

**Exclusive Course**

# **10-Day Copywriting Challenge**

**Day 3**

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## **Day #3: Product**

In the opening of your letter you reminded the prospects about their problem. Putting the problem squarely in front of your prospects may have been a little painful. You tapped into some deep emotion. But don't worry – because now you're going to introduce your product as the solution to your prospects' problem.

Simply put, *the purpose of this part of your sales letter is to give your prospect hope.* This is where you take your prospect away from the "punched in the gut" feeling and instead offer a joyous feeling of renewed hope.

You'll notice that I used the word "*renewed.*" That's because your prospect has felt hopeful before. Unfortunately, he or she has been let down and disappointed many times. Sometimes the products didn't work. Sometimes your prospect even got the feeling that the marketer lied.

Point is, your prospect is going to feel cautiously optimistic. For now, your job is to focus on the optimistic part, to make your prospect feel good. Just a bit later you'll discover how to make the prospects set aside their fears and doubts and take a chance on your product.

Here then are the keys to introducing your product...

### **Introduce Your Product as the Solution**

This part is easy. This is where you bridge the painful story with the hope you're about to offer. Indeed, you can even use the word "introducing" when you present your product.

#### Examples:

- Introducing [name of product] – the surefire way to melt the fat forever!
- Good news: Now you too can get whiter teeth when you use [name of product]!
- Imagine being able to lose all the weight you want without ever feeling hungry. Now you can... and all you have to do is join the [name of product] membership site!

## Sell Hope, Sell Dreams, Sell the Sizzle

You can't just introduce the product as the solution and expect your prospects to fall all over themselves as they rush for the order button.

Instead, you need to give the prospects hope that this product really does work. You need to give them hope that this is a quick and easy solution to their problems.

Here's how...

### → Show How This Product Worked for Others

Did you open your letter with a story whose main character (maybe even you) had the same frustrations and problems as the prospects?

If so, then your prospects already identify with this character... so you can give your prospects hope by telling how the character used your product as the solution.

#### Examples:

- But everything changed when I discovered a fat-burning secret so simple that it took just 15 minutes per day to complete. [Introduce the product and tell why it works so well.]
- Jose was at the end of his rope. He was stressed out and burned out. But then he learned a simple way to get more done in less time...
- By this time Janice vowed to stop going out. She couldn't stand people laughing and point at her any longer. But then everything changed... [talk about how things changed for the better]

### → Leave the Competition in the Dust

Your sales letter should be about your prospects, their problems and the solutions to these problems. However, you may take this opportunity in your letter to toot your own horn a bit. Not for the sake of bragging. Rather, you want to show your prospect why this product is so good (and what makes it different and better than the competitors' products).

In other words, you want to share your product's unique selling proposition (USP). You may offer up a benefit that no other product on the market has. Perhaps you'll share an unusual development story.

Examples:

- I know, you've heard all of this before. But this product is different. That's because it was developed by a team of scientists... [tell the story]
- Here's what makes this software so amazing: We tested it across 127 sales letters and 99.3% of the time it boosted the conversion rate by at least 25%. Go ahead and look around - you won't find another copywriting product that's been tested so thoroughly!
- You've probably read a ton of sales letters that tell you they have the secrets of getting ripped. But you know who's putting those products out? Fat marketers. And that's why this product is different. I'm a certified professional trainer and trophy-winning bodybuilder with 15 years of experience. I'm not just giving you theory - I'm giving you "in the trenches" strategies that really work!

**→ Sell the Sizzle (Not the Steak)**

You're NOT really selling a product. Instead, you're selling dreams and you're selling hope. In other words, you're selling an outcome... not a product.

Examples:

- People don't buy grass seed. Instead, they're buying a lawn. Example: "Imagine walking barefoot over your lush, green grass..."
- People don't buy weights and weight benches. Instead, they're buying respect. They're buying a ripped and muscular body. Example: "This weight set turns you into a beast that commands respect where ever you go!"
- People don't buy mouthwash. Instead, they buy fresh breath. For example: "You'll be more confident because you know your breath is minty fresh!"

## Ratchet Up the Joy

Once you've introduced the product as the solution to your prospect's problem, then you can get them to imagine a problem-free life. Indeed, you may actually use the word "imagine" to help you tap into those good feelings and joyous emotions.

Example:

- Go ahead and imagine what it would be like to sprint up a long flight of stairs without getting winded...
- This product worked for Suzy. It worked for me. And I guarantee you too will be able to quickly and easily melt the fat and make your love handles disappear...
- Just imagine if you too could stay home with you children. Imagine seeing all the first smiles, filming all the first steps and hearing all the first words. Now you can...

## **Assignment: Day #3**

Your assignment today is easy...

- 1. Figure out what the outcome (end result) is of using your product or service.** In other words, what's the "sizzle" in your steak? What hopes and dreams are your buyers actually purchasing?
- 2. Determine your product's unique selling proposition (USP).** What makes your product or service not only different but better than the competitor's product? Be sure that this difference is actually something that's important to your products.

Once you've figured that out, then write an introduction to your product. Be sure to include your USP. And be sure to sell the dream, not just the product.

Need a little help? No problem – just use the 15 included templates to quickly and easily create your own sizzling product introduction!

God bless,  
Jimmy D. Brown & Paul Evans