and made it attractive. Sales have been phenomenal for them.

Such is the power of knowing your prospect. It allows you to naturally create your message in a way that’s most likely to resonate with your prospect.

Which brings us to the third research consideration...

3. Your Market.

When I use the expression, “your market” – I’m referring to overall group of prospects, businesses and products that address a similar subject matter or concern.

One example of a market could be “weight loss supplements” – and it would contain all the various prospects... businesses.. and products centered or related to weight loss supplements.

Seeing things this way can be very helpful, because it gives you a view of the entire marketing landscape – thereby setting you up for a huge potential breakthrough.

Let me explain. Say that you've gone through the first two research considerations – your product and your prospect. You know both very well.

Next, because they're part of your overall market – you turn your attention to the other competing companies and products. The more you study and know them – the better grasp you'll have of your entire market.

To do so, consider questions like this:

- What businesses are competing with me? What is their message? How do they claim to be different or superior?
- Which products do they sell that compete with mine? What features do these products have? How are similar to my product? How are they different?
- In what ways are they inferior? In what ways are they superior?
- What kinds of benefits do they promise?
- What kind of proof do they use?
- What types of offers are they making? At what price?
- Where do they advertise?

You get the point. The more you can know about your competition – especially as it relates to what you're selling – the better you'll be!

Why? Well, for one – this will force you to come up with something that's unique and better than what others are doing. It's only natural. You see, most products that are not unique or weaker than others are that way because, a) they haven't done enough research... or b) because they can't afford to be better.

The first problem is easily solved with research – and I’m assuming that as a business owner and marketer – you have the power to not only create a better product... but also to convey that superiority to your marketplace.

In fact, that’s what you’re learning at this very moment!

So use all the resources you have.

Summary

Research is the foundation and basis for everything in your copy. Plus it's the best way to get started and get your first words on the page.

1. Create a "Research Document" to organize your research data into a single location. It can be a simple word document. The point is that you've got a running document that you can add to whenever you find a useful, fact, figure, benefit or anything else – whatever you find that you might use later on in your copy.
2. Research Steps to Follow and Apply to Your Promotion
 - a. Thoroughly study your Product or Service
 - i. Features
 - ii. Benefits
 1. Functional
 2. Dimensionalized
 3. Emotional
 - iii. Your Offer
 - iv. The Competition
 1. Thoroughly
 2. Compare features and benefits
 3. Carefully examine their advertising
 - b. Know Thy Prospect (Fill in the blanks with the starter questions to ask about your prospect or ask your prospect directly. You can use much more than the lines provided – just add both your questions and answers to your research document.)

i. Desires

1. _____
2. _____
3. _____

ii. Beliefs

1. _____
2. _____
3. _____
4. _____

iii. Emotions

1. _____
2. _____
3. _____
4. _____

iv. Behavior

v. Get to know real life prospects. How many will you speak with about your product or service? _____

c. Begin to Master Your Market - See what you find out

i. Are there any major news events affecting you?

ii. What are your prospect's buying trends and desires?

1. What are the ways the market is most comfortable buying?
2. What kinds of offers?
3. What kinds of products?
4. What are the preferred formats?

- a. Competition
- b. Timing

Now with all this valuable information about your promotion, you're ready to address your offer.

Your offer — the sum total of what your prospect gets when he responds — is the absolute foundation of any direct response promotion. And that's why you must be 100% CLEAR on your offer before you do anything else — especially before you write a single word of copy!

Not that you can't tweak your offer as you go. Sure you can. It's just that clarity about your offer — before you begin — will make your writing process infinitely easier, more potent and effective overall.

This is precisely why I always work on the offer first. No what kind of health product or service you sell – *begin by getting crystal clear on your offer.*

Why? Because when you address the offer your client or company is making, first and foremost, the following happens:

- You can quickly judge where you stand versus the competition...
- This allows you to make an informed decision about whether to take the assignment, whether to launch the product, or whether crucial changes must be made before proceeding...
- Your copy lacks the vague, fuzzy feeling that plagues most writers — and it takes on a whole new level of clarity and precision...
- Because your writing is clear and organized, it's infinitely more persuasive — which also means your response, sales, profits and income inevitably rise...

How to Quickly Set the Foundation for Writing Profitable Health Promotions

Your "offer" is the sum total of what you're putting on the table. In other words, everything your prospect gets when he buys your product.

So that there's absolutely NO confusion about this, I'll define it explicitly ...

Your Offer = Main Product + Premiums (Free Bonuses) + Price + Delivery Details

What this equation means is that your offer is the combination of: a) Your main product... b) Any premiums or free gifts you're including... c) The price you're charging for everything... and d) How all of this is going to be delivered to him.

Here's what the details of an offer would look like:

- * 12-month supply of Super CoQ10™ for only \$339 (I save \$140.40 off the regular price!). Plus, I also receive:
- * 6 additional bottles of Super CoQ10™ absolutely FREE – a \$239.70 value!
- * Special report #1: The CoQ10 Breakthrough! A \$19.95 value – FREE!
- * Special report #2: Natural Help for Failing Hearts! A \$19.95 value – FREE!
- * Special report #3: Dissolve Deadly Blood Clots Now! A \$19.95 value – FREE!
- * Free shipping and handling – valued at \$6.95!

See, that's a clear offer: You know the main product (12-month supply of the supplement) ... the premiums (the three FREE reports) ... you know the price (\$339) ... and you know the details of delivery (it will all be shipped to you for \$6.96).

While it's not rocket science, you'd be surprised by how many marketers and copywriters start working without knowing all the details of the offer they're going to be making. And unfortunately, they NEVER get 100% clear — which prevents their copy from being as strong as it could be.

I don't want that to happen to you. Be as clear with your offer as you see above. Use the tools you're getting in this section.

The Most Popular Types of Health Offers

What follows will cover most of the types of offers you'll deal with as a health copywriter, marketer or business owner:

Hard offer — This is the classic “money upfront” offer, it demands the prospect pay in full before he receives the product. Most newsletters in the health information business require that the prospect pay upfront. Supplements virtually always demand that the prospect pay upfront. Most physical products use this type of offer.

Soft offer — In contrast with the hard offer, this is the “send no money now” type of offer made by many book publishers like Rodale and it's sometimes done with newsletters. For example, Boardroom sells all their books and newsletters on “soft” offers.

Recently, this has become a very popular way of selling supplements on the Internet.

As you may guess, the advantage of a soft offer is that prospects are more likely to “try out” the product when they don't have to front any money. It reduces their risk, their barrier to entry, and it allows the copywriter to use the powerful word “free” much more frequently in the copy, because the prospect can indeed try it free.

The downside of the soft offer is that it takes more intense planning and calculations to make it work. You've got to look at the lift you get in response (versus asking for money upfront) and compare that to the amount you lose from people not paying up.

Soft offers are especially powerful when: a) you've got an amazing product that you simply must get into your prospect's hands (and you believe very strongly that once he tries it, he'll be blown away) ... and b) your competition is not using them.

Negative option — You've seen this before, it's the whole "bill me 'til I cancel" offer made by people like Columbia House, Blockbuster Video, Dan Kennedy and many more. Often, it's made in conjunction with a soft offer — "try it free for a month and then you'll be billed \$XX.XX each following month."

The advantage of this kind of offer is HUGE — it creates an automated monthly stream of income for you. Just look at a company like Blockbuster. They went from having random, unpredictable sales from each of their customers ... but now, with their monthly unlimited rental program, they've got a much more consistent, predictable stream of revenue. It's literally saved their business, allowing them to fight back against their biggest competitor, Netflix. It's all in the offer.

Installment offer — An installment offer can be either hard or soft, and it's most often used on products with higher price points. For example, exercise equipment companies like Bowflex or NordicTrac often allow their prospects to pay in installments. They even provide their own financing.

The advantage of installments is that the initial required investment is lower, so it allows more prospects to buy. This can lead to increased response and overall revenue. But like with the soft offer, you often must carefully calculate the credit worthiness of prospects. Also, your upfront cash flow is obviously reduced.

But the fact that you're seeing installment offers more and more online is a good sign that they're actually working.

Charter offer — This is when you first launch a product or service and offer an initial one-time discount. Many newsletters extend an initial low price that will never be offered again. This is especially strong when you stick to it, giving your offer an added sense of value and urgency.

You joined Health Business Confidential on this type of offer.

Exclusive offer — Just like it sounds, you make an offer to a select group not made elsewhere. One example is if you make a special offer to just one list. This makes the prospect in that group feel special, and raises the perceived value of the offer due to increased scarcity.

Limited offer — By limiting the supply of your product, you often make it seem more scarce and valuable. Prospects worry that others will get something they don't, and consequently respond with greater urgency. The trick is to calculate what you believe will be the maximum number of units sold, and then cut off your sales right at that number.

Limited-time offer — Putting a deadline on the end of the offer you make adds an intense urgency element. The prospect often becomes much more worried that he'll miss out. This is especially true when both the supply and time is limited.

One-time offer — This is yet another way of limiting your supply, and ramping up the urgency and demand for your product. Perhaps you have a product that's time-sensitive and makes sense only to be offered one time. Or perhaps you plan on changing or repurposing your product. When this is the case, make sure your prospect is fully aware that he'll never see this offer again.

Meeting qualifications or conditions — Forcing the prospect to "qualify" for your offer makes it appear more valuable, but for different reasons than the other types. Instead, it helps your prospect to feel more special — like he's got to work and 'prove' that he deserves to own your product or participate in your service. Because what you're offering is not open to everybody, it automatically becomes much more desirable and attractive.

NOTE: As you might guess, many of these different kinds of offers can be mixed and matched for an incredibly powerful effect. For example, you can do a one-time, soft offer that can be paid in monthly installments. You can even limit the total number of products you'll sell and then you can have a strict deadline where no more can be purchased.

All on the same product offer.

As we'll learn through experience, there's no magical formula you should follow. It's always about tailoring the offer to your prospect and outbidding your competition.

Use the 5WH Formula to Clarify Your Health Offer

In journalism, they have a “5W1H” formula that stands for ...

Who ...? As in who committed the crime?

What ...? What did he or she do?

When ...? When did it happen?

Where ...? Where did it happen?

Why ...? Why did this person do it?

How ...? And finally, how exactly did it happen?

Why is this taught to journalists? Simple: Because when a journalist repeatedly asks these questions, he will quickly acquire everything he needs to know in order to write a pretty darn good article. These questions do an amazing job of covering what we humans are interested in.

And coming up with a red-hot offer is no different. Well, actually it's slightly different. I recommend you change the order of these questions slightly for maximum impact.

For example, when it comes to your offers, think about them like this ...

Who ...? Who is your prospect? And who the heck are YOU to be making this offer?

What ...? What is the offer in simple terms? What does the prospect get for saying “yes”? What is my competition offering?

Why ...? Why are you making this offer to him?

Where ...? Where is this offering going to be visible? Where will the ads be placed? And where is this market at in terms of its trends, psychology and more?

When ...? When is the best time to present your offer? When should you launch your campaign, website, send out e-mails, or anything else?

How...? How are you going to deliver this offer? This is a question of format.

Now let's take a look at a real promotion, running it through these questions. We'll do it for an Agora product, an alternative health newsletter called HSI (Health Sciences Institute) — which is a member network of doctors, researchers, practitioners and patients looking to get privileged access to the cutting edge natural cures and remedies.

Here it is:

For a short time, we're offering you an introductory rate of just \$79 for a standard 2-year membership. That's \$69 off the full rate of \$148.

Our one-year special is \$49.

1. YOU'LL HAVE ACCESS TO OUR PANEL OF SCIENTISTS.

HSI is a network of concerned scientists that are dedicated to helping people, so we welcome any inquiries that aren't answered in our basic materials or on our website.

But because our fees are so tiny (less than 11 cents a day for a 2-year membership), we can't do extensive individual research for you. Nevertheless, we'll do as much digging as possible to get you the best answers.

2. YOU'LL HAVE A CHANCE AT PARTICIPATING IN TRIAL STUDIES OF NEW REMEDIES.

People who have a health issue that is not responsive to known treatments are often eager to be a subject in the trial studies of a promising new substance or protocol. But it's notoriously difficult to get into such studies; you often have to 'know somebody.'

Well, HSI is your 'somebody.' From time to time, we help our members get chosen to participate in closed trials-often free or near free.

3. YOU'LL RECEIVE OUR MONTHLY NEWSLETTER.

The HSI Members Alert will come to your mailbox monthly, each issue unfolding new discoveries and new ways to get rid of health problems. It draws not only on our HSI panelists, but hundreds of other scientists around the world. The Members Alert is not something you read and toss, but a valuable resource that you mark up, keep on file, and refer back to through the years.

4. YOU'LL START OFF FAST WITH YOUR FREE BONUS REPORT

As soon as we receive your membership application, we will send your report, *The 50 Very Best Solutions for the Worst Health Problems of Today*, our definitive answer to almost all of the common illnesses you might be at risk for. It's worth a fortune in medical expenses you'll never have to pay...and the priceless value of pain you'll never have to fear again. But there are only a limited number of copies, so you'll have to hurry...

5. YOU'LL STAY EXTREMELY WELL INFORMED

As good as our Members Alert is, it only comes out once a month. In between, you'll have a 50-yard-line seat at the game of life. Five days a week, our HSI e-Alert will give you blow-by-blow commentary and announcements of the daily advances in health solutions. (And yes, there is breaking news almost every day.)

We also give you a frequent 'anti-news' flash; FDA bureau quacks, drug-pushing doctors, and pharmaceutical-maker proxies are continually making absurd and misleading announcements through the parrot press. Like, "New study shows all vitamins useless." In your e-Alert, you'll get our instant counter-attack on such irresponsible and dangerous statements. (Be sure to give us your e-mail address on the order form).

6. YOU'LL BE FIRST IN LINE FOR BREAKTHROUGH PRODUCTS

Whenever we announce a new remedy, we tell you where you can buy it directly (by phone, mail, fax, or e-mail). And if it's something new and scarce, we'll very

often use our considerable clout to persuade the manufacturer to set aside a stockpile for HSI member orders only.

7. YOU'LL HAVE FULL ACCESS TO OUR WEBSITE

We have an impressive archive of past Members Alerts and e-Alerts covering a wide range of health issues and problems-there's very little that isn't covered in detail. The best parts of our site are reserved exclusively for members.

8. YOU'LL GET HSI'S QUALITY RATINGS.

There are no recognized standards or ratings for natural supplements-and no "Consumer Reports" devoted to vitamins, minerals, enzymes, hormones, antioxidants, or the hundreds of other remedies flowing out of holistic studies every month. HSI can't cover everything, either, but we try to rate the products that matter to you the most.

9. YOU'LL GET MEMBERS-ONLY DISCOUNTS.

We use our muscle to negotiate deep discounts from distributors on many of the products we discuss in the HSI Member Alerts.

Let's look at the "Who?" questions...

"Who is the prospect?" In this case the prospect is a man/woman interested in alternative health remedies and cures. The age of this prospect will generally range from about 40 to 70, although there are certainly exceptions. Typically, this prospect will have purchased a similar health product before — another alternative health newsletter, a health book, nutritional supplements and so on.

Psychologically and emotionally, this prospect is very concerned if not outright worried about chronic diseases ... distrusts and may even be outright angry at the medical establishment ... self-medicates himself and has an innate sense of optimism and hope there's a natural solution to any and all of his health woes.

Okay, that's enough for now. We could go deeper, but that's your ongoing task — both in the research phase and throughout your writing process.

Right now, the important thing is that you have a clear vision of who the offer is going to. Let's look at the next question...

“Who am I to be making this offer?” This question addresses your credibility and uniqueness — what makes you uniquely qualified to be delivering a solution. Much of how you'd arrive at this info was covered in our last chapter.

In the case of this product, I'll take an excerpt directly from the promotion ...

IT COULD TAKE UP TO 17 YEARS for discoveries like these to reach doctors and hospitals!

But I'm happy to say there's a new system now and it's custom-designed to serve you ...

Thanks to the courageous doctors & researchers of HEALTH SCIENCES INSTITUTE (HSI)!

HSI is a medical network unlike any other in the world. It includes many of the most famous names in the world of alternative medicine. Doctors and scientists are on the cutting edge of natural healing and research ...

And they all came together because they care deeply, not just about science, but about you.

The HSI network bypasses the bureaucrats, and passes the breakthroughs directly from the scientists to you

It's a partnership unique in the history of medicine. At last you'll get the breakthroughs your loved ones need, not next decade, not next year ...

But instantly. Well before health gurus who often are not involved in the actual discoveries.

And when I say “discoveries,” I don't mean GINKGO and BROCCOLI SPROUTS

I promise you, the breakthroughs in this report are so much more powerful, they leave best-selling drugs and supplements in the dust.

And there's so much to tell you about. Because our Advisory Panel is truly global. They're everywhere medicine's happening. Down in South America, over in Japan, in Europe, here in the USA ...

No single health guru could possibly stay on top of so much, right as it happens.

The HSI network is 90,000 strong now and getting stronger every day

See how this piece of copy clearly conveys the credibility and uniqueness of HSI — the organization making this offer? That's what you want. You don't need perfectly polished copy at this stage, but doing this should give you a clear sense of why you or your client is uniquely qualified to be making the offer.

Once you've gotten the credibility elements that make you uniquely qualified down on paper, you can later rework them into compelling copy.

Now let's look at the "what" questions ...

“What is the offer in simple terms? What does the prospect get for saying yes? What is my competition offering?”

First, let me show you the clear offer they're making ...

√ The HSI Monthly Print Newsletter — 12 issues in all — written by some of the leading experts on our team

√ Monthly HSI Member Alerts, briefing you on the most important new discoveries

√ HSI Report – *The 50 Very Best Solutions for the Worst Health Problems of Today* — FREE!

√ Exclusive Access to Our Expert Panel — via e-mail, fax or phone

√ Instant E-mail Health Alerts on breaking news

All for \$49. Or \$79 for two years.

This is a clear breakdown of the offer — it's exactly what the prospect gets for saying "yes."

And what about the competition? This is such a fun, enlightening practice when you really start looking at all kinds of offers! For example, one of our clients offers an alternative health newsletter (Easy Health Options by Dr. Jay Cutler) where the prospect gets a monthly print newsletter... access to an expert staff... e-mail alerts as warranted... but here's where it starts to get interesting.

For the one-year subscription, the prospect gets the newsletter and the other stuff, plus three FREE reports for \$39. Plus, if the prospect phones in his order within the next 10 days, he'll get three more. So it's about equal to the HSI offer — a little less expensive but I believe the HSI reports are a little longer and more robust.

But surprisingly, for two years, he gets 14 total reports — plus the extra three for phoning in his response within the next 10 days. That's 17 in all, for \$69.

So on a pure offer level, the offer for Easy Health Options is clearly stronger. However, the caveat to this is that HSI has a more unique position, USP and stronger credibility overall.

So the prospect making the choice between the two is going to have to think about what he values most — is he so excited by HSI's powerful network and system that he's willing to pay more — and get less free stuff? Perhaps.

This happens all the time. We don't just look at quantity, we look at quality as well. Sometimes price isn't that much of an issue if the prospect values something enough.

And my point is that closely evaluating both your offer and the offers of your competition is one of the single most powerful things you can do early on.

Knowing you have an incredible offer — the best in your industry — will give you amazing confidence. And it will influence your decisions about how aggressive you can be with your guarantee, the costs of your advertising and so much more.

Now for the “why” question ...

“Why are you making this offer?” Above and beyond the obvious answer — that you want to sell a product that makes money for your company — go deeper into the reasoning for why you’re making this offer to your prospect. There are literally TONS of possibilities for this ...

- If you’re offering a heart supplement or heart health newsletter: Maybe it’s because you lost your mother to heart disease — which could have easily been avoided — and you’ve vowed to help others learn safe, inexpensive, proven alternatives so that they don’t have to experience the same pain you did.
- If you’re a nutritional consultant: 90% of all people fail new diets within the weeks of starting — their hopes and dreams washed away. And you don’t think it should be that way. You believe — and have seen throughout your career — that success in following an eating plan is much simpler and easier than most people would ever believe. And by working with you, you’ll show them why.
- If you’re a natural dry cleaner: You’re appalled by how many toxic chemicals are used in normal dry cleaning — chemicals that have been directly linked to cancer, hormone imbalances and countless other problems. You’re committed to helping people live a healthier, happier life — which means limiting daily exposure to environmental toxins and pollutants.
- If you’re a personal trainer offering FREE introductory sessions in your area: You’ve seen people overspend on gym memberships they don’t necessarily need — money that could have been saved — if only they had knowledge about what exercises to do, and someone to keep them accountable. And that’s your job as a trainer. Plus, you’re tired of people getting fleeced by dishonest gym corporations only interested in making a fast buck.

You get the point. Little mission statements like this can really make your offer more credible — even bring it to life — because they show what motivates you beyond making money. Of course your prospects understand that you're in business — and that you need to make a profit. They won't hold that against you. But they like to see that you care about something above and beyond the bottom line — that you have a passion and commitment for helping them get to where they want to be.

In terms of the HSI example we've been reviewing, it's something like this:

- Far too many incredible natural cures and breakthroughs are being buried by the medical system. It's how the system works — if you can't patent it and mark it up, then there's no money in it. But our courageous team of 90,000 doctors, scientists, researchers and patients has come together because we believe you shouldn't have to wait — that you deserve the best natural solutions RIGHT NOW. In fact, this is the only way that you'll be able to sidestep today's deadliest chronic diseases and achieve the health and vitality you deserve.

These “reasons why” are powerfully built into the very first few pages of the copy. We'll discuss this more in later Chapters, but I recommend you do the same. And the best way to start is to go through this process with your offer!

Now let's look at the “where” component of the offer ...

“Where is this ad going to be placed?” In this case, the HSI promo is a direct mail package — so it's going to be visible by anyone on the mailing lists they select. To the best of my knowledge, it's also been successfully converted to the Internet.

But other times you could be talking about a space ad that will be placed in certain publications ... an infomercial that could be placed on various stations or in specific regions of the country ... and so it's good to always consider the “where” component of your offer.

If your offer is going to be made via a landing page on the Internet, you should carefully consider the adwords, banner ads, websites and affiliates leading prospects in the direction of your offer. This is another way to get a keen sense of competitive offers.

Now for the 'when' question ...

“When are you going to be making this offer?” Timing is critically important in the quality of your offer. For example, you may have a powerful Internet marketing product and decide that you'll launch it in April. But if there are other several big product launches in your market at the same time, you need to closely consider that.

It may be wise to change the timing of your promotion, especially if your offer is inferior to the competition. Even if it's stronger, you may still want to wait for a time when fewer similar products are being aggressively marketed.

In certain markets, such as the investment arena, topicality is a huge consideration. Premiums that are irresistible to a prospect at one point in time — like before a big economic event or disaster — may be totally worthless to him at a different time.

Depending on your market and prospect, there may also be certain times of the year that yield the highest response. For example, Christmas may be ideal for some product offers, but absolutely disastrous for others.

Last but not least, you must consider the 'how' of your offer ...

“How is your offer going to be delivered?” In other words, what 'format' are you going to use to make your offer. A commercial? An e-mail? An Internet landing page? Will it be made via an insert inside your monthly newsletter? You get the point.

The format you choose will impact how much depth you can go into with your offer ... what other offers yours will be compared against ... how expensive you can realistically make your offer (for example, it's difficult to sell \$1000+ product via a commercial — you may need to get the prospect to talk to a live salesperson) ... and much more.

Sometimes being the first to make a certain kind of offer/format in your market — like making a 'soft' offer to the dating market — can yield a truly huge breakthrough.

Going through each and every one of these '5W1H' questions regarding your offer will put you leaps and bounds ahead of the competition. In fact, this is one of the very first things you should do when corresponding with your client. Chances are he won't be

able to answer all of these questions — which is the surest way to actually get him to improve his offer!

This makes your job much easier, and will significantly multiply the chances of your promotion being a success.

Summary

Take a look at the biggest winners in direct response history and you'll see a common theme: Each made a powerful offer to a market starving for the product's benefits. Sure, the copy was good, but the offer was the real star of the show... Now, it's time for you to construct your winning offer.

Your Offer = Main Product + Premiums (Free Bonuses) + Price + Delivery Details

1. Decide what type of offer you are making:
 - a. Hard offer
 - b. Soft offer
 - c. Negative option
 - d. Installment offer
 - e. Charter offer
 - f. Exclusive offer
 - g. Limited offer
 - h. Limited-time offer
 - i. One-time offer
 - j. A qualifications or conditions offer
2. Use the 5WH Formula
 - a. Who? Who is your prospect? And who the heck are YOU to be making this offer?
 - b. What? What is the offer in simple terms? What does the prospect get for saying "yes"? What is my competition offering?
 - c. Why? Why are you making this offer to him?

- d. Where? Where is this offering going to be visible? Where will the ads be placed? And where is this market at in terms of its trends, psychology and more?
- e. When? When is the best time to present your offer? When should you launch your campaign, website, send out e-mails, or anything else?
- f. How? How are you going to deliver this offer? This is a question of format.

When it comes to sales and marketing – and especially with health products – your prospect buys on BENEFITS.

Your product or service may have many features... but it's the benefits those features bring to your prospect's life that matter most. *Nobody buys grass seed, they buy a green lawn.*

Thus, it pays to get crystal clear on the benefits your prospect wants – BEFORE you begin writing.

Here are some questions and answers that will give you a lot of info about him and the benefit he seeks out (Note: even though many of the prospects for this are women, I'm going to use the masculine "he" or "him" for the sake of simplicity).

At the end of this section, I will explain some of the most effective ways to arrive at this information.

So let's assume that you're marketing a book – called *The Sugar Solution* – filled with cutting-edge weight loss recipes. The premise is that the recipes follow the "slow carb" principle... carbohydrates that convert very slowly into blood sugar.

a) "What problem does he want to solve?" Well, for one thing — you know that he wants to lose weight. And a big part of the problem is he's tried all kinds of different diets. Talk to just about any dieter and they'll tell you that they've tried to eat less, give up their favorite foods, go strictly low fat or low carb, follow strict plans like Weight Watchers or The Zone — all with little or no success.

And this leads to frustration. Many believe that they must choose between foods that taste great and weight loss. During the low carb boom, many also tried the Atkins approach to no avail. What's more, many hated the idea of giving up so many delicious carbohydrate foods like pasta, bread, desserts and more.

At the same time, this prospect has also struggled to lose weight when eating a lot of carb-based foods, so he's not sure what to do or what will work.

b) “What are his core desires?” Deep down, this prospect simply wants to lose weight and feel good, all without depriving himself of the foods he loves. No extreme diets. No complicated procedures. He wants to freely eat delicious meals and lose weight quickly and easily in the process. He wants steady energy and mental clarity—no more afternoon crashes or uncontrollable cravings. If he could wave a magic wand, this is the scenario he would create.

c) “What are his relevant beliefs?” We've already covered a few things this prospect might believe: The belief that it's probably impossible to eat what you love, foods that taste great — and still lose weight ... the belief that low carb diets don't really work, but typical high carb diets don't work either ... the belief that weight loss is harder for him than for other people ... and so on. He also believes in real science and sensible health practices, both natural and conventional.

d) “What emotions is he experiencing?” We began by mentioning his frustration about not being able to lose weight, and his frustration about having to give up his favorite foods. He probably feels a little disgusted when looking in the mirror. Many weight loss prospects also fear that they might never be able to lose the weight. In the case with this prospect, he often suffers from afternoon 'slumps' or energy/mood crashes—which are such a downer.

This prospect is also very likely confused about what to eat and exactly what to do in order to lose weight. He often feels guilty when he eats fattening foods, but hates that he cannot eat them freely.

In terms of the positive emotions, there's a good chance this prospect also has at least a slight glimmer of hope that he can lose the weight. That's what keeps him going and searching for a potential solution.

And he wants nothing more than to experience the joy and confidence that comes with a slim, attractive body. These emotions are easy to understand—you've probably seen them expressed in hundreds of weight loss testimonials.

e) “What has he purchased or tried before?” Whenever you’re getting ready to sell something to anyone, it’s crucial to consider their past buying behavior. If you’re working with a major mailer, they’ll often have records of which product(s) the prospect has purchased before via direct response—whether it be supplements, newsletters, exercise equipment and more.

But on the web, it’s a little different. One thing you can do is go to blogs, chat rooms and forums about your subject to get a sense of the prospect’s experience and buying patterns. If your client has an extensive customer list, he may be able to tell you what products they’ve purchased in the past.

Remember: There’s a HUGE benefit in considering your prospect’s past buying behavior. First of all, you can study promotions for the products he’s already purchased and see which appeals (as we learned in our last chapter, “appeal” is another way of saying “benefit” or “promise”) are strongest to him. In the case of this prospect, we’ve already mentioned that he’s probably at least dabbled in low carb diets, among others.

Now, as one possible example, let’s say that you know there’s a list of weight loss seekers who’ve purchased several books on the Atkins Diet one year ago. And then they purchased several books on low glycemic carbohydrates diets eight months later.

This is powerful information! Why? Because you can fairly assume that this prospect has at least tried the Atkins Diet and probably didn’t get what he wanted. And now he’s moved back to adding carbs to his diet, with the caveat that they’re low glycemic (because low glycemic foods lead to balanced blood sugar levels).

The point is that this is the perfect kind of prospect for our cookbook—because he’s ideally primed to believe the recipes in The Sugar Solution cookbook will work for him. Knowing what he’s gone through, you can use the copy to play up the fact that low carb diets don’t work—and that he simply needs to eat delicious

meals based on low glycemic carbs. Again, he's already on his way to believing this, so much of your work has been done for you!

This is just one example where buying behavior is worth its weight in gold.

Of course, I wish I could give you a "works-every-time" formula for accessing your prospect's buying behavior and knowing exactly what it means, but that wouldn't be practical. It's going to change with virtually every situation you encounter. The bottom line is that you've got to do your best detective work and then double-check what you find out in a way that I'll explain later in this issue.

f) "What's the competition telling him?" It's also very important to know what other kinds of advertising messages and claims your prospect is being exposed to. Why? Because if your competition is promising something like "lose 10 lbs. a month while eating all your favorite foods" — then you know not to make the same promise. You'll be quickly passed over as nothing new.

Now let's quickly recap: Going through these questions gives you a solid, overall foundation for knowing your prospect. Typically, you'll accomplish this during your preliminary research and then refine your understanding over the course of your writing process.

The important thing is that having it in place allows you to be much more accurate and effective in the process of choosing and emphasizing the right benefits.

Let's start with four basic facts ...

1. Every product has features: Features are merely objective facts about a product (or the company behind it). In three-dimensional products, features include size, shape, weight, construction, color options and more.

In information products, features include number of pages, size, frequency of publication (for periodicals) and the types of information that are presented.

2. Fortunately, most features are there for a darned good reason: Prospects don't want features. They want you to change their lives for the better.

Product features are merely the means to that end. That means features can have a place in ad copy – like telling prospects how many issues they'll get per year ... how many big pages are in your book ... or that your widget is made from carbon steel for strength or carbon fiber for lightness.

Beyond that, features are a yawn because they're about the product; not about the prospect. Or, as in the examples above, they can help demonstrate how your product delivers a benefit.

The good news is, just about every product fact – every feature – is there to provide a benefit that your prospect IS willing to pay for.

3. There are more benefits associated with each product feature than you generally assume: Benefits are like bunny rabbits: Give them a little time and they'll begin multiplying – each benefit or combination of benefits producing one, two, three or more new benefits you never thought about before.

The secret to kick-butt sales copy is to identify each and every benefit a product provides – and then to look at each benefit and ask, “What does THAT do for me? What additional benefits does that benefit provide?”

4. Your prospect has strong feelings about every dimensionalized benefit you present: Connecting each fully dimensionalized product benefit with a strong emotion that your prospect already has about the benefit (or the lack of it in his/her life) makes sales copy irresistible.

Here's a good example of some benefit copy for a health product:

Dear Friend,

Picture for a moment how great you'll feel when...

...Stiff knees, hands, fingers, back and shoulders are GONE!

...Achy muscles and tendons have VANISHED!

...Inflamed joints are COOLED!

...Nighttime pain and stiffness is SOOTHED!

...Sore, swollen arms and legs are COMFORTED!

...Damaged joint cartilage is REJUVENATED!

...Creaking, cracking joints are RELIEVED!

...Everyday aches, pains and joint discomfort are HISTORY!

How? With a new high-potency pain reliever that solves ALL of these problems—without harmful side effects, expensive doctor bills or endless frustration!

Now take another look at the example you just saw. Notice how a variety of benefits are covered. That is NOT by accident. Those benefits selected are the byproduct of lots of prospect research and a careful study of the product.

Summary

The process of uncovering the benefits of your product or service is as essential to selling as oxygen is to life. Every piece of copy you ever write... every order your promotion pulls in... ALL hinges on the quality of the benefits you promise, and your ability to make them sound seductive. Now, you'll work your way through a methodical step by step, proven process sure to double or triple the accuracy and overall potency of your sales copy.

Benefits turn prospects into buyers... they are what your prospect gains by sending for your product or service.

Also remember never to confuse features with benefits. This is a big mistake beginning writers make. You see, features are the elements or tangible components that make up a product or the physical steps to a service. But your benefits is what he's really buying – it's the greener lawn (benefit) that comes from buying grass seed (feature).

Another example: If you want a faster computer so that it saves you time (benefit), you will be shopping for the fastest processor chip (feature).

Finally, follow the process for understanding your benefits in order of importance. Knowing your benefits in order of value helps you structure your entire sales message.

Review and Refine Your Research

1. Collect prospect information as accurately as possible by:
 - a. Making the internet your secret weapon
 - b. Gather everything you can find
 - c. Network offline
 - d. Always check your accuracy

2. Know your prospect inside and out by asking:
 - a. What problem does he want to solve?
 - b. What are his core desires?
 - c. What are his relevant beliefs?
 - d. What negative and positive emotions is he experiencing?
 - e. What has he purchased or tried before?
 - f. What's the competition telling him?

3. Expand your understanding by creating a Benefits Chart
 - a. Create a complete features inventory of your entire offer including your product, premiums, payment terms, price, and more.
 - b. Figure out why each feature exists
 - c. Translate each feature into a Functional Benefit: what each feature actively does for your prospect (use action verbs)
 - d. Dimensionalize each benefit as much as possible with the most vivid, seductive description and experience of each benefit
 - e. Make the final leap to emotional benefits
 - I. Which positive emotion will this make my prospect feel?
 - II. Which negative emotion will this make my prospect feel?
 - III. How are these emotions triggered?
 - IV. Then lead your prospect through an experience where he feels these emotions, automatically and unconsciously, for himself

(By the end of this process, you should have a very long list of the various types of benefits.)

Once done, you'll be ready to move onto the subject of Proof...

The importance of Proof simply cannot be overstated.

Why? Because it's a fact — each and every prospect you're writing to will be bombarded with some 650 advertising messages a day. That's nearly 240,000 per year, every year of his or her life — and the volume is multiplying every day.

Those messages have made your prospect a grizzled, veteran consumer with MILLIONS of advertising impressions and thousands of purchases under his belt. Some of his purchases have lived up to their advertising claims, but many have not.

As a result, your prospect is a master skeptic. His mental spam filter works at light speed and it blocks out hundreds of ads every day without him ever blinking an eye. Plus, the more saturated the market you're selling into, the more powerful your prospect's ability to dismiss advertising claims.

All of this makes your mission – to get him to read, believe and then to act on what you promise – that much more challenging.

But here's the good news: If your benefits resonate strongly enough with what your prospect wants ... these credibility secrets are EXACTLY what you need to get your message believed and acted upon. And most importantly, they're EXACTLY what you need to make both you and your clients a bundle as everyone else continues to overpromise and underprove.

HEALTH PROOF STRATEGY #1:

Be SPECIFIC!

The great Claude Hopkins once wrote, "Platitudes and generalities roll off the human understanding like water from a duck. They leave no impression whatsoever. They suggest looseness of expression, a tendency to exaggerate, a carelessness of truth. They lead readers to discount all statements that you make."

This means that every generality in your text is a landmine. You never know when one of them will explode in your face.

That's why Hopkins continues, "Specific facts, when stated, have their full weight and effect ... This is very important to consider in written or personal salesmanship. The weight of an argument may be multiplied by making it specific."

So instead of merely saying "You'll save time," tell your prospect he'll save 18 minutes a day on average. Don't say, "Buy now and save!" Say, "You SAVE \$77 by calling in the next 15 minutes!"

Here's a fantastic discipline used by many A-list writers: Read through each draft looking for excuses to add specifics that fully dimensionalize every problem and every promise.

Do this meticulously and your prospect will have trouble questioning anything you say.

HEALTH PROOF STRATEGY #3: Support Your Copy Compelling Sales Argument!

We'll discuss this more later on in this guide — but for now just know that this means that your copy **MUST** have a clear, logical progression. It must make an argument that sets up the sale of your health product or service.

That means starting at point "A" ... progressing to point "B" ... moving on to point "C" ... and so on, until you've reached your ultimate conclusion: That only a drooling moron would even think of passing on this generous offer.

To do that, you must build your case logically and methodically — just like a builder constructs a home.

You must begin with a rock-solid foundation and then build on each completed argument with the next ... piece by piece ... in a logical order ... until ordering becomes the most sensible thing he could ever do.

And you want every argument you present in your copy to be backed by such an airtight chain of logic. You want to begin with facts the reader already knows and/or that can be easily documented by searching online, in books or in periodicals.

HEALTH PROOF STRATEGY #4: Use Compelling Testimonials!

Use all the testimonials you can that prove your product has delivered for others. And make them sweat bullets. Anyone who mails a promotion of any kind in these skeptical times without testimonials is practically begging for a spanking.

Here are some tips:

First, edit each testimonial for clarity. This is kosher, so long as you make absolutely sure that you do NOT change its meaning in any way.

Second, if you're featuring the "testie" in a sidebar, write a headline for each one that captures the most compelling portion of its message. If the headline is a direct quote from the testimonial, you put quotation marks on it. If not, don't.

If you've got a large page filled with testimonials, you don't have to necessarily create a headline for each one. But still edit them down as tightly as possible.

Third, put a face on each testimonial — or at the very least, on your strongest ones. If the testimonial giver didn't provide a useable photo, you can pick an appropriate one from a stock photo service. (This is often done, although you may be limited to using only the customer's first name, city and state in the attribution. Check with an attorney or compliance officer.)

Finally, it's a good idea to make sure that every spread has at least one of these one-testimonial sidebars. Or online, every couple of subheads would feature at least one testimonial to the side. That way, everywhere the prospect

looks, he sees someone who's just like him — only richer, happier or healthier — all because they purchased and used your product.

PROOF STRATEGY #5: Feature Your Mechanism of Action!

This is a fancy way of describing the unique method, technology, system, or approach that allows your product/service to deliver the benefits in ways others can't. It's not necessarily the same as your USP.

Here's a quick example: The weight-loss market is ridiculously saturated. Prospects have skepticism coming out their ears. So unless you have a very unique and very new way to deliver the benefit of weight-loss, you probably won't even get a second glance from a prospect.

One supplement company realized this and developed a product called Cortislim. They based it around a bunch of credible medical research that a stress hormone (called cortisol) is actually what makes people fat. And they discovered certain nutritional extracts — which they researched and patented — that actually block cortisol production and therefore block weight gain ... regardless of what you eat!

Do you see how that works as proof? When you have a specific, unique mechanism that explains WHY your product is able to deliver a benefit, it makes your promise appear much more believable. (A stress hormone makes you fat but this new, patented nutrient BLOCKS the stress hormone. That's WHY you'll lose weight.) This is especially true if your mechanism is systematic, backed by science or extensive research.

To use this Proof Strategy effectively, you really need to study your market. The more companies in your market making claims similar to the ones you want to make, the more of a need there is for a specific mechanism that differentiates you.

HEALTH PROOF STRATEGY #6: Be SOMEBODY!

We tend to be skeptical, even suspicious of information given us by large, faceless corporations. But we welcome — indeed, we seek out — advice from qualified guides and advocates who have our best interests at heart. And we're overjoyed to get advice from someone who has solved a problem that we're struggling with.

That's why putting a friendly and/or highly qualified human face on copy — and speaking in that person's voice — will boost the impact of your sales messages by an order of magnitude.

In terms of qualifications, you want to position the person behind your product as an expert on the subject at hand, including his education, books he's authored, major media outlets that have featured him, his career experience, etc. Being an author — especially a best selling one — makes almost anyone instantly credible. If he's less qualified than others — get creative and work on creating a compelling story of why he's so passionate and committed to making a difference for your prospect.

Here's an example:

The Breakthrough Medical Report from MICHAEL CUTLER, M.D.
—Leading Authority on Better Health and Faster Healing...

Uniquely Qualified To Help You Live Healthier For LIFE!

* Board certified family physician with over 15 years experience specializing in chronic degenerative diseases, fibromyalgia and chronic fatigue.

* Graduate of Brigham Young University (BYU), Tulane Medical School and Natividad Medical Center Family Practice Residency, in Salinas, California.

* Successfully brought professionals of several healthcare disciplines together to bridge the gap between conventional medical training and effective complementary medicine.

* Through his patients' experiences, as well as his own, Dr. Cutler utilizes many natural medicines to work with conventional treatments and therapies for an integrative solution to health problems.

* Sought-after speaker and lecturer on the importance of maintaining optimum health and wellness.

* Founder and editor of the newsletter, Easy Health Options — America's most authoritative monthly guide to today's most effective natural healing treatments.

Other times, and this happens quite a bit in the health industry... you can just tell your story. Often times, authors with a rich, compelling and emotionally moving story about their experience in battling cancer or losing weight will outsell a boring Harvard Doctor any old day of the week. So think outside the box a little — why is the face behind your product the BEST possible person to be leading prospects?

HEALTH PROOF STRATEGY #7: Brag About Your Track Record!

Make your track record work its butt off for you. There are so many ways to do this and what's considered a "track record" will differ in one industry to the next. In the health industry, you could show how your Doctor was the first to recommend a variety of supplements that are now successfully sold across the world. Or he's someone who has a 90%+ success rate in curing patients naturally.

And then when you present it, do it in detail! In today's tougher markets, the old technique of merely making a statement or presenting a table showing your spokesperson's track record is the lazy man's way to poverty.

Make it read as if you're taking the prospect along a great adventure. Help him "see" the doctor as he spotted the hidden cause of the health problem... as he recommended the nutrient therapy to his patient... as Medical Establishment scoffed at him ... as he supported and encouraged his patient or client throughout the entire process.

Help your reader vicariously experience the patient's amazement as the benefits of the therapy began to kick in, how his cholesterol dropped like a rock, how he was able to enthusiastically engage in activities that he'd been kept from for years, how much more energetic and hopeful he felt with each passing day!

Finally, show how if your spokesperson can do it for these people ... he can get the same results for your prospect!

HEALTH PROOF STRATEGY #8: Walk Them Through a Case History!

There are two things that differentiate a case history from a testimonial: the length and the perspective the writing comes from. In testimonials, the words are phrased in the first person — from the customer who's had success with the product or service. But in a case study it's written in the third person — often the editor "speaking" about the customer's dramatic transformation.

And then there's the length. Testimonials tend to be more brief (not always), whereas case histories are often much longer. If you have a very long testimonial with a lot of meat — you should consider turning it into a case history.

And be sure to try going beyond simply reciting what the customer said. Add drama, passion and intrigue — the elements you'd include in a great story. Call the people who provided the strongest ones and interview them. Get all the juicy details.

Then, tell his or her story as emotionally and vividly as possible. Did he buy something cool with all the money he made? Get a photo of the customer and his spouse standing proudly next to whatever was purchased. Or get dramatic before-and-after photos that help bring his transformation to life.

Here's a brief example from a Bottom Line magalog:

“Joseph couldn't walk a step without limping when Dr. Mark Stengler first saw him. For years, his osteoarthritis had been steadily getting worse. Now his painkillers were giving him ulcers, the agony was unbearable, and he envisioned a knee replacement in the near future.

But Dr. Mark Stengler did not give him steroids or even an aspirin tablet! Instead, he told Joe about a natural compound so harmless, even pregnant women can take it safely.

Just two days later, Joseph called the doctor in amazement...

His pain had already faded dramatically! Day by day, things just kept getting better and soon Joe was walking around again like his old self. Best of all ...

Joseph's success has now been repeated by thousands of patients...

It goes on after this, but you get the point. Notice the difference between this and a testimonial. This format allows you — as the copywriter or marketer — to dramatize things a bit more.

And the extra value of these brief narratives is that you can often weave more sales benefits into them without your prospect feeling as much like he's being "sold." Because the presentation feels much like a story, your prospect's attention span will be longer than if he were reading a testimonial. Ultimately, this ups the chances of him believing in the benefits promised.

HEALTH PROOF STRATEGY #9: Connect Your Product to Clinical Studies!

This is so critical when writing nutritional supplement copy. It can't just be a doctor making claims. You need clinical studies that have proven the nutrient in your product does exactly what you're saying it will do.

And when you're connecting your product to a clinical study, you have a three-layer thing going on.

The first one is the simple fact that there WAS a double-blind placebo-controlled study that proved the efficacy of this nutrient. But don't stop there. How effective were the results? Did 60% of the subjects experience considerable improvement? 70%? 80%? And how much improvement? Be as specific as possible, while presenting only the strongest findings of the study.

The second layer is the credibility of the institution that conducted the study. Was it Harvard University? Or Stanford Medical School?

And the third layer is, where was the study result published? Was it in JAMA or the New England Journal of Medicine?

When you can tell somebody that a double-blind, placebo-controlled study conducted at Harvard — and reported in the New England Journal of Medicine — said that the substance in your product cut risk of heart attacks by 50%, you've done a lot more than

simply create credibility. You've just created a tacit endorsement of your company and your product by Harvard and the New England Journal of Medicine!

For an added boost, show a photograph of the actual journal in which the report was published. Or show a picture of the National Institute of Health or Harvard University, or some other prestigious university or medical center.

PROOF STRATEGY #10: Demonstrate Your Benefits with Process/Graphic Sidebars!

Process sidebars are used primarily in the health market to show how something works in the body. Some examples: if you have a supplement that cleans plaque from your arteries or one that dissolves fat cells ... you present a clear diagram that shows how it works.

They're strong credibility devices because the prospect is much more likely to believe what you're talking about is based on some real, biological phenomenon. It's not just something you're making up.

Psychologically, there's a HUGE difference between reading these facts in the running text and seeing them visually in a sidebar. They stimulate the visual part of the brain and this is like a visual "reason why" your product does what you say it's going to do. Plus, your prospect assumes that it's more than just a claim – that real research and science was behind the creation of such a tool.

HEALTH PROOF STRATEGY #11: Feature Your Media Appearances!

If you're in the investment market: Is your editor in demand at exclusive industry conferences? Has he appeared on CNBC, CNN, MSNBC, or the Fox News Business Block? If so, put these facts up in lights!

In the health market: Has your doctor been featured on CNN, NBC Today or CBS This Morning? Make sure to place it front and center!

Clearly, prospects will assume your product must be more established and reputable if featured on TV. Not just anybody can get on these shows or stations, so it instantly builds trust and believability.

Summary

With quality proof, your copy will tame the master skeptic in your prospect—and get him to read, believe and then to act on what you promise.

Remember: You're still in the Gathering stage of your copywriting process. So now, apply each of these strategies to your research and see what you can dig up. Find ways to do any or all of the following...

Always be specific — Making sure every claim, reference and statement you make is as specific as possible.

Support your copy with a Sales Argument — The airtight, if “A” then “B” then “C” argument that runs throughout your copy.

Use compelling testimonials — What real customers are saying about their experience with your product.

The mechanism of action — The unique way, method, or system in which your product is able to deliver the benefits promised.

Be somebody — Why the person standing behind the product is highly qualified to be selling this product.

Brag about your track record — The company, the product or the editor's record of success in keeping similar promises to those being made in the ad.

Walk them through a case history — Extended testimonials that tell a story of a satisfied customer who changed his life with your product.

Connect your product to Clinical Studies — Studies conducted by notable institutions that prove the nutrients in your product deliver a specific benefit(s).

Demonstrate your Benefit with Process/Graphic Sidebars — Visual, scientific looking images showing how your product works or why what you're claiming is true.

Feature media appearances — If your editor, owner (or product) has been mentioned, interviewed or featured on a notable television show or channel.

Often times, your success in marketing – and writing winning advertisements for your health products – will come from the power of ONE SINGLE IDEA.

Think about it: Virtually every successful advertisement in history – from Jared’s subway commercials to Weight Watchers – all had a strong idea backing them.

And that thing is your Unique Selling Idea.

This term is based on the simple fact that if you can sell your prospect on the central idea driving your ad, getting him to buy your product is a breeze.

The idea literally makes the sale for you.

To figure out what makes a Unique Selling Idea tick, and then how to create and strengthen one, I had to research some of the more successful direct response promotions in recent memory. Observing the ideas that drove those promotions, and specifically the qualities of those ideas, led to the seven-step process you’re about to discover.

On top of that, I sought out professional help. The wonderfully-written best seller, *Made to Stick*, gives an ultra-deep breakdown of what makes some ideas stronger and stickier (meaning they enjoy greater influence and longevity).

Some of the key elements I present here will have been directly gleaned from their analysis. If you have not read it, I highly recommend you jump over to Amazon.com and grab a copy as soon as you can.

Either way, let’s get going!

Master This Skill And You’ll Almost Always Make Smart Marketing Decisions

Again, the Unique Selling Idea is what drives your overall promotion. Your theme may be how you present and execute this idea, but the idea is the core.

The benefit of understanding this, and drilling down to the best possible idea with ruthless persistence, is that making the right marketing and copywriting decisions becomes dramatically easier. You decide about what to include (or exclude) from your copy based on how well it resonates with this core central idea.

Often times, a single form of uniqueness can drive your company or advertising.

For example, while writing this course, I was given a collection of wonderful Gene Schwartz space ads. Gene was an absolute master at merging the unique benefits of his product with a powerful Unique Selling Idea.

You can see how he takes an idea so thrilling and unique—something that people couldn't wait to tell others about—and then showcases it in his headline, deck and lead copy.

Here are some examples:

How to Stroke Wrinkles Right Out of Your Face!

Noted Physicians Agree!

Here is the background of a monumental discovery that may do for your face—as it has for hundreds of other men and women—what the most expensive cosmetics in the world have utterly been unable to accomplish.

All you need are your own two hands—a mirror—and the book we send you to read from cover to cover, without your risking a single penny.

Now, a blunt promise by an eminent dermatologist:

Every Cell of Your Face Has a “Clock” In It! Here’s How to Wind Those Clocks Backwards!

Revealed by an eminent dermatologist (see his word-by-word statement below):
How, with the proper scientific instruction, you can literally stop the biological
clocks in your skin... actually look ten to twenty years younger than your real
age... erase wrinkles, blemishes and coarseness... and do it all using nothing
more than such simple ingredients as water, soap and (especially) salt!

This book says that...

THE SPRINGTIME OF A WOMAN'S LIFE SHOULD BEGIN AT 55

That she should not reach middle age until she is seventy. And that she should
not lose her ability to attract men until she is well past ninety—IF SHE WILL
ONLY BECOME AWARE OF THESE FOUR GREAT NATURAL SOURCES OF
PROLONGED YOUTH, COMPLETELY OVERLOOKED BY 99% OF
AMERICAN WOMEN!

Notice the power of each idea. Each is unique, distinct, memorable and easily
communicated to others. Can't you see how — once the prospect accepts these ideas
as true in his mind — buying the product is the obvious, next logical step?

Okay, so you understand the importance of your Unique Selling Idea... you see what it
does... Now, let's drill down into what makes them tick, so you can use this process
over and over again on any project or advertisement you ever produce.

Make Sure You Find Something UNEXPECTED!

In direct response, the single most crucial component of your Unique Selling Idea is that
it be unexpected. Why? Because you could easily argue that the most precious

commodity in our lives right now — even more than time — is our attention. Everyone wants it!

And the most obvious way to get your prospect's attention? You guessed it: Present something that he would NEVER expect!

Duh, right? And yet, so many copywriters and marketers forget about this and make “me too” claims. It's one of the reasons why “get rich quick” claims fail to grab prospects effectively. They're expected by prospects at this point. And it's why Gary Bencivenga had tremendous success with a “Get Rich Slowly” headline — it's a surprisingly different promise compared to what's out there.

This is where your study of your prospect in relation to the overall market pays huge dividends. Figure out what kinds of ideas he's most used to seeing—and then deviate from the status quo whenever it proves profitable.

The following questions will help you get clarity on this:

1) “What are the dominant appeals (claims, benefits) in my market right now?”

2) “How are these appeals expressed in the form of an overriding idea?”

(For example, the Unique Selling Idea for a nutrient called “nattokinase” – which dissolves blood clots – could be as follows: There's a breakthrough nutrient, found in Japanese cheese, that dissolves dangerous blood clots... protects your heart and brain, WITHOUT the need for drugs... and does it all quickly, with zero side effects.)

3) “Even if the appeal of my product is similar to competitors, is there a way I can present it as radically opposed to them?” (For example, if everyone is telling women they need more estrogen to be healthy... consider telling them they need testosterone to be healthy. I've seen this contrarian perspective work time and time again, because it's so surprising. Remember: the farther you can move away from others and the norm, the more unexpected you'll seem.)

4) “In all my research, what’s the single most startling, surprising thing I’ve uncovered (the “hook” as some like to call it)?”

5) “What’s counter-intuitive about this message? Is there something that you would never assume to be true, but is?”

6) And when you find some seemingly unexpected ideas, show them to potential prospects! Ask them, “Of these ideas—which is the most surprising to you?”

7) If you have no target prospects you know, do this: Put yourself into the prospect’s shoes and ask yourself, “Is this something that I’d be excited to share with others? Would it get my attention — and leave me asking for more?”

Here’s an example for a health newsletter...it’s something that worked extremely well for Dr. Douglass, “Discover Why One MD Says... I Haven’t had a Glass of Water In Over 20 Years.” In a market where virtually every authority is saying you need eight glasses of water each day, here you have a doctor saying something so radically different.

Got it? The unexpected element is often where you’ll have the most powerful breakthroughs in terms of your Unique Selling Idea — because more than anything else, this is what shakes people up on a deep level.

Now Take Your Unexpected Idea And Distill It Down to its Very Core!

Once you’ve found something you know will be surprising and unexpected to your prospect, it’s time to simplify it. This is not always so easy, as a very delicate balance is required. The point of the idea being simple is so that your prospect can quickly wrap

his mind around it — see its full power and uniqueness — and be able to easily communicate it to others.

This isn't about "dumbing down" your idea. It's about cutting away ANY excess fat, so that you get 100% maximum impact of its selling power. With each successive step in this process, you'll better understand how to make this happen.

As you begin crafting your Unique Selling Idea, if you find ANYTHING that could be removed with little or no loss — right down to even a single word — cut it out! Be ruthless. And be sure to include anything that strengthens and supports your central idea.

There's a similar effect with Jim Rutz's famous headline idea, "For Every Illness, There's a Country Where It Simply Doesn't Exist." It's so brilliant because of its greater meaning.

Prospects who read this idea and his copy, realized that there MUST be a natural way to cure or avoid any disease out there — after all, there is always some place where you will never find that sickness!

And this got the prospect thinking about a whole new world of possibilities: Maybe it was time to adopt some dietary elements of the Eskimos, eating more wild-caught fatty fish, because they never get heart disease. Or perhaps she should live more like Japanese women, because they rarely suffer the woes of menopause. The list goes on and on.

This is also what Clayton Makepeace did with his two original Health & Healing promotions that launched the health newsletter industry. One version was...

Give Me 90 Days and I'll Help You...

End Everyday Health Problems: Headaches, Fatigue, Joint Pain, Stomach Problems and MORE!

Prevent and Even REVERSE Serious Illnesses—Like Heart Disease, Cancer, Diabetes, Arthritis, and Many Others!

Unleash Your Body's Remarkable Healing Powers: Restore Your Youthful Vitality—Feel Better, Younger and More Energetic than You Have In Years!

Pump Up Your Immunities: Head Off Future Health Disasters While There's Still Time!

And Much More!

4 “Story Secrets” for Quickly Igniting the Power of Your Unique Selling Idea

Now let's examine the kinds of stories you can use to capture the essence of your Unique Selling Idea:

Rags to riches: This is the most common kind of story you've seen in promotions. It's the basis of “before and after” pictures and examples. In the bizop (business opportunity) markets, you see people going from flat broke to millionaires. In the health market, it's people going from one foot in the grave — to glowing, jumping-for-joy health.

From good to great: Your stories don't always have to be someone going from nothing to the top of the world. Many times, they'll be even more dramatic when you find somebody who's already experiencing success — and then uses your product and jumps to a whole new level. It can be the single most powerful testament to your product's quality.

To demonstrate a contrast: The famous “Two Young Men” lead for The Wall Street Journal is the perfect example of this. It shows the difference between taking one path versus another — including the benefits and dire consequences of each choice. Presenting a story like this is a fantastic way of shifting your prospect's perspective — showing him how he's at a fork in the road — and that his life can be dramatically different depending on his decision.

To convey quality: Often, stories about the creation of a product... how it was discovered... the Herculean effort behind it... these convey so much more about the quality and uniqueness of your product.

Summary

Your Unique Selling Idea is what drives your overall promotion. To discover the best idea to drive the marketing of your health business – and individual products – use the following process:

1. Make sure you find something unexpected
 - a. What are the dominant appeals (claims, benefits) in my market right now? How are these appeals expressed in the form of an overriding idea?
 - b. Even if the appeal of my product is similar to competitors, is there a way I can present it as radically opposed to them?
 - c. In all my research, what's the single most startling, surprising thing I've uncovered (the "hook" as some like to call it)?
 - d. What's counter-intuitive about this message? Is there something that you would never assume to be true, but is?
 - e. When you find some seemingly unexpected ideas, show them to potential prospects. Ask them, "Of these ideas—which is the most surprising to you?"
 - f. Put yourself into the prospect's shoes and ask yourself, "Is this something that I'd be excited to share with others? Would it get my attention — and leave me asking for more?"
2. Take your unexpected idea and distill it down to its very core
 - a. Start by boiling down your idea into 3-5 sentences
 - b. Now, reduce it to 1-2 sentences

- c. The final thing you must ask yourself: “Is the overall idea easily repeated by someone after hearing it once or twice?”
- 3. Make sure your prospect can relate to it
- 4. Make your idea tangible and concrete
- 5. Prove your idea beyond a shadow of a doubt
- 6. Add one of the most explosive factors of all—Emotion
- 7. Make your idea feel like a story
 - a. Rags to riches
 - b. From good to great
 - c. Demonstrate a contrast
 - d. Convey quality

If you've been following this process – and applying it to YOUR OWN health product or service – then you're making some serious progress.

After all, the information you're digging up will form the building blocks to a highly successful promotion. Plus, it allows you to do something that will ultimately...

Make Your Writing Process So Much EASIER!

You see, many business owners get intimidated by the idea of “writing” and fear they'll get writer's block...

... Yet few realize that one of the primary causes of writer's block is not knowing exactly WHERE you're going with each section of the copy.

On the other hand — when the direction of key points is logically organized in what I like to call a Simple Sales Argument — the writing process becomes very clear and obvious. And your copy practically writes itself!

Now sit down for a second and imagine you are beginning a project (or forget imagining it, and actually DO it right now!). You've extensively researched your product, prospect and market... you've uncovered the best benefits available... you've matched proof elements to those benefits... you've discovered a Unique Selling Idea... NOW WHAT?

Well, the process of writing an ad is very much like making a case for your product, via a personal conversation with your prospect.

So give everything you've uncovered so far — what would you say?

Think about it and then simply make your first point. Support it with reasons why. Move onto your next point. Support it with reasons why. And so on! There's really no room for writer's block because everything is laid out in a crystal-clear, linear fashion.

Doing this will make you one of the fastest, most effective writers in your industry, I guarantee it. Once you've created a logical outline — using this process — you'll be able to immediately ZOOM through the copy, point-by-point until he's got a draft done.

It happens quickly, easily and with little or no hesitation.

Mastering this Process Help Make Your Advertising Far More Persuasive

To illustrate the power of this process – and the kind of outline you should create before you begin writing your copy – let's explore an example...

It's for a book called *Mind Boosting Secrets*. It's about the recent nutritional discoveries that powerfully impact brain health and features a very credible authority on the subject — Dr. Ray Sahelian.

What's most important for you to see here is how this process — once you're able to apply it — can open up new and powerful selling angles in your promotions.

In this case, the writer carefully looked at the research and the book by Dr. Sahelian and felt that a more logical, step-by-step approach was worth a shot. Especially with how skeptical health prospects have become regarding fantastic “miracle” claims.

Here's the simple sales argument he used:

1. It's been known by scientists and doctors for many decades: Your brain is the overall master of your body; it controls and manages every single thing that happens inside of you.
2. But doctors have had it all wrong and they've been ignoring the most powerful healer your body has ever had ... your BRAIN! DOCUMENTATION: Every time you set foot into a doctor's office, he offers drugs to treat symptoms. His approach is to medicate specific, “malfunctioning” organs. He never even thinks to consider that you brain may be the root cause of the problem.
3. In fact, EVERYTHING that goes on in your body is dependent on the performance of your brain. DOCUMENTATION: Decades of research from the

most respected institutions on the planet prove that your brain regulates digestion, sexual health, immune function, joint repair and much more.

4. The HEALTHIER your brain, the HEALTHIER your body.

DOCUMENTATION: It's just common sense, if science has proven that your brain performance directly impacts every part of your body, you can get your body healthier by healing your brain.

5. Consequently, improving brain health and performance can literally wipe away chronic conditions like arthritis, chronic fatigue, indigestion, sexual dysfunction and much more. DOCUMENTATION: Clinical research, case studies and success stories all prove that people who boost the power of their brain experience fewer ailments than those who do nothing.

6. Your brain has the capacity to not only replace dying cells — it can also grow new ones if you give it the right building blocks. DOCUMENTATION: These same leading scientists have discovered that the “right building blocks” are certain brain specific nutrients — which MUST come from what you eat, drink and take in the form of supplements.

7. And now Dr. Ray Sahelian, America's leading authority on brain health, will give you all the information you ever need to quickly, safely and specifically support your brain with proper nutrition. DOCUMENTATION: He has compiled the most powerful brain health discoveries from over thirty of the world's top research institutions. He's put them together in a powerful, easy-to-use book called Mind Boosting Secrets.

8. This book contains all the PROVEN information you'll ever need to grow a bigger, healthier, superior functioning brain. DOCUMENTATION: It tells you exactly what foods, drinks and supplements to take and when. It's all arranged very easily and conveniently and these secrets have already worked for thousands of others.

9. If you follow the simple but powerful guidelines in this book, you'll grow a more powerful brain and eliminate many if not all of your current ailments. And

you'll experience health like never before! DOCUMENTATION: Again, this is all backed by the research from thirty institutions, by the country's leading doctor on brain health, and by a long list of successful case studies.

10. I want to send you this book FREE for 30 days, so you can put these secrets to work and experience the enhanced brain power, improved overall health and freedom from chronic conditions — secrets that are turning the medical establishment upside down. You've got nothing to risk and everything to gain.

Notice how the writer started with something he absolutely KNEW his prospect would agree with: That his brain controls and regulates everything that goes on in his body. Anybody that's gone through grade school has been told this a hundred times — it's something just about everybody believes.

I don't know about you, but each time I work through an example like this, I understand the sales and persuasion process so much more clearly. I see how to begin with facts the reader believes or can easily prove — just like this writer did with the idea that “the brain is the master of the body.”

And then how to connect that agreement to the next step in the argument. I see how to weave the credibility and proof elements into the process — just like he did with the distinguished medical journals and research institutions — so that the chain becomes seamless and impossible to question.

Now it's time for you to give it a try!

Summary

1. Review this basic A-B-C Formula and then modify it for your promotion.
 - a. Identify the key points you MUST make to convince your prospect that his life will change when he orders your product
 - b. You arrange the points in logical sequence – present them just as you would tell him if you were sitting and talking face to face
 - c. You give all the reasons why/proof of each point
 - d. Integrate your offer into the end of the argument, just as you saw in the examples
 - e. Make sure your argument and documentation lead the prospect to one inevitable conclusion: That he'd have to certifiably crazy not to order your product!

Together, this series of points will function as a powerful outline for your overall copy.

2. Now organize and design your Simple Sales Argument
 - a. Remember to elicit “Yes” responses
 - b. Use trigger words to connect the points in your simple sales argument, such as:
 - i. “Do you ...?” followed by “Then ”
 - ii. “If ...” followed by “Then ...”
 - iii. “The reason for this ...”
 - iv. “The reason why ...”
 - v. “Because ...”
 - vi. “Thus ...”

- vii. “Therefore ...”
 - viii. “Consequently ...”
 - ix. “Here’s why ...”
 - x. “As a result ...”
 - xi. “In fact ...”
 - xii. “Due to the fact that ...”
- c. Make sure each benefit claim you make is immediately followed with proof and documentation or the chain will be broken. You can use:
- i. Parallel paragraphs
 - ii. Words of causality
 - iii. Tie-in phrases
- d. Create irresistible momentum with each successive step

Virtually every marketer has heard of or uses guarantees... yet few understand how to harness the full power of them. Especially when it comes to selling health products. However In order to maximize the selling power of your guarantee, you first must grasp the underlying psychology.

The primary thing to realize: In any given transaction between two parties, there will always be risk present. Quite often, one side will be asked to assume the brunt of this risk.

For your prospect, the biggest risk he has is believing what you promise him. In essence, you're asking him to have faith that what you're telling him is true—sight unseen—that he'll experience the numerous benefits you're promising within your sales copy.

Don't fault him for this. In an age where so many false promises are made—and at a mind-boggling volume—he has to be very careful about accepting anything you tell him. Even if you happen to have lots of other proof and credibility elements present.

You see, he knows you're trying to sell him something. He knows any salesman will always be putting his best foot forward. And like anything else, he knows that even “proof” can be falsified.

Just look at it from his perspective. What happens when he faithfully gives up his money for your product—what if, like so many others, it doesn't do everything you said it would?

This is one of the most constant, dominant fears facing anyone who makes a buying decision. And it's why the whole concept of a guarantee emerged in the first place. Recognizing that the fear of risk was one of the largest barriers to making a purchase decision, smart marketers began actively reducing this risk.

To this day, that's the primary function of the guarantee. To make your prospect feel safe and secure that he'll get everything you've promised him, or his money will be refunded.

He doesn't risk a penny.

It's Time to Take Your Guarantee Psychology One Step Deeper

As crucial as risk relief is, it's only the first consideration in writing your guarantee copy. There are additional layers—which, believe it or not—can multiply the impact of your guarantee copy. Often by two or more times!

For example, your guarantee should also be treated as an expression of your confidence in your product. Think about it like this: Have you ever been arguing with somebody about something... gotten fed up... and then said something to the effect of this, "Hey, if you're soooooo sure of what you're saying, why don't we bet on it?"

If a person agrees, it's a strong sign that they're actually confident about their point. We know talk is cheap, but when someone's willing to put real money on the line—actually risking something of value—then it changes things. They're "putting their money where their mouth is."

Now think about your guarantee. In a sense, your promotion is akin to a scenario where you and your prospect are having a conversation—even a debate—about whether or not your product will work. You're telling him that your product or service is sure do to XYZ for him. And he's got his inner skeptic saying, "Yah, right. What a liar you are."

But when you make a strong, believable guarantee, you're essentially putting money down on the table. Now you're risking something tangible—something of measurable value.

And that's precisely why it can be far more persuasive than even the strongest credibility elements. Of course, that's the secondary function of your guarantee—credibility.

Proof and credibility elements tend to make your prospect feel safe, like he can trust what you're saying as true. And in a sense, your guarantee is arguably your most supreme credibility element because of its bold ability to create the feelings of trust and security.

And That's Only Just the Beginning...

If you're like many copywriters, you've probably wondered the following: Why doesn't anybody (with even an ounce of interest) buy something when it comes with an "Unconditional, 100%" Guarantee?

After all, there's nothing to risk.

Psychologically, it's an interesting question, isn't it?

But here's the answer: Because your prospect also has other feelings and desires at work. In addition to fear of risk, he also hates to be hassled... wants everything to be as quick and easy as possible... strongly dislikes confusion... and more.

Essentially, your prospect knows the same thing that you do. Namely, that even if he's dissatisfied and can undoubtedly get 100% of his money back, he probably won't. He knows he'll probably forget... or get too busy... or it will be too much of a hassle... take too much time... other tasks will take priority... and so on.

Hell, I have a \$400 room heater that broke down that I failed to return, simply because I was too busy.

That's why these other negative feelings and desires must be addressed in your guarantee in order for it to fully work. Your prospect doesn't just risk money when he buys—he also risks time, hassle, discomfort, embarrassment and more. Not addressing them weakens its power considerably.

Taking the Process Even Deeper!

As you've probably already heard before, strong guarantees nearly always increase sales. For every scammer that takes advantage of your liberal guarantee policy, you'll get five honest prospects to say "yes"—when they otherwise would have been too nervous or skeptical to buy.

This has been proven time and time again in scientific split tests.

Plus, there's another reason to do it.

The reason why YOU—as a copywriter, marketer or business owner—must offer a powerful guarantee is that it not only increases your immediate sales... it increases your customer's lifetime value.

Notice the power of this:

Please Reconsider!

Enhanced Oral Chelation Comes With the Strongest Guarantee In the Entire Supplement Industry:

You'll FEEL it Working, Or it's FREE!

Dear Friend,

If you're anything like me, you probably get tons of letters from supplement companies each month. And I'm willing to bet that like me, you spend a significant amount of money making sure your body has all the nutrients it needs.

That's good: Especially now, with hundreds of double-blind, placebo-controlled studies proving their safety and effectiveness.

But when it comes right down to it, how do you know — FOR SURE — that they're working for you?

In the enclosed letter, I give you a simple test you can do at home to see for yourself how Enhanced Oral Chelation is removing dangerous plaque from your arteries.

And of course, I'll introduce you to dozens of real people who rave about health miracles Enhanced Oral Chelation has produced for them.

And I want to go one better: By standing behind Enhanced Oral Chelation with the strongest guarantee anyone in the nutritional supplement industry has ever offered you:

You must FEEL the results — actually experience a significant reduction in your symptoms — or simply return the unused portion for a FULL REFUND.

Still not convinced to give Enhanced Oral Chelation a try? OK — how about this: If you EVER decide it's not for you, just return the unused portion for a FULL REFUND!

The simple fact is, you have absolutely, positively NOTHING TO LOSE — and EVERYTHING TO GAIN — by accepting this Risk-Free Offer.

So please — call TOLL-FREE 1-800-ABC-DEFG now, or return the enclosed FREE GIFT CERTIFICATE today to claim your \$140.40 in savings and up to 7 valuable gifts!

Yours for better health NOW,

Layne Lowery

Remember, it's very, VERY hard to make money these days on a "one shot" sale. Besides, why would you want to? Unless you're a crook, the real money in direct response marketing is almost always on the back end.

And that means you'll need to make sure your customer stays happy about everything he receives from you. When you offer short, weak guarantees—buyer's remorse will happen quite often. He'll resent buying from you and repeat sales will be more difficult.

But making a very powerful long-term guarantee helps him to trust you for years on end—making it much more likely that he'll become a happy, long-term customer.

This is especially true if you have multiple products. Even if a customer returns one of them, if his refund experience is positive, there's a good chance he'll do business with you again on another one of your products or services.

And therefore you're nursing and protecting that customer's potential to become a long-term, highly profitable income stream. It really does pay to think long-term when crafting your guarantee.

Here are some examples...

When we say FREE trial, we really mean it!

When you detach and mail the certificate below, we'll send you a hot-off-the-press copy of Win the War Within for 21 days FREE, plus you get five FREE Prevention Health Guides.

If you're not delighted with Win the War Within, simply return it at the end of the preview period and YOU pay nothing. The five Prevention Health Guides are yours to keep forever!

GUARANTEED FOR LIFE: If you decide to keep Win the War Within and you are not satisfied, you can return it any time—even 20 years from now—and get a full refund of your purchase price. Fair enough? So go ahead. Act now! You have nothing to lose!

Let's turn to Arthur Johnson's legendary Real Health promotion for a good example of this:

Doesn't this easy new road to real health make more sense than
BEATING YOURSELF UP FOR NOTHING?

Of course it does! So please, return the enclosed FREE BONUS GIFT
CERTIFICATE in the postage-paid envelope we've provided...

It saves you up to \$133 on your risk-free subscription...

It brings you all the FREE BONUS GIFTS I've mentioned that will let you turn
the tables on medicine's misinformed know-it-alls...

Plus you have my "Ultimate Guarantee" that your gifts and my newsletter will
deliver all you're hoping for and more. Or else please, feel free to call off the
deal—at any time for a complete refund—no questions asked. YOU KEEP
YOUR FREE BONUS GIFTS.

Don't wait. Do it now!

Claim your FREE Bonus Gifts and reclaim your health...

Walk out of the health prison and into the sunlight...

And find out how sweet it feels to savor real health!

Sincerely,

William Campbell Douglass II, M.D.

Editor

Since this promotion has been running as the control for over three years, you can rest assured that it's doing quite a few things right.

And now it's your turn: Think about how YOU can weave your own personal guarantee into your closing copy, accentuating how you're standing behind every promise made in the copy. It will make a difference, I guarantee it! ;)

Now that you've got all the steps, let's analyze one last example in more extensive detail. Here's an excellent supplement guarantee—written by Brad Peterson and Clayton Makepeace—and I want you to notice how well it's written

You and your spouse MUST see, feel and experience a dramatic improvement in your sex life—or these powerful natural sex enhancers are FREE!

Give Pure Potency for Men™ or Pure Potency for Women™--or both—a try for as long as you want. You must see, feel and experience a dramatic improvement in your sex life, including increased sexual desire, improved stamina, firmer erections, more lubrication and his or her orgasms every time you take your spouse to bed...

... You must experience better sex... have more fun... create more intimacy in your marriage... and be absolutely ecstatic about your newly rejuvenated sex life.

Otherwise, simply return the unused portion (or the empty bottles) and I'll immediately send you a full refund of every penny you paid—with no questions asked and no explanations necessary.

Better yet, even if you do request a refund, you may keep every one of the up to \$586.25 worth of FREE gifts you've received.

Layne Lowery, President

Health Resources

Summary

Your Guarantee is one of the most powerful credibility building, selling tools in your arsenal. Follow this process, and you'll write guarantees that put your prospect at ease and make it easier than ever for him to say "Yes!" to your offer.

1. Keep in mind when designing your Guarantee:
 - a. Fear of risk is one of the largest barriers to making a purchase decision, smart marketers actively reduce this risk
 - b. Your guarantee is an expression of your confidence in your product
 - c. Your guarantee is arguably your most supreme credibility element because of its bold ability to create the feelings of trust and security
 - d. Address all the risks your prospect is taking... not just money—he also risks time, hassle, discomfort, embarrassment and more
2. Now write your Guarantee and apply these steps:
 - a. Repeat, reinforce and summarize your main benefits
 - b. Make it personal
 - c. Weave your USP (Unique Selling Proposition) into the mix
 - d. Offer the most effective time period
 - e. Let him know there are no strings attached
 - f. Use lots of power phrases
 - g. Emphasize that Returns are easy
 - h. Promise to rush their money back
 - i. Give your Guarantee a name
 - j. Feature it in the right places

If you really want to crush your competition, the first thing you'll almost certainly need is a better headline.

Don't get me wrong: Every part of your sales message is important. Your opening is crucial. Your presentation of product benefits ... of proof and credibility elements ... of the offer and premiums ... of your guarantee ... and of your closing, "ask-for-the-sale" copy are all critical.

But of all the things you do to produce a sale, nothing equals your headline when it comes to pushing response through the roof.

(Your headline is the statement that goes atop your letter – which seizes your prospect's attention. I recommend writing it last because, at that point, you have the greatest possible amount of information and understanding to pull from.)

In our many combined years in this business, we've often seen great new headlines produce 25%, 35%, even 45% lifts in response and ROI. And of course, we've seen them add months - even a year or more - to the lifespan of an aging control.

Why are heads so important? Two reasons:

FIRST, your headline is the demurely raised eyebrow ... the whisper in the ear ... the tap on the shoulder ... or the shrieking air raid horn (remember those?) that at the moment of impact, make it impossible for your prospect to look at anyone but you - or more precisely, anyone's ad but yours.

SECOND, your headline is the gateway to your sales copy. More than that: It's the sales copy that persuades your prospect to read your sales copy.

In short, great headlines have only two functions: 1) To grab your reader's attention, and 2) To convert that attention to readership of your sales message.

When you study the most effective headlines ever written, you can't help but notice that each one accomplishes these twin tasks by offering the reader a BRIBE: A compelling practical and/or emotional benefit in exchange for reading your sales message.

Whether explicit or implicit, shouted or whispered, the best heads you'll ever read - or write - will be a proposed transaction: "Read this," they say, "and this very specific, very wonderful thing will happen for you."

“Okay, But How Do I Write a Better Headline?”

If only it were that simple! We'll be covering this in great depth throughout the course, but for now just know that your headline is often just an extension of your Unique Selling Idea.

You see, A-list writers seldom make basic mistakes in their copy. The writing is nearly always rock solid... the benefits are well-selected... proof is provided... a strong guarantee is written... and so on.

The difference is usually in the strength of the unique, central idea. Again, that's the core message that drives the entire promotion. It determines the headline and everything that follows it. If it's off, not much else will matter. But if it's attractive enough to the prospect, even average copy will often suffice.

So that's a big part of the solution to beating competition and their overall promotion: Find a superior core idea. Research the prospect and marketplace and find a theme for your copy that's more urgent, more interesting, more attractive and more enjoyable to read.

Watch Out for These Mistakes

If you're like me—and especially if you've spent time overseeing other writers—then you probably wonder what causes headlines to so often go wrong. Far too many headlines out there fail (often miserably!) to grab the prospect's attention and keep him reading.

Here are the most common reasons why headlines miss the mark:

1. Not surprising. The #1 way to get anybody's attention is to be unexpected and surprising. In fact, even if your headline has nothing to do with the prospect, you can still get his attention and keep him reading by being surprising. The National Enquirer is especially good at this. Their headlines are always about celebrities and never about the actual reader—and yet they grab his attention and generate readership as well as anything on the planet.
2. “Me too.” The problem with “me too” headlines is that they're just like everything else out there. The prospect sees them and thinks, “I've heard that before.” Been there, done that. I know what that's about. No need to read further. If he too easily sees where you're going with your headline, what you're trying to tell him (or sell him), than he quickly loses interest. The old saying, “Familiarity breeds contempt” couldn't be truer when it comes to headlines.
3. Not targeted. What separates direct response advertising from mass market advertising? One factor is the level of precision. By carefully studying our prospect, we're able to craft headlines and copy that feel as though it's just for him—that someone is calling him out specifically and engaging him in a personal dialogue about his biggest problem (and solution).

But sadly, too many headlines lack relevance to the prospect the message is being delivered to. And as a result, the prospect sees the headline and thinks, “This isn't for me.” In a minute, we'll go deeper into this issue—applying the idea of “market maturity”—so that your headlines hit your prospect exactly where he's at psychologically.

Putting a Benefit Into Your Headline

But prospects DO make time for advertisements that promise them exactly what they want. I can't emphasize this highly enough. You need to really think about what your prospect wants more than anything on the planet (related to the subject matter of your product) and then promise him that.

Copywriters like Gary Halbert, John Carlton, Parris Lampropoulos and a few others should all be considered masters at this type of headline. Here are some examples:

From Gary Halbert...

"How Almost Any Man Can Get Non-Stop Sex... While... He Is Waiting to Meet His Dream Lover!"

"New Visa Card Lets You Buy Almost Anything in the World... Even If... Your Credit is Terrible and You Can't Get a Bank Account"

From John Carlton...

"C'mon! It Can't Be THIS EASY to Add 50+ Laser-Accurate Yards to Your Tee Shot (And Break Your Buddies Hearts On Every Single Drive)... Can It?"

Get 3 Years Worth of MONSTER GAINS In Your Toughest-to-Grow Spots... In Just 3 Short Months... Guaranteed!

From Parris Lampropoulos...

How Any Woman Can Make Her Body Younger—Without Spartan Diets, Strenuous Exercise, or Fistfuls of Supplements

Secret "Flaw" in the Financial Markets Lets You Make Back Every Dollar You Lost in the Past 3 Years

If these headlines don't get your blood flowing, it's because you're not a prospect for them. The fact is that real prospects for those products read them and thought, "Ooh! That's EXACTLY what I want!" Results never lie.

How to Seductively Hint at Your Big Benefit

You don't always have to be so direct with your Big Benefit, either. Sometimes hinting at a powerful benefit can be much, much stronger!

For example, once Jim Rutz's famous "Read this or Die" promotion had petered out, he breathed new life into it by substituting another terrific headline —with only an implied benefit — but what a benefit:

For every illness, there is a country where it simply doesn't exist

Nightingale-Conant takes the same approach with this headline for an Anthony Robbins product:

"To get what you want out of life you have to...think positive, set goals, work hard, be patient, and make sacrifices. Right?

"WRONG!

"I found an easier way... and used it to transform my life, fulfill my dreams, find true happiness, and even become a millionaire by the time I was 29.

"Here's how it works..."

I can succeed without the hard work? Where do I sign up?

If you're petrified of suffering a heart attack or stroke, this next headline may tell you there may be huge benefit in reading the copy:

Deadly artery plaque dissolved!

Read how to clean out your blood vessels to erase your risk of heart attack and stroke

Summary

Good Headlines stop your prospect dead in his tracks and gets him to read the next sentence in your copy.

1. Write a 20-30 possible headlines for your promotion, based on what you've learned. Then, take them and make sure you haven't made any of these common Headline mistakes:
 - a. Is your headline not surprising?
 - b. Is it a "Me too" headline?
 - c. Is it predictable?
 - d. Is it not targeted enough?
2. Write more Headlines using the following techniques
 - a. Write lots of "intrigue-driven" statements, then select your very best one
 - b. Experiment with your Unique Selling Idea
 - c. Take your strongest credibility element—and dramatize it
 - d. Rapid brainstorm, using the many formulas and idea starters you've just learned
3. Now take your Headlines up a notch with these Headline maxims:
 - a. The Shorter, the Better!
 - b. The Punchier, the Better!
 - c. Credibility Must Always Be Close By!
 - d. When the Circumstances Are Right,
Feature or Imply an Immediate Benefit

- e. Add the Element of Curiosity Whenever Possible!
 - f. Never Underestimate the Power of a Simple Question!
4. Write your Deck Copy that:
- a. Explains and expands upon your Headline
 - b. Powerfully triggers your Prospect's natural curiosity
 - c. Introduces your strongest Benefits
 - d. Uses winning readability enhancers

Now – if you've been working through all the previous steps – you have virtually

every building block you need to create a winning health promotion.

Putting your promotion together is fairly simple from this point.

You understand your prospect inside and out...

You know the exact you will be making (and why it's so compelling)...

You know all the features, benefits and emotional impact of those benefits...

You've got plenty of proof to back up those benefits...

You're clear on your Unique Selling Idea – the core message that will drive your company or product promotions...

You've crafted a guarantee that relieves all risk...

And you've even written a variety of potential headlines to seize your prospect's attention...

So now, it's just a matter of putting all this into the form of an outline – using the logical process you discovered when we cover the Simple Sales Argument.

That will get your main points out onto the page – and then it's just a matter of expanding on them and smoothing your letter out so that it flows effectively.

After that you're done – and you will have written copy that's superior to 90+% of what is out there in your market.

Better yet, you'll be able to duplicate this process – over and over again – for every new product or service you launch – for as long as you're in business.

Thank you for purchasing this guide. It's the condensed wisdom from thousands of dollars worth of copywriting courses – and specifically applied to health marketing.

It will make you money – all you have to do is use it!

Sincerely,

Anthony Flores

PS – In case you're still not totally sure how to create a winning letter out of what you've learned... I've also included a simple copy outline from one of my mentors, Clayton Makepeace. Here it is...

Basic Copy Outline

- **Grab 'em by the eyeballs:** Seize your prospect's attention with a powerful benefit-based, emotionally-driven headline.
- **Support your headline:** In a short deck, expand upon your headline with a deck structure that drives it home in a powerful way.
- **Bribe him to read this:** Tell him what you're going to tell him. Trumpet any value-added information that you're going to give him free, in the copy.
- **Get his juices flowing:** Open with a powerful, emotionally driven, benefit based paragraph or two.

- **Make him believe it:** Add credibility elements – a series of paragraphs presenting statistics, expert endorsements, track record info (if it's an investment product) or customer testimonials that prove you really can deliver the benefit.

- **Get back on track:** You've demonstrated what you've done for others and what others say. Now, it's time to get back to talking about your prospect's favorite person: HIM.

Repeat your lead benefit and transition into your secondary product benefits, each written in a way that connects with the prospect's most compelling resident emotions – his dominant emotions.

If you have room, make each benefit a subhead, followed by two or three paragraphs of copy (or more) that dimensionalize it.

If you're cramped for space, turn each benefit into a bullet.

If you're somewhere in-between, lead with your strongest benefits as subheads with explanatory

copy and bulletize the rest.

- **Make the offer:** Repeat your headlined benefit, allude to the others, present your offer, and justify your price.

- **Relieve risk:** Add your guarantee and point out that, since the prospect's delight is a sure thing, he has nothing to lose.

- **Sum up:** Repeat your main headline benefit, the strongest secondary benefits, justify your price again, remind them of the guarantee and ask for the sale.

- **Show your prospect how easy accepting this offer is:** "Just complete and return the enclosed order form or dial TOLL FREE 1-800-000-0000."

- **Close with a final reminder of your main headline benefit, what a steal it is, a mention of the guarantee.** I also like to create word pictures of how the prospect will feel with the benefits my product offers – and without. There are

consequences to declining this offer!

- **Sweeten the pot:** I like using my P.S. to catch my prospect off-guard. Just when he/she thinks “This is a pretty good deal,” I like to add just one more thing to push this from a “good deal” into an absolute, deadlock-cinch no-brainer.

The best way to do this is by adding something to the offer: Usually an extra discount or a free gift for responding right away.

- **Add an urgency element:** In a P.P.S., I like to give a final reason why the prospect should respond right now. This “reason” could be an extra bonus, or merely a rationale – like “The Fed’s going to raise interest rates on May 15 – whether you’re ready to profit or not! Please – let me hear from you NOW!”

I have enjoyed going through these steps with you, and if you truly practice each step – you will be more than on your way.