

# Direct Response Millions

## LESSON FIVE

by

**Cameron Fulton**

**How to work smarter not harder, to make BIG money!**

**Anyone can apply these proven techniques, simply and easily with start-up capital from as little as £50. Countless others are already millionaires from using these principles and now you can join them!**

**For legal reasons we are obliged to state the following:**

Disclaimer: To the fullest extent permitted by law, the sellers are providing this written material, its subsidiary elements and its contents on an 'as is' basis and make no (and expressly disclaim all) representations or warranties of any kind with respect to this material or its contents including, without limitation, advice and recommendations, warranties or merchantability and fitness for a particular purpose. The information is given for entertainment purposes only. In addition, we do not represent or warrant that the information accessible via this material is accurate, complete or current. To the fullest extent permitted by law, neither the sellers or any of its affiliates, partners, directors, employees or other representatives will be liable for damages arising out of or in connection with the use of this material. This is a comprehensive limitation of liability that applies to all damages of any kind, including (without limitation) compensatory, direct, indirect or consequential damages, loss of data, income or profit, loss of or damage to property and claims of third parties.

This course is sold for entertainment purposes only, and the author, publishers and/or distributors are not responsible for any actions taken as a result of reading this course.

V080701





**W**elcome and a huge ‘Thank You’ for purchasing ‘Lesson Five’ of the twelve part course, ‘Direct Response Millions’.

For many people the idea of writing an advertisement fills them with horror. Yet, as with most skills, armed with insider know-how, you CAN do it. I can assure you...

## **If you can tap out an email you will be able to easily write a powerful tiny advert that creates a huge response!**

I am going to explain exactly how the direct-mail millionaires write their adverts, and what they do to get the best results AND the highest income from their efforts – so you can do the same.

## **How the Power of Advertising Can Make You A Millionaire!**

Each advertisement is like a salesperson that goes out to prospects and customers, presenting your very best promotions to them. If you fine tune your marketing message, you can turn advertising into the ultimate salesperson working for you twenty-four hours a day, seven days a week, three hundred and sixty-five days a year - making you money every step of the way.

With a hundred adverts out there, you essentially have a hundred salespeople getting your message out and gaining you sales – the power of leverage at work.

## **Budgeting Costs of Each Tiny Advert**

You’re in business to make money. **That means every penny you spend on advertising has to be repaid before you’re making a profit.**

Obvious I know, but believe me, too many people don’t think about it. They wildly place an advert paying double what they need to by not taking the time to learn the art or rules of tiny advert copywriting.

This is how I personally view the advertising costs of my business...

An author is paid a fee by the publisher of their novel. However, that fee has to be earned back in royalties before the author receives any further payment. If their book doesn’t reach the break-even number of sales the publishers don’t recuperate the advance payment they made to the author.

### **Every time I want to place an advert...**

- I view it in the light that I am that publisher paying an advance royalty fee.
- I know what my break-even point is – because I always work this out before placing an advert.



- Once I have reached the number of sales that covers my break-even point, the rest is profit – like further royalties.

This is only my personal working system to make certain I never forget to keep track of the money I invest.

Classified adverts are sold by the word or by the line. It is fine to pussyfoot in a display advert if you can afford the space, but what sells from classifieds is copy which is...

- Short
- Sharp
- To the point

If the advert is sold by the word, you don't want to write an advert that has a bunch of "a's" and "the's" in it. But at the same time, if it's sold by the line, it can be worth your while to include these words in the advert, if your readers are likely to have university degrees or work in a profession.

**Here's an example of word cutting...**

An advert placed at so much per line might read:

**“Absolutely the hottest thing in years. This is a household wonder you'll cherish forever.”**

The same advert at so much per word will read:

**“Hottest new development. Cherish this household innovation for years.”**

Both are about the same length. The first advert is in correct English, but weak, while the second advert contains big, powerful words to make up for awkward structure.

**Inside Top Tip...**

**Weigh every word with a surgeon's eye for cutting!**

When you buy by the word, which will be the case in most markets, use the strongest, most action-packed words you can think of. And while we're on the subject of word count, the way you word your address in a classified is also important.



If you live on Holly Croft Lane, word your address as 22 Holly Croft, unless in your area, there is also a Holly Croft Close, or Avenue, in which case you have to use Holly Croft Lane. You can usually get away with this ploy, since these ridiculous two name streets are there to sell houses, not to please the Post Office.

If you live in Flat 12, you can usually get away with 12/22 Holly Croft, which saves you another word. Never leave out the post code, it counts as one word and in many publications doesn't count as a word at all.

The initials of your name or company will also do unless you're trying to project an image, and this can save you from one to three words. E.g. use ABD rather than Acme Building Developments. Even your last name will be all right, but frequently neither a company nor personal name are required at all. These days, many small adverts merely give a website address and telephone number.

### **Don't waste money on people who will NEVER buy your product or service!**

Who are they? They are the people who are not in your market. These people will read your advert, but because it is general and vague, they won't be compelled to buy what you offer.

### **Insider Secret**

Remember - never try to be everything for everybody. If you do, your offer will not stand a good chance of attracting the people you want it to attract.

If you are vague when it comes to whom you are trying to attract, you are not compelling a certain group of people to do business with you.

### **Your advert has to be written towards a certain type of person, they are...**

- The best prospects in your market – meaning those people who are actively interested in the subject your service or product covers.

So, don't try to create something for everybody. One of the biggest concepts behind direct-mail marketing is that you should only be looking for a small percentage of people – a niche market. By targeting only a very specific kind of person and realizing that you shouldn't go after everybody, you can zero-in on the market's wants, needs and desires. Use these to your advantage in your advertising and reap the benefits.

Having said that, many of the national magazines that are distributed to mass-markets can potentially be good choices for you to offer through, **even if your product is a niche offer.**



Let's say that you have a product designed for arthritis sufferers. The product is a DVD where you have interviewed specialists in the field of alternative medicine. Through your interviews, you have gained information about the condition that most doctors don't know, don't accept or simply don't tell their patients.

Within that large group that a mass-market publication goes out to there will be that subsection of people who suffer from arthritis.

In the back of these national magazines and newspapers there are mail order or shopper sections that have smaller adverts for a cheaper price than the publication's other advertising. You can get your adverts for dirt cheap prices, you can reach the kind of people you want to reach and you can potentially make a lot of money.

## The Hook

Those opening words are CRUCIAL. Like the man said, you don't get a second chance to make a good first impression. If you don't hook your reader in a flash, you've lost them. It doesn't matter if you're selling the fastest-ever kit car, or the strongest glue on the market, if the headline of an advert fails to hook a potential reader there won't be sales.

Let's take a quick step back and look closer at exactly what a hook is. Every hit song has a hook, it can be...

- A four bar sequence played at the start and then all the high spots of a song.
- A catchy title, which is repeated in the chorus.
- A counter-melody sung by the backing singers.

Simply, the function of the hook is to hook the customer's wandering attention in a sufficiently strong enough way to enable you to then try to make a sale.

The hook is the fish-bait and once the fish has bitten you reel them in. So, the hook is the bait, the sweetener to attract. Because of this, there are important elements to consider.

### They are...

- Your hook must never exaggerate or lie – if it does, you'll lose people when it comes to selling them your product or service.
- Your hook has to speak directly to the passions and interests of your prospects – if it does, you will be certain of attracting only potential customers and not people who would never buy your product or service, simply because it does not align to their interests.
- Your hook has to make your advert different in some way to every other advert out there.





In direct-mail advertising – whether it’s adverts or mail pieces – headlines are the hooks! **In tiny adverts, you only get the room for one headline**, so it has to be...

- Powerful
- Specific

Then that hook can be expanded on in the details of the invitation to buy your product or service.

### **For example:**

Let’s suppose you are offering marketing services. You have chosen to place a tiny advert in a magazine aimed at writers. With your marketplace in mind – professional writers and people learning to be writers – you aim your hook at these people.

So, you start playing around with creating a tiny advert.

How?

### **Insider Top Tip: You brainstorm.**

I’m going to quickly brainstorm this, so you can get an idea of the process. First, I ask questions. “What am I offering?” “What services can I offer to professional and novice writers?” **“What do they want?”**

- ‘How-to’ articles on writing.
- To read about successful writers, for instance, how they got a publishing deal and what life is like as a paid writer.
- To know where and who they can sell their writing to.
- Who runs writing courses and what they are, costs etc.
- Articles on self-publishing.

From that list, I’m going to choose self-publishing. Why? Because it’s nigh on impossible for new authors to get a big publisher to take them on, so many new writers are taking the self-publishing route without knowing how to go about it – so I can help. This is good.

### **This idea has two important elements...**

- A fair percentage of writers need this service
- It’s a great niche market - the writers’ market place has a large number of people.

So I can offer like this:



## **Marketing & Promotion for Self-Published Authors!**

That's okay, that is saying exactly what I can offer, but it lacks sparkle. Let's play with the wording...

**Calling Self-Published Authors!  
Need Marketing &  
Promotion Help?  
Call (my name) on .....  
or visit [www.companyname.co.uk](http://www.companyname.co.uk)**

What would happen if I tied it in with the fact that many famous authors began their successful writing careers by self-publishing their first book – could this be a hook?

**Writers - Do you want to self-publish?  
Stuck on how to market your book?  
You'd be in good company – Jane Austen, etc...**

No, this angle isn't working because there isn't the space in a tiny advert. Maybe this idea could be incorporated into the follow-up brochure with the invitation to book our services.

Back to the tiny advert, **what are a first time self-publisher's main problems?** (those marked yes, will become clear in just a moment).

- Don't know how to get started.
- Don't understand what a publisher does.
- Doesn't know how to sell their books after they are printed – yes.
- Has no idea how bookshops choose their stock – yes.
- No idea how to price their book – yes.
- The writer doesn't understand how to get a book cover design that will sell their book – yes.


What areas do my services cover? I'm going to go back over the list and mark yes to the services I can offer. Okay, so the services I've left blank, the customer will need to know before I can help them – or I can give that background information. Yes, that's a better idea.

**So, what if I produce a manual that explains exactly...**

- How the writer gets their book into print





- 
- What a publisher does (which of course covers marketing and promoting, so the writer realises they are in need of these services).

This means, if I produce a manual that explains the above, it can then lead onto the services I offer. I can give full details of the marketing and promotion services the company offers, making it clear they can choose which services they would like. I can also list prices and offer a FREE consultation (note: have to do a costing first to make certain this is financially viable).

So, what am I going to offer in my tiny advert now?

**Not marketing and promotion but the FREE manual which will lead to attracting customers to use my company for those services.**

So, let's play with this idea...(This is still my example of a brainstorming session, I'm presenting it exactly as if this was a business service I wanted to offer to writers. This is the process all millionaires use to develop ideas into money-making projects.)

**Tiny advert ideas...**

**Writers!**  
**FREE 80-page Guide to**  
**Self-Publishing Your Book**  
**Marketing & Promotion**  
**Services (without obligation)**  
**Call (my name) on....**  
**Or visit [www.companyname.co.uk](http://www.companyname.co.uk)**

Bit long winded, can I cut the copy?

**Writers!**  
**FREE Guide to Self-Publishing Your Book**  
**Call (my name) on....**  
**Or visit [www.companyname.co.uk](http://www.companyname.co.uk)**

Or maybe,

**Publish Your Novel!**  
**FREE 'How To' Guide**  
**Call (my name) on....**  
**Or visit [www.companyname.co.uk](http://www.companyname.co.uk)**

If I were really creating this tiny advert and selling marketing and promotion services aimed at the writers' market, **I would continue to draft as many as ten different tiny adverts.** To do this, I would dig deeper into what writers need, simply by asking questions and answering them.



Each answer would enable me to get in touch with what it must be like to write a novel in your spare time and how it must feel when the result of so much hard work and I'm sure many sacrifices is just the start of a long journey before any money is made - and that's if the author is extremely lucky.

By doing this, you get to the real heart of the needs of the people in that market place.

**The best marketers, the ones that make the most money, have ALWAYS provided a service or product that solves the heart felt problems of a market place.**

For instance, someone who wants to delve into stocks and shares, but has no idea how to do this, is looking for someone to solve that problem – to show them how to make money on the stock market or to actually do it for them.

So, on this subject, let's press on and explain in more depth...

### **How to Find out What is the Hook**

You determine which benefit your client is likely to be most interested in.

Target the emotion that motivates the need for that benefit in most people. If you can do that, you'll hook the right person for the product. For example, suppose you were selling make-up, you know that looking good motivates the buyer, and the reason why women want to buy long-lasting lipstick for instance, is to look better for longer.

That gives you the lead for a hook of LOOK BETTER LONGER!

For example...

**Look Better Longer  
With *Eternity*  
Long-lasting Lipstick**

If the client is interested in long-lasting lipstick you've got her. If not, forget it. Anything else you could use to get a client who doesn't wear lipstick will cost you clients who do wear it, and that's a waste.

**Your hook doesn't always flag your advert** (go at the top). For example, the advert could read...

**With *Eternity* Long-lasting Lipstick  
You can  
Look Better Longer**



How would you choose whether to flag the advert with the hook or not? If the make-up name was so well-known, the brand name could be the stronger hook than the new product – brand name first followed by new product.

There are other hooks for lipstick. This would be concentrating on kissable lips for example, the point that the lipstick stays on even after being kissed.

In this way, once you've got the initial benefit out in the open, you can add another strong hook. For example...

### **Long-lasting *Eternity* Lipstick Stays on...Kiss after Kiss...**

This has the hidden hook that you are going to be kissed a lot if you wear it!

With lipstick, is there taste involved?

### **Powerful emotive advertising includes using the senses**

With a range of lipsticks the senses you'd consider are...

- **Taste** - is each different colour of lipstick flavoured? If so, what are they and what does each flavour evoke?
- **Sight** - are the colours deep or pastel? Are they matt, shiny, a sheen, shimmering?
- **Emotion** - what emotion does each lipstick colour evoke? Mystery, sensual?
- **Touch** – the texture of the range of lipsticks – do they glide onto the lips?


All of these words can and are used by lipstick manufacturers, including natural-looking, the Marilyn Monroe pout – it's endless! All the possible avenues of advertising any product is revealed during brainstorming sessions.

### **Successful advertising is created and developed by a series of ever-deepening questions. And just a handful of words can make a strong selling campaign.**

There is a very good reason why I chose to use lipstick as an example of finding out what is the hook. And it is this...

**Not every product or service is suitable for selling through tiny adverts and a direct-mail business.**

**For example this would NOT work...**

- 
- Run a tiny advert to sell a lipstick – even if there are twenty different lipsticks in that range, on offer.

**The reason is purely financial.** You need to pull in more money than the income from one small item to cover the costs of running tiny adverts, post your product and make a profit.

However, if the lipstick was used as the **hook** to pull in buyers from a tiny advert for a complete expensive rejuvenating make-up range, that would be different. For example, the selling campaign could run like this...

- The tiny advert offers a FREE lipstick from the brand name's new range.
- For every request you send a brochure with details of the full make-up range and an order form, along with the free lipstick.

To show you what types of products and services are suitable for tiny adverts, I am going to push on by giving you that information and more in a different format. So far, I have covered the basic principles behind tiny adverts and how to brainstorm to come up with powerful advertising.

Now I want to deepen your understanding and knowledge by explaining everything else to you in snippets. So you will...

- Know how to write tiny adverts to attract potential customers.
- Know the avenues you can use to turn those potential customers into giving you their money and becoming long-term customers giving you a continuous flow of income.
- Have all you need to create your own products or services when you wish to make money.

So, let's continue...

## **The Do's and Don'ts of Small Adverts**

Advertising isn't hard to do. You prepare a space advert or write a classified advert to sell your product or generate interest to send people more information.

But many people make one or both of these mistakes. They...

- Write ineffective advert copy.
- Send it to the wrong publication.

**Here are some pointers to follow...**

Never try and sell anything that costs more than £5 in a tiny advert. First of all, you don't have enough room to tell people everything they need to know to entice them to order. And second, there's no profit margin.





Instead, you...

- Request the reader sends you £1 or 4 x 1st class postage stamps for more information.
- When they respond, you send them full information about your product or service.
- Or your advert just points to a web site with longer sales copy on it.

**Here are the choices to present this information to your enquirers...**

- A covering letter and a brochure with an order form or - as in the case of the previous example of marketing and promotion services for self-publishers - contact details for a first consultation.
- A sales letter with an order form.

**Here's the Insider Secret on how millionaires write great advert copy – and you can do the same...**

## **Build a Collection of Swipe Files**

This is the most powerful (and if you've never come across this) the most surprising information. Collect as many of the types of magazines and newspapers you want to advertise in and several you don't think are suited for your particular product or service. Read as many of the adverts as you can and all the ones that you find interesting cut them out.

It doesn't matter what it is about the advert that attracted you to it, it could be a headline, a sub-text, the way they offer contact details, the typestyle, business name, product name, anything.

Also, do the same with any sales letters or promotional material that comes through the post. What you might have called 'junk mail' – until now. Read it all and if there are any pages or sections you like, keep them.

Make up two swipe files, one for putting adverts into and one for sales letters.

When you come to the time to write your own advert, simply use these swipe files to kick-start your brain into action. Then mix it with brain storming sessions, as I've already covered.

The idea behind using swipe files is that the adverts that appear week after week in any publication, give you a fair indication of what is working. Obviously, you never copy someone else's successful advert word for word, but snippets can be a great help. It's what all the most highly-paid copywriters do. The reason they do this, is because the people selling a particular type of product or service know their market place. Therefore, their adverts will speak directly to that market place.





### **In summary...**

- Don't copy any advert that appeals to you, word-for-word
- Instead use them as a guideline to write your own adverts.

Once you get the hang of it, you'll be writing effective advert copy just as well as the professionals.

## **Headline Types**

The type of product you are selling will dictate which sort of headline to use. A technological breakthrough will not lend itself to a headline that is emotional or uses a trick technique, as these will detract from the credibility of your product. Instead you could use one that stresses the featured benefit or news value of it.

To give you an idea of how headline types are more appropriate for certain products, here are several headlines advertising a new battery that lasts 50% longer than normal batteries, along with other examples.

### **One – News Headlines**

#### **"New Battery Lasts 50% Longer Than Other Leading Brand Batteries!"**

This headline is similar to one that you would see in newspapers. You could use this for products that are new, or are improved versions of existing goods. In addition, they can be used to announce breakthroughs, or important facts that the general public might not know about but will concern them.

You will have to be really careful if you decide to use this type of headline to announce your product. There is nothing worse than a news headline that leaves the reader thinking, "So what, who cares?"

**The following guidelines by Ted Nicholas will help you decide where the news is:**

- **WHO** developed it? Who discovered it? Who will get the greatest benefit from this product?
- **WHAT** value in particular is newsworthy? What aspect should you focus on, the product, the people who will benefit from it, or the company who developed it?
- **WHEN** was the product developed? When will it be available?
- **WHERE** did this new product or service come from? Is there anything unique about its origin or place of use?
- **WHY** is the new development newsworthy?
- **HOW** is this product or service used?



This will help you come up with a newsworthy hook that will make your headline sizzle. Be as specific as possible and make sure the benefit of your headline is aimed at your readers. Don't merely be factual as this can make for a very dull headline and one which will be ignored.

**An example of a factual headline would be something like this:**

### **"Flow-mow Launch their New Lawnmower"**

Thrilling eh? Bet you're dying to go out and buy it! Your response was probably, "who cares?" However, if we get more specific then the headline gets more exciting and benefit driven.

### **"Wimbledon Praise the New Flow-Mow Lawnmower."**

That's more compelling, most people reading it (who were thinking of buying a new lawnmower), would think that if Wimbledon Tennis Club were using the lawnmower, then it must be good. This may still not be the best headline though; the deciding factor would be the news hook that has the most powerful effect on your prospects.

### **"Flow-Mow's New 'Double-Cut' Action Will Halve the Number of Times You Have to Mow Your Lawn"**

Depending on your audience, they will be either motivated by the first or second headline. If your prospects are avid horticulturists, they will probably be more impressed by the first. However, for most households the second headline will hold more appeal.

As with all headlines, make sure you can back up what your headline states. Don't try and capture attention by making claims that are unsupported in your body copy. If you can't support your claims your advert or mail piece will lack authority and your sales will suffer. **One of the biggest turn-offs for customers is inflated claims and this is why many don't believe sales letters.**

Typical words used in the 'news' headline are:

- Announcing.
- Just released.
- At last.
- Now Available.
- New.
- Introducing.
- Finally.
- Now.



**Examples:**

**"At Last, Secrets of the Super Rich Available to Everybody"**

**"Announcing a Major Breakthrough in Hair Loss Prevention"**

**"New Cabbage Soup Diet Can Help You Lose 5 Pounds a Week"**

## **Two – Guarantee Headlines**

If your product comes with a really powerful, ironclad guarantee then this can make a superb headline. There are few things more compelling for a prospect than being told a fantastic benefit that is guaranteed. Your product must live up to your claims though, as must the guarantee, or be prepared for a deluge of angry complaints and refunds!

**Here are some examples:**

**"New Battery that is Guaranteed to Last 50% Longer"**

**"Lose 10lbs in 14 Days or Your Money Back"**

**"New, A Breakthrough Language Course That Allows You to Speak French in only 30 Days, 100% Guaranteed"**

## **Three - How To Headlines**

There are over 7,000 books in print with a title beginning with 'How To', so you can't go far wrong with this headline. It is really effective as a headline or book title and is perhaps the safest headline to use. It cannot be overdone. This headline is best used for offering your prospect advice or solutions to their problems.

**Here are some examples:**

**"How to Get 50% More Battery Power for Your Money"**

**"How To Win Friends and Influence People"**

**"How To Make £1300 a Day - Even When Times are Tough"**

**"How To Get Out of Debt"**



## Four - Featured Benefit Headlines

There are two ways to write this headline. For the first way to be really effective, you have to know what makes your niche market tick. This allows you to create a headline that gives your prospects what they want. Of course, all headlines must be benefit driven, but this headline is created from knowing the *exact* benefit your market wants, rather than from looking at your product.

The second way is to use your product's USP as a headline. Your statement should be straightforward - when your product is better than anyone else's all you need to do is to tell the world. There is no need to be clever because you are selling a strong benefit.

Here are some examples:

**"Save up to 50% on Battery Costs"**

**"Because Women Cause Only 3% of Accidents, We Insure You for Less"**

**"Girls... Want Quick Curls?"**

**"Why We Can Offer You Home Insurance for Half What You're Paying Now"**

## Five - Reason Why Headlines

This is where you give your prospect specific reasons why they should buy your product, or read your sales letter (and then want to buy). You don't need to include the words 'reasons why' in the headline. They are effective because they are specific. The specific facts or numbers they contain make them more believable than if they were composed of generalities. E.g. "7 Secrets of..."; "5 Keys to..."; "7 Habits of..."

Here are some examples for you:

**"3 Tests That Prove Why ABC Batteries Last Twice As Long"**

**"7 Habits of Highly Effective People"**

**"17 Businesses You Can Start Today That Can Make You a Millionaire"**

**"5 Minute Exercises that Sheds Inches Fast"**





## Six - The Testimonial Headline

When people like your product they sometimes send you unsolicited testimonials. You can also ask satisfied customers for them. Using a testimonial as a headline is very powerful, because what your customers think of your product is far more convincing to your prospects than anything you could ever say about it.

Perhaps the most famous testimonial advert is "**They Laughed When I Sat Down at the Piano...**" John Caples wrote the advert to promote music lessons by mail. In it he describes a party scene in which the advert's narrator, who is known as a jokester, sits down at the piano after an accomplished musician finishes playing for their friends. Caples goes on to describe how everyone at the party assumes he's putting them on, and they all get ready for a laugh. They are then amazed when he starts playing classical music beautifully.

The narrator's friends want to know how he learned to play so well in such a short time. He of course tells them about the lessons he took by mail. As the advert ends, readers are invited to send in the coupon, ostensibly to learn how they can have a similar experience.

What if Caples had written the advert without using a testimonial? It would have been weaker to say, "Your friends will be amazed when you show them in a few short weeks what complicated piano pieces you can play."

**Using the testimonial makes the advert entertaining and allows readers to put themselves into the advert.** Without the story line, the advert would have lacked power. This same technique works equally well for a sales letter. Testimonials can provide credibility when your sales letter needs to make a big claim. Which of these do you think works best?

**"How I Made £1 Million in the Stock Market - Without a College Degree"**

**"Now Almost Anyone Can Make £1 Million in the Stock Market by Following This New Strategy"**

The first example is far more believable because someone else has already done it. It makes us think that if they could do it, then perhaps we could too. We want to know how they did it and so will keep reading to find out. The second example sounds far-fetched and we just assume that they're lying. That 'almost anyone' just begs to be challenged. Old ladies? Teenagers? Garbage Collectors? Students? I don't think so!

Testimonials can add credibility and emotion to your sales letters, and those are the keys to getting direct response orders. Look at the following two examples for an idea of the different ways in which you can write testimonials.





## "How the Smith Family Cut Their Fuel Bills By 30%"

### "My Secret For Cutting Fuel Bills By 30%"

In the first headline the copywriter narrates a story about how a family cut their fuel bills. In the second example, the voice of the advertiser is used. John Caples piano advert was written in the style of the first example. It wouldn't have worked if his testimonial had been the head of the music company describing how he taught himself to play using their mail order music lessons. By using an everyday person that customers could relate to, the copy had far greater impact.

The same applies to the Smith Family; prospects reading the headline will realise that they too could qualify for 30% reduction in fuel bills. This will only work when the writer's claims are easily believable. If not it would be better if he was the voice of the sales pitch and vouched for the claim himself.

A quick word about using celebrities to promote your sales copy, often the celebrities are only used to generate interest and, as a result isn't all that effective. Your mail shot needs more selling power than that.

Here are some examples:

### "I Can Listen to My Walkman for Hours Longer Thanks to ABC Batteries"


### "I Was Tired of Living on Low Pay - so I Started Reading The Wall Street Journal" - by a Subscriber

### "How I lost 4 Stone with the Fat Burn Diet Plan"

## Seven - The Command Headline

To be most effective this type of headline should begin with action verbs. The headline should then go on to offer a benefit to the prospect that will propel them into ordering your product. In effect, you are **commanding them to take action** and place an order. You have to be careful though, you will need to imply benefits while you are commanding your audience. Customers will not be prompted into action unless they can see how it will help them; therefore ensure the benefits are specific and concrete.

Don't turn people off by making your claims too outrageous and asking readers to do too much. The rest of your copy needs to expand on and explain the benefits portrayed in the headline, otherwise people won't buy. Finally, **never imply that your readers are stupid or incompetent** - people don't take kindly to being insulted e.g., "Quit Wasting Time!" or "Stop Being so Stupid!". Instead, your command must be positive and give your audience a strong offer that can help them.



Here are some examples for you:

**"Try the Battery Recommended by Leading Toy Manufacturers"**

**"Bank with Us and Slash Your Mortgage Repayments Now"**

**"Order Christmas Cards Now - Pay After January 20th"**

**"Buy Two Get One Free"**

### **Eight – The Boastful Headline**

Boastful statements attempt to put your product in a good light so that your audience feels positively about it, yet *without* offering them a specific reason to buy. This means the statement about your product would be positive and general (rather than precise).

This type of headline normally doesn't work in direct marketing, because thanks to its general nature, it doesn't motivate people to take action. And this is the whole point of your mailshot.

I have included examples here to give **you an idea of the sort of headlines to avoid**. The underlined words in the last two could be exchanged for anything, because they are so general.

**"We Know ABC Batteries Last Longest"**

**"The UK's Favourite Coffee"**

**"We've Provided Everything You Want In a Car"**

### **Nine – The Emotional Headline**

All effective headlines are emotional to a greater or lesser extent as it is only by hooking people's feelings that you can make a sale. The stronger the emotion you elicit in your prospect, the more powerful the response and the more sales you will make.

Even if the prospect can't identify directly with the story being told, he/she must still be able to empathise with the details.

Here are some examples:

**"Will Your Torch Batteries Work When You Need Them Most?"**

**"I Wept when the Battery in my Camcorder Ran Out at my Daughter's Wedding"**





**"Sonali is 12 Months Old. She Will Die Without Treatment.  
Just £5 From You Could Save Her Life"**

The kind of emotion you are trying to evoke is tied into the benefit they will gain from your product. By this we mean, you want prospects to imagine how your product will make them feel more secure, be more attractive, be more popular or confident, feel good about themselves, etc. This emotional appeal is normally an underlying component of your headline, but some products are more effectively advertised when directly engaging peoples' feelings.

Products that lend themselves to emotional headlines are things like personal products and insurance. The headline:

**"You Can Safeguard Your Family's Health for as Little as  
£15/Month"**

is far more effective than,

**"Save 10% On Health Insurance"**

A book on health, nutrition or fitness could also be sold in this way, as could exercise machines and possibly dietary supplements - it will be the positive effects of using these products that you will emphasise. The emotional implications of not using your product can also be effectively highlighted, such as in the example headline regarding the camcorder battery.

You can write emotional headlines in a direct or indirect manner. You can be direct by stating that a product will cause something good to happen in a customer's life:

**"He Loved the Softness of My Skin When I Started Using ABC  
Lotion"**

Or, using the same example you can be less direct. In this approach you will be hooking the prospect purely with the emotion generated by the headline. This can be a real attention grabber.

**"Darling, Your Skin Feels So Soft Tonight!"**

The above is also an example of a testimonial and for this to work it must sound like something a real person would say. Therefore **you don't mention the product at all.**

The following illustrates how false it could sound if you try and include the product:

**"Darling, Your Skin Feels 25% Softer Tonight. Is it Due  
to That New ABC Lotion?"**



No man in the heat of passion is going to be even remotely concerned about the body lotion his lover has just used. The sensations of her soft skin, yes, the emulsion of oils and waxes that made it that way, no.

Properly written, a testimonial as a headline can quickly generate rapport with your readers and give your product credibility. It gives the letter that all-essential personal touch. Improperly written testimonial headlines, like the one above, have the opposite effect, making the advertising lose its appeal and credibility. This will ruin your potential sales.

If you don't use the testimonial-style headline, then you can exaggerate the emotional headline without making it sound unrealistic.

For example:

### **"Enchant Your Lover Tonight With Softness"**

It's not important that the reader doesn't know exactly what her lover will be enchanted by. And everyone knows he won't be literally enchanted. It is the emotional effect her soft skin may have on him.

**A combination of emotional and news headlines doesn't make a credible statement**, each part will simply cancel the other out and end up sounding silly. **Your result will be something like this:**

### **"Enchant Your Lover Tonight With 50% Extra Softness"**

## **Ten – The Information Headline**

This headline can be used for products that will not lend themselves to any other headline without it sounding silly. It is also an effective way to select your audience by offering information in the form of specific facts and figures. Information changes people's lives, so if people think you have information that can help them, they'll keep reading.

Write a headline beginning with the words How, How I, or How You, to see if an information headline fits your product. Using the word 'To' allows you to identify an audience if you have something they will want to know about.

Here are some examples:

### **"To People Spending More than they Need on Batteries"**

### **"To Young People Wanting More Than Just a Job After College"**

### **"Advice to Business Owners Who Need More Hours in a Day"**





## **"Which of These Helpful Brochures on Increasing Sales and Cash Flow Would You Like Me To Send You Absolutely Free?"**

Experiment with headlines and test to see which ones pull the best. Quite often, the more personal contact there is in your headline, the more effective it is.

In the following two examples the first headline is very brief and is more like a caption...

### **"Hottest New Business Ideas of the Year"**

the second one has a more one-to-one ring to it...

### **"Let Me Send You 12 of the Hottest New Business Ideas of the Year"**

Here is another example of an information headline:

### **"Lightweight, Italian Folding Tea Trolley in Four Smart Colours"**

## **Eleven – The Offer Headline**

This headline type is effective and gets right to the point. It would normally form part of your offer and is similar to the guarantee that you would use in your copy. It can work well for products that are useful but not exciting and would be otherwise difficult to grab attention.

The words 'new' and 'your' can strengthen the pulling-power of your sales letter. Offer headlines are also effective because they have the ring of a real person talking to them, which not only makes it harder to ignore but enables you to win people's trust faster.

Write your offer down on a piece of paper first and play around with the words to see if it will work as an offer headline. Your offer should describe a benefit about your product in an exciting way.

Here are some examples:

### **"Try ABC Batteries Free for 30 Days"**

### **"Try the *Secrets of the Super Rich* Free in Your Own Home Without Obligation for 30 Days"**

## **How to Express Yourself**





As you will see from the above, many headlines can come under several different types. Don't be overly concerned about fitting your headline into slots. These headline examples are there to guide you when writing a suitable headline for your own product.

Continuing with our battery example, let's say you've decided to concentrate on the benefit of your batteries lasting 50% longer than other leading brands. There are many ways in which you can express this:

**"Save Money - New Batteries that Last 50% Longer"**

**"New Batteries Last 50% Longer"**

**"Now You Can Save Money on Batteries with the ABC Battery that Lasts 50% Longer"**

**"Announcing - New Batteries that Last 50% Longer than other Leading Brands"**

**"At Last a Battery that Keeps Going 50% Longer"**

### **Hand-Writing a Headline**

As your headline is the most read part of any letter, having it hand-written can make it stand out even more. This is great for attracting attention and adding interest. The headline looks best when it gives the impression that the writer had a spontaneous burst of enthusiasm for the product as he/she was writing. Of course, the writing needs to be easily legible; this applies to all hand-written parts of your letter, but is even more important for the headline.

You may like to test a successful letter with a hand-written headline against a typed headline. Never try and make your headline look hand written by using handwriting style fonts like palace script. All this ends up looking like is difficult-to-read typed headline, where the writer has tried unsuccessfully to mimic words written by hand. Don't do it. It looks amateurish and silly.

### **The Best Words to Use in Headlines**

Ted Nicholas invested millions of dollars testing which words are most effective in headlines. If tastefully done you can combine one or more of these words in your headline. You can use the words given below, confident that they are the most powerful.

- 1. Announcing** ("Announcing a Breakthrough in Cancer Prevention")
- 2. Secrets of** ("7 Secrets of the Millionaires")
- 3. New** ("A New Effective Approach to Losing Weight")
- 4. Now** ("Now You Can Have the Body You've Always Dreamed Of")



5. **Amazing** ("You'll Feel Amazing After Using the 'Relaxer' for Only 2 Weeks")
6. **Facts You** ("Facts You Need To Stay Healthy")
7. **Breakthrough** ("A Breakthrough in Pain Relief")
8. **At Last** ("At Last A Diet That Really Works")
9. **Advice To** ("Advice To All Aspiring Millionaires")
10. **The Truth Of** ("The Truth of How Vitamin 'C' Can Prevent Heart Disease")
11. **Protect** ("You Can Protect Yourself From The Stock Market Crash")
12. **Life** ("What Price Your Child's Life?")
13. **Here** ("Here is the Latest in Money Making Offers")
14. **Discover** ("Discover the Path to Riches Used by Millionaires")
15. **Do You** ("Do You Want to be a Millionaire?")
16. **Bargains** ("Don't Miss These Hundreds of Bargains")
17. **Yes** ("Yes! You Can Have the Figure You've Always Wanted")
18. **Love** ("You'll Love Making Heads Turn When You're In a Jaguar")
19. **How Much** ("How Much Money Can This Book Save You in Tax?")
20. **How Would** ("How Would You Spend Your Luxury Holiday in Mauritius?")
21. **This** ("This is the Only Guide on Tax Shelters You Will Need")
22. **Only** ("Only Read this if You Want to Become a Millionaire")
23. **Sale** ("The Greatest Sale of Pure Silk Lingerie Ever")
24. **Hate** ("You'll Hate to Miss Our Latest Offers")
25. **How To** ("How To Write A Book and Sell A Million Copies")
26. **Free** ("Free Beer For Every Customer!")
27. **You** ("You Can Have What You Want in Life")

Out of all of these words the last three, How To, Free and You, are the most powerful. The word 'Free' instantly attracts attention because everybody loves getting things for free. But use this word carefully and ensure your sales pitch is convincing, as people are cynical and will look out for the catch. The example that I have used, 'Free beer' (number 26) will catch people's attention, but if the body copy doesn't offer free beer, then the reader will feel deceived and stop reading.

**Never, ever use a headline like this merely to attract attention** and then put something like, "Right, now I've got your attention...", as the reader will feel cheated and will not order.

The word 'You' implies a benefit to the customer and as people (you, me, everyone) are self-obsessed, this word is very provocative.



## Use Only 17 Words Maximum in Your Headline

In 17 words or less, you need to write a headline for your product or service that incorporates the biggest benefit that you can think of using one or more of the 27 best words to use in headlines. Keeping your headline within this word boundary is vital. In tests, only one headline with greater than 17 words pulled! There is no lower limit to how many words you use (although zero might be a bit hard...).

Later on I will be giving you examples of headlines that have made money, out of these you will see that only a few have more than 17 words. These people broke the rule because they knew what they were doing. Until you are an expert in copywriting you would do well to stick to the rules, this one in particular.

## How One Letter Tripled the Response Rate of Sales Copy

To give you an idea of how important getting the words right in your headline is, I'm going to tell you about how Dan Kennedy nearly tripled the response to his advert in a magazine simply by changing one letter.

The headline he used before he changed it was:

**"Put Music in Your Life"**

And this is what it said after he added that one letter:

**"Puts Music in Your Life"**

Question: why should one 's' triple the response rate? Answer: people are lazy and would rather have things done for them. The first headline implies that the reader has to do something in order to get the benefit; the second headline suggests that this isn't necessary - it is all done for them.

This applies equally to headlines in sales letters.

## Writing Pre-headlines and Sub-headlines

The sub-heading is the text which appears immediately **below the headline**. It is optional, but commonly used.

Ted Nicholas prepared a direct mail package for a client selling a book entitled *How to Fight Cancer and Win* by William Fischer. He read through the book and wrote down all the benefits on 3x5 cards. He put the page number next to each benefit so that he could quote them in the copy. Credibility, drama and curiosity are all increased when you cite the page number.

When he discovered the section that described how a famous doctor found a natural cure for cancer that was scientifically proven by incorporating two



natural foods in your diet, he knew he had the 'grabber'. He then wrote several headlines centred on this theme. He felt the following was the strongest:

## **"You Can Prevent and Cure Cancer Simply By Eating Two Natural Foods"**

He then wrote a **pre-headline**:

### **World renowned doctor says...**

Having this pre-headline gave his headline credibility. Something as controversial as this needed to be backed-up with lots of proof. Establishing credibility is always the biggest challenge you will face when selling.

The next task was to create a sub-headline that was good enough to stand as a headline by itself. To be most effective, your sub-head should tie into the headline. The world renowned doctor in Ted's pre-headline was a Dr Budwig, who is mentioned in the book, and his impressive credentials became the **sub-head**:

### **"Seven times Nobel award nominated doctor shows how certain natural foods and nutrients actually prevent and cure cancer. Leading medical doctors endorse her breakthrough findings."**

As a **second sub-head** he quoted Hippocrates. Perhaps the best known doctor in history and all doctors must recite the Hippocratic oath before they can practice medicine:

### ***"Let food be your medicine, let medicine be your food."*** **Hippocrates**

This enhanced the credibility and supported the concept that the right foods are critical to your health. Under this he added a sub-head containing the most powerful word in the arsenal of any copywriter - **Free**:

### **5 Free Reports**

When writing sub-heads, they should be written in descending order of benefit strength. The headline being your strongest benefit and the first sub-head is your second strongest benefit, the next sub-head is your third, and so on. This brings people into the copy. So if your headline was:

### **"A Special Message For Arthritis Sufferers"**

Your sub-heads could be:

### **"New Compound Stops the Pain"**

### **"Read This Special Report Below or Consign Yourself to a Lifetime of Pain"**





This second sub-head is an example of a command sub-head; you are telling the prospect what to do.

## **Photographs and Headlines**

Most people are visually oriented, so using a photograph can really help to grab attention and boost sales, but your photograph and headline must complement each other. Don't laugh, but I have seen photographs in sales material that bears no connection with the product being sold! This merely leaves the reader dubious or confused; either will lose you sales.

The photograph should emphasise your headline, so if you place **your headline under the picture it acts like a caption.**

Here's an example...

The product was a manual on public speaking. Although entrepreneurs who want to get ahead will probably have to speak in public at some stage, a study showed that 54% of Americans would rather face death than make a speech!

The headline underneath the photo was:

**"How To Get Enthusiastic Applause - Even a Standing Ovation  
- Every Time You Make a Speech."**

The photo showed an audience smiling, clapping and giving a standing ovation as the speech ends. Isn't that a fantastic combination of photo and headline? Can't you just feel the pulling power?

See you next month.

*Cameron Fulton*