

Exclusive Course

10-Day Copywriting Challenge

Day 10 & Conclusion

By

**Jimmy D. Brown & Paul Evans
Benchmark Publishing, LLC**

<http://www.nicheology.com>

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Day #10: Pulling It All Together

You've now learned all the main keys of writing a persuasive sales letter.

Now let's pull it all together so you can see how the pieces fit.

Here's a template you can use...

Pre-Headline - use this to get attention, perhaps by mentioning the prospect's problem or addressing the niche group.

"Primary Headline"

(The main headline needs to present a BIG, "stop 'em in their tracks" benefit. You may even arouse a little curiosity.)

Post-Headline

(You can elaborate on the main benefit here or mention another benefit. Either way, the point is to pique the readers' interest so that they'll keep reading.)

Dear [member of niche group - e.g., Dear NFL Fan],

Problem: You might tell a story here to tap into emotion. Or perhaps you'll simply talk about how frustrating and painful the problem is. Either way, you want the prospect to be reminded of his pain and frustration.

Introducing [Your Product] - The Quick and Easy Way to [Get Benefit]!

Product: Ahhhh... here's hope! This is where you introduce your product as the solution to the prospect's problem.

Proof: Your prospect wants to have hope. He wants to believe you. But he's a little skeptical. That's why you need to offer some proof. You may include testimonials, screenshots, videos, photos and other forms of proof.

Don't limit your proof to this place in your letter, however - you'll want to sprinkle it throughout your letter to help you back up any big claims. You can even include it in your postscript.

Points: You've got the prospect interested. Now you need to ratchet up the desire by providing a bulleted list of benefits.

- You'll discover just how easy it is to...
- Psst: See page 26 for the secret of...
- You'll find out the truth about...

How Much is it Worth to You to [Get Benefit]?

Pull: The prospect is interested, so now it's time to close the sale and ask for the order. You'll need to justify the price here. You'll also need to handle any last-minute objections. You can make the buying decision easier by offering a bonus. Once you've completed these tasks, then create a sense of urgency alongside a strong call to action.

Your Satisfaction is 100% Guaranteed!

Promise: Reverse the risk with a strong unconditional guarantee. Let your prospects know that if they're unsatisfied for any reason, you'll refund every penny... no questions asked.

Process: Tell your prospects how to order. Offer last-minute instructions, terms and conditions and other legalities.

[insert order link or button]

[sign off - your name, printed name, and signature]

P.S. Recap your offer, remind prospects of a benefit or perhaps tell them about another benefit not mentioned elsewhere. You should also include another call to action here.

Now that you know how to pull it all together, let me offer a few last-minute tips and keys to creating a cash-pulling sales letter...

Use Graphical Magnets to Draw In Your Prospect's Eyes

Think of how you behave when you flip through a magazine.

Chances are, the pictures and other graphics capture your attention. And you probably read the captions on those that get your attention, right?

Your prospects behave the same way when they're looking at your website.

A sharp graphic will get their attention and draw their eyes to the caption as well as any surrounding text. And that's why your caption and any nearby text needs to offer a big benefit and/or arouse curiosity (like a headline). You want this text to draw the reader back into the letter and towards the buying button.

Example: Let's suppose you're selling a weight loss product for women. Maybe you have before and after photo of a woman who now looks great. Your caption might say something like: "Mia lost 54 pounds the quick and easy way using - just imagine what [product name] can do for you!"

Give Something to the Skimmers

I've mentioned this before: Not everyone is going to read your entire letter.

Plenty of people are just going to skim down the length of the letter. That's why you need to sprinkle attention-getting sub-headlines throughout your letter. Just like your regular headlines, these sub-headlines should present a big benefit and arouse curiosity, if possible.

Example: "Now You Too Can Discover the Secrets of [Getting Benefit]!"

Note: Be sure emphasize these sub-headlines by centering them, bolding them and putting them in bigger font. And speaking of text emphasis...

Emphasize, but Do NOT Overdo It

You can also attract a skimming or fast reader's attention by emphasizing other important parts of your letter. You can do this several ways, including by using:

- Colored font (red works well).
- **Bold font.**
- *Italicized font.*
- **Highlighted font.**
- Underlined font.
- **Different font.**
- **Big font.**
- Sentences With Capital Letters (Good for headlines.)
- "Sentences in quotes." (Good for headlines and testimonials.)

You can also emphasize font by putting it in a bulleted list (like the list above) or by putting important bits of font in a table or a box (like a Johnson box).

Point is, you should set your most important points apart by somehow emphasizing them.

However, *don't* overdo it.

In other words, don't emphasize every few lines, otherwise your letter looks like a circus that's hard on the eyes. It will look downright unprofessional and even childish.

Plus, if you emphasize a lot of text, then nothing looks all that important any more.

In other words, if everything is emphasized, then nothing is emphasized. You want to use your text emphasis sparingly so that the important bits of your letter really do stand out.

Brainstorm... and Then Do It Again

You already know your headline is the most important part of your sales letter. That's why you shouldn't take its creation lightly.

Indeed, some of the top copywriting masters brainstorm dozens or even hundreds of headlines before deciding on the best one. If you want to write like these pros, then you too should brainstorm dozens of headlines.

Which brings us to the last point...

Let Your Prospects Vote With Their Wallets

You can create what you think is the perfect sales letter – an attention-getting headline, an emotion-pulling opener, great bullet points... and all the other keys of a cash-pulling letter. However, what you think and what your prospects think can be miles apart.

That's why you need to test the various elements of your letter.

Instead of merely guessing if your letter is good, let your prospects vote with their wallets. Let your bottom line profits decide which headline is the best, which guarantee, which P.S. and which call to action converts best.

Tip: All you have to do is set up a split test where you create two almost identical letters, with the only difference being the one element you want to test.

Example: You create two letters with different headlines. Then you randomly send half your traffic to each of these sales letters to determine which headline puts more money in your pocket.

You can use tracking tools like [Google Analytics](#) or [Google Website Optimizer](#). Or you can search for "split test" script to get a simple script that tracks your test and crunches the data for you.

Conclusion

And there you have it – a crash course in creating cash-pulling copy!

Let's recap:

- ✓ You need to stop your prospects in your tracks with your headline block, which includes your pre-head, primary headline and post-head.
- ✓ You need to stir up a little pain and frustration in the "problem" section of your letter.
- ✓ Next, you introduce your product as the solution.
- ✓ You make your case using points and proof.
- ✓ You close the sale with your pull, promise and process.
- ✓ Then you get one last chance to make the sale and arouse interest with your postscript.

You can write an amazing letter just with what you've learned so far. Now let me throw one last bonus key at you...

Bonus Key: Profile

This refers to profiling your target market.

In other words, thoroughly understanding what they want, their problems and what motivates them. Because once you understand them, you can write a letter that speaks directly to your market.

How do you do it?

Simple: By getting to know your market.

Talk to them offline. Eavesdrop on them online via niche forums and social networking sites. Interact with them. Ask questions.

You'll learn virtually everything you need to know about what makes your target market tick – and how to write letters that go straight to their heart.

Your next step is easy – proofread and polish the letter you just created. **Then get it online... because the sooner you let prospects vote with their wallets, the more quickly you'll know if you've created a winner!**

Hey we'd love to hear from you and make this course even stronger.

Would you mind answering these questions and sending them in?

1. How long have you been trying to write copy effectively?
2. How has this 10 Day Challenges helped you specifically?
3. Would you recommend this course to others?

Feel free to send a photo and your website and we'll add it to the sales page as PROOF! 😊

God bless,
Jimmy D. Brown & Paul Evans