

2020

THE 6-FIGURE COPYWRITER ROAD MAP

UNPOPULAR TECHNIQUES THAT TAKES YOU
FROM ZERO TO 100 EARNING IN DOLLARS

- DIABOLIC POSITIONING
- THE SECRET AGORA SECRET
AMONGST OTHERS

By **GOLIBE**

THE 6 FIGURE **COPYWRITER ROAD** **MAP**

Golibe Ilechukwu

VALUE

Why do business owners employ copywriters?

The end goal is always to make more profits.

That is all what a business is created for ... profit-making.

Copywriters apply particular persuasion techniques to their write-ups and convert normal everyday people into customers for different businesses.

This is the major function of a copywriter.

To be a sought-after copywriter you need to have great knowledge of copywriting (obvious, right?)...

What most copywriters don't know is you need to have good knowledge of branding too to excel fast.

There are some secret persuasion techniques and ways to almost read human minds I will be revealing to you.

Before going into details, I would love to tell you

that... You're special.

Not everyone would take a step to bettering their lives. Human nature is lazy.

I will be telling you more about the astonishing unchanging secrets of human nature and how to manipulate it to your advantage later on.

So like I was saying, human nature is lazy.

Humans can see a one million dollars opportunity but because it will require them to jog 20 minutes every day for two weeks, they would never take it.

That comes to something I want to tell you about... Dedication.

You need to be dedicated in anything you're doing in life if you want to succeed.

People who are not dedicated in life are poor people.

Check around you, anybody who works hard and smart can never be poor.

You see, money is all about VALUE.

How much value can you give me in exchange for my money?

The reason who will pay a doctor 400,000 naira monthly but pay a carpenter 50,000 naira monthly is what?

VALUE.

Because you have so much value for your life and health that is why people in the medical field are sucking up all the money on planet earth.

In fact, the medical profession (medicine and nursing) is a ticket to leave Nigeria ASAP and relocate to the UK.

My Uncle told me last year to try and marry someone in the medicals so coming abroad will be easier.

The reason I am telling you this, is for you to understand that:

Value = Money

You need to put this in your skull that... Money is everywhere.

If you can **create value** for yourself and **deliver value** sufficiently, you will make a whole lot of money.

This time you don't need a degree, you don't need to go for interviews, you don't need to study for 4 years and you don't need a CV to present to anybody.

The value you are going to create now is by accumulating wonderful copywriting skills.

Then how to package this value to look sumptuous and make you indispensable to the companies you will be working with, is by learning the branding I will be teaching you.

Branding is how to deliver this copywriting

value. Let's talk about value...

If you have appendix and you want to get operated on by a surgeon and you see:

1. Doctor A - A lean surgeon with dreadlocks and dark lips like that of a smoker and he wears slippers and polo. He now puts on his lab coat and wears a glove.

2. Doctor B – A slightly potbellied, smiling middle aged man with a tucked-in shirt and pencil shoes. He puts on a lab coat and wears a glove ready to operate.

Which one would you choose?

I'm sure you will choose

Doctor B.

"I cannot put my life in the hands of one Marlian.

Marlians no dey wear belt kill you there"

This is exactly what will be going through my head –

lol. That is what branding does.

Branding differentiates you from the rest.

Branding is simply the reason I will choose to eat in Mr. Biggs over eating in Mama Bolu's place especially if I am new to that location and don't want to suffer from 50 shades of diarrhoea. Even if Mama Bolu's water is very clean and she is far neater than Mr. Biggs, I wouldn't know and might not even care... Why?

Mr. Biggs' branding.

Creation of Value

Delivery of Value

This is simply how MONEY is made.

Our value here is copywriting.

The way we would be delivering that value and packaging it properly to make ungodly sums of money is called branding.

What is value?

Value is the worth placed on an item.

The reason you will always pick an Iphone or Samsung over ITEL is

value. It is what you feel the Iphone is worth.

Another example...

The reason why you will pay an oil company engineer 1 Million naira monthly is because of the value he is giving.

Without oil, Nigeria is useless.

That is the only thing we know – oil.

So the oil engineer is more valued than the guidance and counselling expert.

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I'm sure you have grasped the concept of money being an easy thing to make.

Accumulate value and deliver it.

When you do this, you will make so much money that you wouldn't know what to do with it.

Before we go on, I will like to tell you that...

**THIS IS GOING TO TURN OUT TO BE THE BEST THING YOU HAVE EVER DONE
IN YOUR LIFE**

Condition your mind

Get a pen and a new exercise book to jot things

down Get ready

Money is out there waiting for you to freaking pluck it

up. All you need is give value.

Copywriting is that value that will make you millions.

Copywriting is a very lucrative and fascinating world most people will never realize exist.

You will make bastard money (money that seems like it doesn't have an origin)

I'm about to show you simple but very powerful secrets that would rapidly change your life in ways you can never imagine.

I would teach you almost everything I have learnt in my journey to hitting that 1 million naira mark with no help from nobody.

BUT

I want you to make me a promise

I want you to promise me you wouldn't use these secrets I am about to reveal to you for fraudulent activities.

They are secrets that can control the human mind.

These are secrets deep rooted in psychology.

Simple but very effective.

Oh! You think I will not tell you to say it?

Say it. Say, "I promise to Golibe I will not use these techniques to scam people"

Have you done that?

Good.

I can only hope you use these techniques in ethical ways, compelling people to buy only what will add value to their lives.

Like I said earlier, it is all about dedication and then self-belief and hunger.

You need some dedication/discipline to read and apply everything I have put down in this fast route to success.

Note: I said fast route to success not shortcut.

5km is 5km

You can run faster and reach there on time but you must still travel that

5km. No following the 3km part or whatever.

So I will be showing you how to make money faster than I

did. It took me 4 months to get my rhythm.

Though it took me only about a month to make a \$100, it was small money because the work I put in was massive and was worth nothing less than thrice that amount.

So if you devote a little time every SINGLE day...

Studying, practicing and implementing these secret techniques...

You will never again worry about money.

I promise you that.

We begin.

Basics Of Copywriting

No one taught me these fundamental basics about copywriting. I had to learn as I was going.

Once you learn this, you can start up copywriting easily. No mental stress just learn and get very good at this.

A copy is an advert in print.

It can be known as a sales copy or sales letter or just a copy. A copy is simply anything a copywriter writes.

Copywriting was formed from the amalgamation of the two words...

Copy + writing =

Copywriting So one who writes copies is known as a copywriter.

Copywriting can vaguely be seen as

advertising. Advertising is under marketing

right?

Generally, we are in the marketing industry.

“How do I write words that will compel people to buy this product from the comfort of bed?”

It is only in Nigeria that silly people mistake the word copyright for copywriting. They are entirely different.

Copyright is the exclusive legal rights to a commodity.

This material you’re reading is copyrighted and I have to warn you,

DO NOT sell this program to anybody. It is my intellectual property and I own legal rights to it.

If you look below you will see it is copyrighted to Business

Fiend. I’M WARNING YOU

Appropriate legal action will be taken if you reproduce this content in any way or sell it. I will find you... Trust me

Okay, let’s go on.

So the big question now is...

What is copywriting?

Copywriting is the art of CONVINCING an AUDIENCE to carry out a SPECIFIC ACTION using WRITTEN CONTENT.

Simply put, you're writing to make

sales. Let's proceed.

THE 12-WORDS SECRET THAT A COPYWRITER MUST ALWAYS HAVE AT THE BACK OF HIS OR HER MIND

This is what separates a copywriter racking in millions monthly to the ones begging for jobs...

“Make her believe deeply that you have the solution to her problem”

Your reader should believe from the beginning to the end of your sales copy/letter that you're the answer to her prayers

You must always have this at the back of your mind come rain, come

sunshine. This is known as the ONE BELIEF.

Did you know that people are unconsciously always looking for something good to spend their money on?

But before you make people surrender their money to you, they need to perfectly believe that you're capable and you understand what you're doing.

I'm sure when RC Cola came out, you were like...

“What is this one again? Abeg, let me try the one I am sure

of. Madam please give me Coke or Pepsi”

Until you saw somebody drinking it somewhere or until you saw it in an advert then you decided to try it.

I just gave that illustration to buttress the fact that people will not buy what they don't know about.

Even when they know fully about that

product, Can they trust to get it from you?

Do they have that **total belief** in you?

They have to believe you have the solution to a pressing problem that has kept them worried.

Is this problem:

1. PrematureEjaculation
2. Diabetes
3. Depression
4. Hunger
5. Domestic violence
6. BodyOdour
7. Acnes all over the face

Whatever it is, why would they choose you in particular to help solve this problem?

You need to make them believe that YOU and YOU ALONE are the perfect solution to their problems.

Human needs are insatiable. Every single soul on earth has an inner yearning for something within them. There are thousands of needs out there.

Is it the need for:

1. Longlife
2. Earlymarriage
3. Retire at 40 to travel the world withbae
4. Success
5. Buy my mama ahouse
6. Speak eloquently like anorator
7. Comfort

Needs are surplus. Your ability to make her (I will use **her** often it means **your reader**)...

Let's go again...

So, your ability to make her belief that you're the only one on earth that has a special solution to that problem of hers is **GOLD**.

Discovering this inner yearning, this burning desire of hers and channeling it on to a particular product that satisfies these deep desires is exactly what would make you a whole lot of stinking money.

Can I give you a perfect example?

The owner of Get Fit waist trainer reaches out to you. He asks you to help him make more sales.

He goes like this: "As a copywriter, please I need to sell more of this waist trainers. I will pay you \$500 for it"

What do you do?

You go and make a little research. Put yourself in the shoes of a customer that might want a waist trainer.

What do people who need waist trainers really desire? What is that problem they really want to solve?

How can I make her believe deeply that I have the solution to her problem?

In summary, create the ONE BELIEF.

In other to put your reader in this perfect fantasy of one belief in you, your sales letter needs to answer 10 questions.

I will be getting to the intricacies of that later.

Before we dive into that, there are two things I want us to talk about:

1. The Oldest most effective copywriting formula
2. The unchanging psychology of humannature

THE OLDEST MOST EFFECTIVE COPYWRITING FORMULA IN HISTORY

When you're given a copywriting job,

Before you start writing it is essential to structure your letter properly.

There is a copywriting formula for structuring your sales letter that has existed for a very long time.

It goes this way:

1. Attention
2. Interest
3. Desire
4. Action

AIDA Formula for easy memorization.

I would be using this formula to show you what makes a sales letter/sales copy stand out from other general write ups.

This will also show you the difference between a content writer and a copywriter. Structure your sales letter in this way...

1. Catch their ATTENTION: No matter how wonderful your sales letter is, nobody will buy from you if they are not first drawn to it. There are a lot of distractions out there in today's digital world. Remember the sole purpose of being a copywriter is to sell something to your reader. If you don't catch their attention, your sales letter is useless.
2. After catching their attention, you need to gain their INTEREST. When you have got their attention then you need to start doing the work. The attention span of people is very short. So you need them to gain interest immediately in what you're trying to sell. This is where you start connecting with them on a personal level.
3. Arouse their DESIRE:

In pidgin, “Na here you go finish work”. Give them something strong that will make them want what you’re selling to them.

Make them feel this desire in them that you’re the solution to their problems.

Give them a reason to desire having that product for themselves.

4. Finally, Tell them to take ACTION:

It is not copywriting if you did not tell them to take a particular action. Click this link to purchase now or call this number now.

These are both actions.

Your copywriting is USELESS if there is no clear Call To Action (CTA)

“People will never forget how you made them feel.

Are you having a wedding?

A wedding is a once in a lifetime honor by God’s grace.

Contact us to give people a feeling they will never forget or atleast...

They keep talking of till your 2 years anniversary where we will deliver a FREE surprise wedding cake to congratulate you for stayingtogether

Call Us Today at +234 80X XXX”

That’s a simple and short sales letter I wrote that made 290,000 naira instantly for a relative’s bakery business.

Can you point out this Attention- Interest- Desire- Action formula I told you about?

Let us dissect it into bits, shall we?

People will never forget how you made them feel = Attention

The buyer is asking herself. Hmm, what is this person trying to

say. **Are you having a wedding?** = Interest

A wedding is a once in a lifetime honor by God's grace = Interest

You see now I'm trying to connect with a particular kind of people, it is no more generalize to people. I'm now talking to only people who are planning a wedding.

Contact us to give people a feeling they will never forget or at least... = DESIRE

They keep talking of till your 2 years anniversary where we will deliver a FREE surprise wedding cake to congratulate you for staying together = DESIRE

Now I made them shout "chai! I really need this". Who doesn't want to be surprised with a cake 2 years after their marriage, when they might have forgotten about young love and are now trying to maybe raise their 5 months old baby.

Everybody will definitely want to jump on that offer.

Call Us Today at +234 80X XXX = Action

If you don't give them an action to take like this, your copy is useless.

The action button or the Call To Action (CTA) is the difference between an ordinary write up like content write-ups or business write-ups and copywriting.

No CTA. No copywriting

A Call to action must not necessarily mean you put a phone number there for them to call.

It means anything that might make them take

action. If I write on my WhatsApp status:

“Hello everybody, I have belts for sale. Send me a DM to purchase”

What have I done? I have told them to perform an action which is sending a DM right?

Then I have done copywriting. Though that is very poor copywriting if you ask me. Very poor... Lol.

Of course, by now you should know it is poor because it sounded like everybody else no AIDA (Attention Interest Desire Action).

Good, we are progressing.

That should prove a point that we see copywriting every day. You might have just been missing it all these while.

The Unchanging Psychology Of Human Nature

Nobody...

I repeat, nobody...

Nobody cares about your product.

Since the days of Abacha.

Since the days of Joseph the

dreamer. Human nature has been

selfish.

NOBODY cares about what you're trying to sell.

Don't come and tell me, "I would like you to buy this bag I bought from

India" Geez! Close your mouth.

Nobody wants to hear that.

Being selfish is not such a bad thing, it is just how the human brain is wired and you know what?

It is a good thing for us copywriters because we use that to our advantage and make people BUY every single thing we have.

Are you seeing why copywriters are paid huge amounts of

money? We understand psychology and we exploit it maximally.

“Come, let’s talk about you after that, give me all your money.” That’s what a wise copywriter should be saying in his mind.

When you bring whatever you want to sell to the table what most business owners do is, they start saying things like...

“I put in so much effort into sewing this suit you see... I imported the materials from Italy”

These business owners keep using the word “I”

What your buyers want to hear is “them. them.

them” The question they are asking themselves is:

“What is in it for me?”

If you’re not answering this question that is going on in their head, then your sales letter is worthless. You will never make those sales.

Business owners don’t understand these things that is why they employ great copywriters like myself and you (someday)

Business owners will be wondering how I made them make 360,000 naira extra profits in just one week...

This is one secret, I hope you’re jotting it down.

TEN SIMPLE QUESTIONS YOU NEED TO ANSWER FOR YOUR READER TO BELIEVE YOU AND YOU ALONE ARE THE SOLUTION TO HER PROBLEMS

Remember “The One Belief”?

There are some things going through your prospects mind once she sees your advert.

Please note: A person who might buy your product is known as a prospect.

Also note, sales copy, sales letter, copies, adverts these are the things the write- ups of a copywriter is called.

Okay, let's proceed.

In order for you to make your prospect believe in you as the one person that can solve her problems, you need to satisfy these ten questions running through her mind:

1. What's in it forme?

2. How is this unique?
3. Is this new, exciting and different from everything I have heard before?
4. How do I know this is real?
5. How does it work, hope it is not stressful?
6. Why should I act now?
7. Why should I trust you?
8. How can I get started?
9. Is it worth my money and time?
10. What do I have to lose if I don't act now?

It all depends on what you're selling and the kind of prospects you're talking to.

This thing I'm revealing to you now is worth a whole lot.

When you start writing your copies that will bring in hundreds of thousands of naira you will understand.

You will see why your copy just stands out from the rest.


Exceptionality.


I would be giving a **homework** once you're done, we move to Book II.

1. Between these two images, which one do you think is a better copy (advert)? Advert A or Advert B.
And why do you think so?


Which of these ads should perform better? Pick one and find out.

AD A



New Fashion
Sponsored • 



Check out the latest stylish t-shirts on our site! Perfect for casual events!




Get the Latest Fashions
Free Shipping

SHOP NOW

AD B

 **New Fashion**
Sponsored • 

Ready to have some fun this summer? Plan a few excursions with friends and family and enjoy the great outdoors! Our t-shirts are perfect for that!



Have Fun With Friends
Great for hanging out

[LEARN MORE](#)

2. Click the link: <https://rb.gy/htc6ud>

Study the sales letter.

That sales letter made over 360,000 naira the first week it was released. I

wrote it. So, identify everything I have taught you so far.

This is what you will be doing...

Write out the whole sales letter with your pen.

Start by identifying where I caught their attention, then the interest, desire and action.

3. Write out exactly how you felt when you were reading the salesletter.

Once you're done, send in your

assignments. Good luck money bag.

(CONTINUED after the assignments)

The Puppet Control Persuasion Technique

If you did that assignment, you will notice

something. I didn't start by saying...

Buy this device it is better than pepper

spray. Or it will help prevent rape.

What did I do?

I made sure I got her emotionally attached to whatever I was about to sell before even talking about the product I was about to sell.

This is perhaps one of the most important lessons I will be teaching you so sit up...

One of the secrets to compelling humans, making them buy whatever you want is the...

Creation Of Emotional Attachment

“How can I make her emotionally attached to what I am about to sell?” That's what you should be thinking.

The greatest persuasion artists will tell you

this. I call it the puppet control

persuasion technique.

It may sound weird. How can someone call humans

puppets? But nah, this is what I meant...

I meant puppet in the sense that you can control humans with your written words so well as a 3 year-old will control her doll (puppet)

So it is simply a persuasion technique that makes you control humans like puppets.

You need to know that...

Humans are such emotional beings.

I put it to you that 99.9% of things you buy are bought because of an emotional reason.

Not logic.

In fact, people always tend to leave logic for later and choose emotions first.

Instead of buying a 50,000 naira course that would change your life forever...

You rather buy a television and GOTV so you wouldn't miss this year's Big Brother because your cousin was picked.

Instead of a Yahoo boy to buy land and invest in it...

He rather buys a benz.

Instead of you to buy that textbook,

You rather photocopy it and use the remaining money for subscription to chat with God-knows-who.

I remember paying half my rent in order to make up money for my sweet Samsung phone which I got for 100,000 naira.

Humans are more fixated on emotions.

Humans are more fixated on their wants more than a need.

You may see a girl who her parents and siblings are hungry, she would come to university campus and rub world class makeup, buy 30,000 naira hair...

All with her rich boyfriend's money, instead of sending money home and saying "Chi Chi please take this 10,000 naira and add to your school fees"

You see, you can't blame her.

We are all emotionally attached to one unnecessary thing or the other.

Even the necessary things, they are 99.9% of the time for emotional reasons.

Should I give you an example?

Food is a necessity.

Peradventure you're broke.

You're faced with two options,

1. Eat indomie noodles for a week and save for your future.
2. Eat indomie, beans and plantain, Fanta, rice and leave savingjare. After all, it is just one week... I will start saving nextmonth.

You will choose option 2 and justify it with the fact that you need a balanced diet. Lol.

Indomie noodles has built in vitamins and minerals. Besides, one week cannot give you kwashiorkor.

Eat indomie for one week and save. Very few will choose option 1.

This is human nature so if you understand this creation of emotional attachment, You make money in quantum through this puppet control persuasion technique. When people spend their money, they are trying to satisfy emotional desires of:

1. Financial freedom
2. A long healthy life
3. Need for social validation (keeping up with the Kardashians)
4. Overnight success (no hard work just to blow from nowhere)
5. Care and protection of loved ones
6. Family bond
7. Being better than your neighbor or cousin
8. Freedom from pain and anxiety
9. Companionship, lust, urge for better sex performance
10. Claim to titlement

These emotional desires are endless.

NOBODY can entirely escape these web of desires.

Even the most disciplined monks have something they desire.

When you write, make sure you hit a core emotion of the buyer. If you can get really good at this, she will buy and keep buying.

Remember that copywriting is all about... BUYING.

See an example of Bama Mayonnaise trying to share the emotion of family love/bond in this Advert below

(Check next page for the ad)

They did not say buy Bama at an affordable price. Nope.

See the emotion they are trying to convey, they even put it in the hashtag:

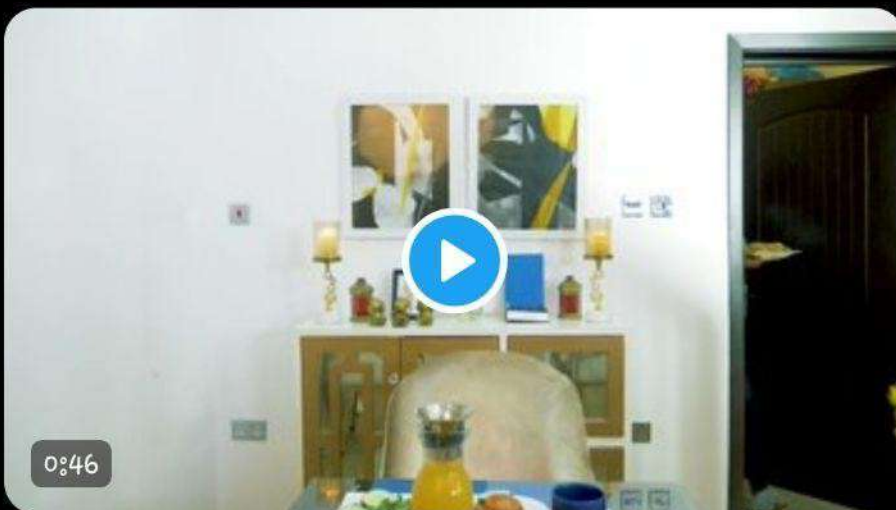
#TasteLoveInEveryScoop #TasteLoveSpreadLove



BamaMayonnaiseNaija


@BamaNaija

The joys of bonding over mealtimes with family is heightened when creamy, tasty Bama "Love" is a part of it. Watch our Bama Family enjoy the Bama way! Remember the love is in sharing. [#TasteLoveInEveryScoop](#)
[#TasteLoveSpreadLove](#)



11.5K views

7:08 • 02 Aug 20 • [Twitter Web App](#)

 Promoted

You start with emotions then justify with logic

You have gotten them emotionally attached, then justify what they are about to purchase with logical facts.

As much as humans are emotion beings, they like being in

control. They don't want to feel you made them buy this.

They want to feel, they bought it themselves.

So when a car dealer is trying to sell a Ferrari, see what he is trained to say...

“This is one of the fastest cars in the world. When you're in it, you're untouchable.

Not only that, it doesn't consume so much fuel as compared to other cars in its league. It also has a German engine, you know what is said about German machines”

You see what the car dealer is doing?

The car dealer first sold him emotions then justified it with logic.

You see, he buys that car for 90 Million Naira and begins to tell his friends “it has good fuel conservation, it has German engine and it has great mileage”

All these details is so he wouldn't look stupid for buying something so expensive with his emotions. Logic backs it all up.

But in all honesty, we know he has bought it a long time ago in his mind when the car dealer sold him the dream of living life with a fast car feeling untouchable.

Another very important thing about selling is something I call **The Rich man's Approach**.

If you noticed, rich men come from a place of abundance so they are usually calm and collected.

They might approach you for something, but they are always gentle about it and never needy.

Rich successful men are ambitious people. They are gentle but they know what they want.

They go and take what they want firmly but gently. So don't mistake their gentleness for timidity.

What am I trying to say?

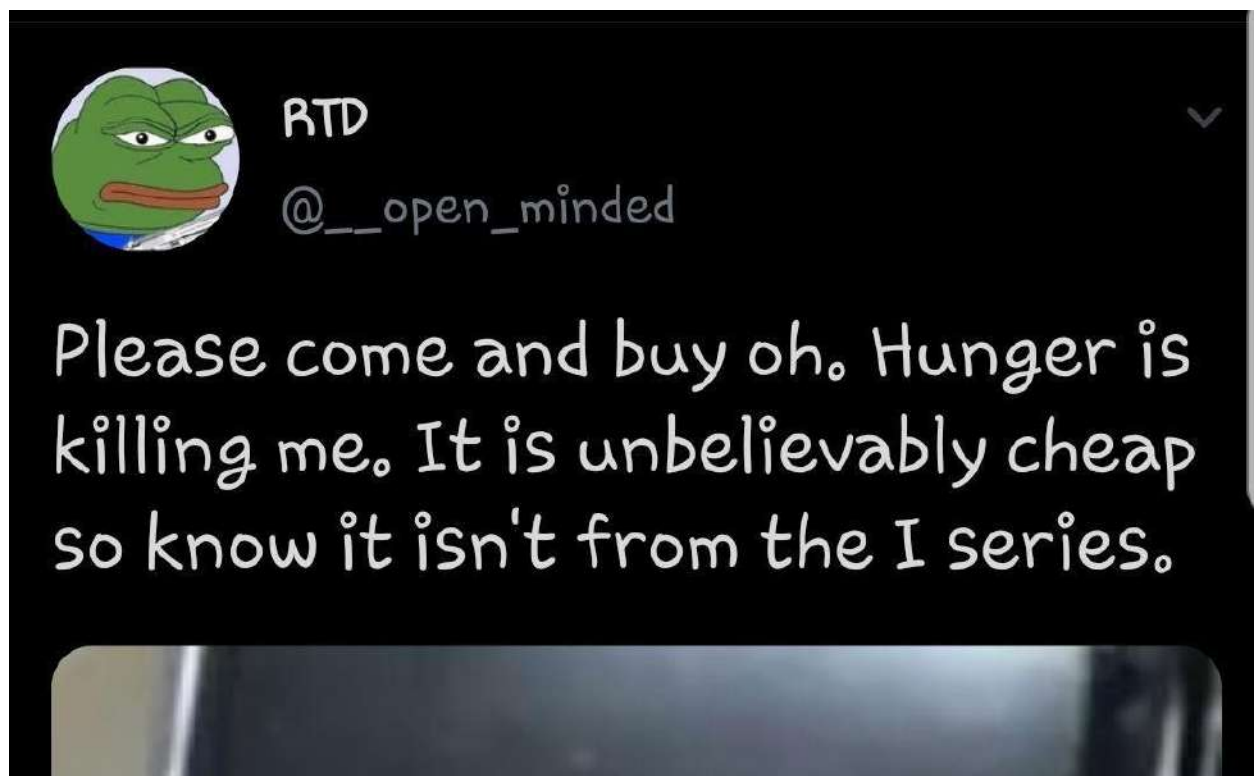
SELL with the Rich Man's approach.

Sell like a rich man.

Don't write like you're forcing people to buy or begging them.

1. Be gentle but ask what you want from them firmly.
2. Never appear needy

All these people that say... “I’m hungry oo. Buy from me, I have not eaten since morning’



Arrant nonsense.

Sell to people like they are special and important but don't sound like you're desperate to make that sale.

Let's summarize shall we?

When trying to sell any freaking thing on planet earth, make sure you do these things:

1. Find an emotional attachment. It can be the need for Nkechi to prove her ex wrong or any emotional attachment.

Show her how her life will change when she buys that product.
Make her fantasize.

2. Justify with Logic. Give them reasons with facts why this is a good buy apart from the emotions.
3. Be gentle but firm
4. Never seem needy

3 and 4 is the Rich Man's

approach. Are we good?

We move.

THE SECRET TO TAKING PEOPLE'S MONEY FROM THEIR POCKETS AND PUTTING IT IN YOURS

(HEADLINES, LEADS, THE BIG IDEA, HELL FIRE EFFECT amongst others)

After learning these things, people will stand in line to pay

you. Let us begin.

Like I told you before, if you don't grab people's attention...

Then you can never sell them anything and your job as a copywriter no matter how good has been rendered useless.

To get people's glued attention, you need to know how to create **killer headlines**.

There are no hard and fast rules here but they are rules every copywriter should know and bend at will when necessary.

Fundamentals of a killer headline:

1. Make sure your headline contains strong information
2. Promise your readers something
3. Be very specific
4. Ask rhetorical questions to prepare your readers for what they are about to read. This sometimes comes before the headline or after the headline. Sometimes rhetorical questions are never used but this is a perfect way to start headlines by asking questions the reader is already thinking in his head.

Imagine you're a married man.

After a year in marriage your wife gets frustrated.

She said she has been keeping her virginity for 10 years since she turned 18 just to get married and you (her husband) cannot satisfy her in bed.

You're ashamed and insecure because you believe she is beginning to tell her friends.

Worst of all? She begins to come back some hours later than usual from work. You are thinking, "Is she receiving good sex someone?"

So one faithful evening...

You are scrolling your phone lonely in that your special chair on the dining table, waiting for her to return from work. All of a sudden you see...

Are you a 2 minutes man?

Have you been disappointed again and again after promising your woman that you will make her legs shake and disrupt her ovaries theseconds later, junior has fallen again?

How would you like to shock your partner and regain your claim asthe man of the house?

An Erectile Dysfunction Medical Doctor reveals...

**AN AMAZING NEWLY DISCOVERED NATURAL MEDICINE
APPROVED BY W.H.O, FOUND IN SOUTHERN HAITI THAT WILL
MAKE YOUR WOMAN BEG FOR MERCY AND HAS NO SIDE EFFECT**

Blood of Hosea.

If you were in that predicament and see this, you will definitely keep

reading. There is definitely a **mental connection**.

We have hit him where he lives (mentally)

We have occupied that mental space in his head that no matter what he does, even if someone rings his phone that moment, he must eventually go back to that sales letter and keep reading.

You need to create KILLER HEADLINES that are this powerful.

A great copywriter once said he spends 80% of his time for a sales letter on just the headlines. He maintains the popular belief that “If the headline doesn’t make them keep reading, your whole sales letter is useless”

Tattoo this on to your forehead if you can:

Hit her where she lives (mentally)

Always mentally connect with your reader... Always.

That’s the best way to get her immediate attention and keep her engrossed in your sales letter.

What is she already thinking of in her head?

What is making your reader have sleepless nights?

Start with that when creating killer headlines.

Another one...

The screenshot shows a web browser window with the following content:

My thousand dollar sales letter x Science Natural Wellness x +
 sciencenaturalwellness.com/deals/bi/harmony/

Attention Women Over 35: Stuck at Home, Gym Closed, and Worried That All This Stress Eating Is Going to Go Right To Your Waistline?

How a Humiliating High School Reunion Led One Woman to Discover the "BioHarmony Switch" and Finally Win The Battle With Her Waistline

This simple solution is being used by hundreds of women across the country to melt the fat away, restore their slender body and make their friends green with envy.

Better still - it doesn't require new workout routines or

The background of the ad features a woman in a white shirt and blue jeans, with her hands on her hips, looking at her waistline.

Very specific isn't it?

That's the beauty of a headline, it separates the people you want to really read your sales letter from generalities.

Your sales letter can NEVER be for everybody.

You should always have people you are

targeting.

Your headline helps sieve them out.

Your headline must have a **promise**.

This promise is called a **promise of**

transformation. This headline promises a couple of

things:

1. She will lose weight (reduce her waistline that is the fat around her waist)
2. Doesn't require new workout routine or expensive diets

Link to the sales letter:

<https://www.sciencenaturalwellness.com/deals/bh/adv/>

Always start by saying something that fits into the reader's inner most

desires. We move.

Oh! Wait, you want another


example? Let us check this one out...

Paid Advertisement

Stem Cell research reveals a secret to looking up to 15 years younger than your age!

Reduce Your Wrinkles Up To 56% the First Month!

(And you can see the results for yourself – ABSOLUTELY FREE!)



Dr. Lewis M. Feder, voted one of the Top 100 cosmetic surgeons in the world by the International Academy of Cosmetic Surgery.

"I refuse to risk my reputation on..."

BEFORE AFTER BEFORE AFTER

Changes like these dramatized results can occur within 4-6 weeks.

Notice the strong specific information?

56% is a very specific number. This increases believability.

Being specific is very important in copywriting, it makes the reader assume you really know what you're writing.

They subconsciously see you as an expert, as a professional.

If your reader doesn't believe you, you're not making that sale.

YOUR HEADLINE SHOULD NOT SEEM LIKE A SALES PITCH

Don't create headlines that scream, "Buy from me".

Humans repel sales pitches.

That is, humans don't like people telling them to buy this or buy that.

Start with hardcore information like I did in that rape awareness sales letter.

Something that would grab their attention immediately but wouldn't seem like a sales pitch.

(Image in the next page)



My thousand...



**It's high time the Federal
Government told us the truth...**

**Your Daughter Has A Better
Possibility of Being **RAPED**
than getting a university
degree**

Dear Mother,

Did you know that one in four
females are raped before age 18?

Did you know that 93% of the time,
the rape survivor knew the person
who sexually assaulted them?

Did you know that 34% of people
who sexually abuse a child are
family members?



Facts from National Sexual Violence

Never let them expect that you're trying to sell to them.

You will kill their urge to read what you're saying if you do

this. Take it a step at a time.

Note:

Those sentences you read before the main headline are called lead-in-

sentences Lead-in-sentences prepare the reader's mind for the main

headline...

By asking a question

Or stating an interesting fact

Or promising a benefit

All these are all fashioned towards getting attention.

Let me show you what you have to do to move from zero to a hundred in grabbing people's attention like a magnet with killer headlines.

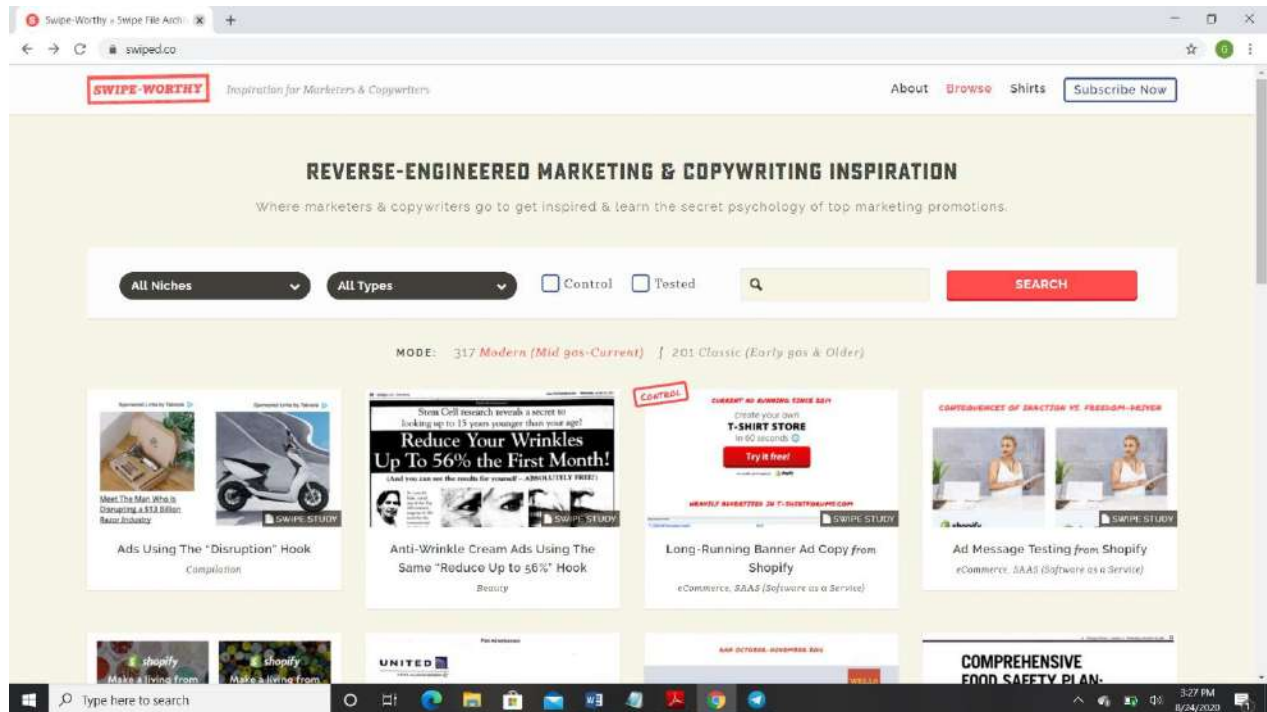
There is a resource website known

as: swiped.co

Type it into your browser.

Visit the website.

It will look like this:



Click the box close to Control

You will see the greatest sales latest that brought in billions of dollars for decades.

But this is what I want you to do in order to learn how to write killer headlines FAST...

Go search "Gary Halbert" on that site.

You would see 30 sales letters he has written.

Read the headlines of the first 10 sales letters and write all the headlines out on your notebook.

Try mastering them.

Gary Halbert is one of the greatest copywriters to ever exist.

This material is to be continued.

Get ready:

1. The Big Idea
2. Leads
3. The Hell fire effect (would be treated in details later on)
4. Humans as lazy procrastinators and how to perfectly

handle it Do the assignment.

Stay intentional.

Good luck.

P.S: Copywriting is simple. You need to know the basics then you can simply copy old sales letters from that unpopular website I told you (swiped.co).

Modernize these old letters that brought in billions of

dollars. That's how I made my first 200,000 naira in bulk...

Stay safe!

(CONTINUED after

assignments) Breathe in***

Breathe out***

Before we continue, I don't still think you have grabbed how much of an importance HEADLINES are.

"On average, five times as many people read the headline as they read the body copy. When you have written your headline, you have spent eighty cents out of your dollar".

David Ogilvy, one of the greatest copywriters of all time and he is referred to as the Father of Advertising.

This simply says that once you get the headline right, you have sold the customer 80% already.

1. Add numbers to your headline to show specificity. People like specific things it makes your sales letter believable
2. Add irresistible intrigue Words like:
 - Alarming
 - Amazing
 - Revealed
 - Shocking
 - Secret
 - Exposed
 - Torture
 - Confession

Words like those make people interested and want to read.

3. If possible show them what they stand to gain ASAP
“What Is in It for Me?” answer this question in your

headline Why did I revisit this?

I want to tell you about...

THE NECESSARY ELEMENTS OF A SALES LETTER

- 1. HEADLINE**
- 2. BIG IDEA**
- 3. LEAD**
- 4. OFFER**
- 5. MONEY BACK GUARANTEE**
- 6. CTA**
- 7. URGENCY**

Time for the big idea but hold up... Don't rush

There is something very important we need to address...

Humans Are Divinely Programmed To Remain In Their Comfort Zone

Humans will do almost anything to remain in their comfort

zone. This is no bluff.

Next to humans' first instinct which is the need for survival, he only thinks of comfort.

Your father would be so psychologically discomforted if he were to ask his younger one for money to pay your school fees.

Those days, my mother will rather use only salt to cook than knock in our neighbor's house to ask for maggi.

Sometimes remaining in the comfort zone eclipses our need for survival.

Humans love comfort.

So, if you tell a human to buy something from you or

someone... What did you just do?

You simply told that human to move out of his or her comfort zone and take a decision that will change his or her life.

Wow! Such a tough decision to make.

When you actually think of it, selling to people is not 1 +

1 Because, you're literally disrupting their comfort.

The wonderful thing is this, when you're selling something to someone...

You're telling the person that "this will make your life better"

So since you're introducing something that will make the buyer's life better, The buyer should really want to buy it right?

FALSE.

It is not easy to change the lifestyle of a person. Even if it is for the better.

Humans just don't like CHANGE.

So the solution?

"When you want people to tune into your sales pitch, you have to start broadcasting at the frequency they are already listening to"

A great American copywriter once said

that. It is quite simple.

I have told you about this in the

past. Simply ease into the sales

pitch.

In other to make someone make this 'uncomfortable' decision of buying whatever you're selling, you have to ease into it.

Don't go in yelling, "Come and buy".

That is very repulsive.

Take it little by little, a step at a time.

That's an important human behavior you need to know and learn how to break in other to be a master copywriter (good salesman in print)

2. THE BIG IDEA

The difference between sales letters that bring in millions of dollars and the ones that barely scratch the surface?

THE BIG IDEA.

A big idea is an idea that is new, different, intellectually interesting, and emotional stimulating which you infuse into your sales letter to take it from zero to a hundred real quick.

In simpler words, a big idea is just saying something in a new different way that people have never heard before.

You see, you might be saying the same thing people have heard but you need to package it in a way that sounds new and different while making it intellectually interesting and emotionally stimulating.

Those headlines that I told you to study all have BIG IDEAS. Shall we go through some of them?

Did you know the quality of your smile has a more direct effect on your personal (and business) relationships than any other part of your appearance? In fact, 88% of all people in North America say they *always* remember someone with an especially attractive smile. Not only that, 75% agree an unattractive smile can seriously hurt a person's chances for financial success. Perhaps, that's why more than half of the adults in America wish they could change their smile. Some adults want to correct problems they have had since childhood like discolored, crooked or irregular-shaped teeth. Others want to fix conditions they've developed over time, like cracked, worn-down and discolored teeth. There is good reason for this. You see...

Your Smile Can Make Or Break You!

For hundreds of years, all the way from Mona Lisa to today's cover girls, the absence or presence of a dazzling smile has always carried great significance. It is a reliable indication of a person's sense of well-being and has an enormous impact

teeth look. I'm going to set up a little table here that shows how dentists rank teeth from worst to best, worst being grade 1 and best being grade 16. Here we go:

Grade Code	My Description
1 C4	Dingy brown. Looks like the tooth of a person who has been brushing with toothpaste made out of nicotine and mud.
2 A4	Almost as bad as C4. Looks like the toothpaste maybe had slightly less nicotine in it.
3 B4	A little better. Maybe the toothpaste this person uses has a little less nicotine... and... a little less mud.
4 D4	A teensy bit of whiteness is starting to show through. Still mostly brown but, looks like it could have been treated with a very weak dab of real toothpaste.
5 A3.5	What's with the "3.5"? Maybe it's just my eyes but, the last grade (D4) looks better than this one. At least it does to me. Who knows? I always

like C-4's, the dingiest looking tooth of all. And, the next person behind you wanted to have the best smile possible (all her teeth would look like B-1's). Who would have to pay the dentist the most? The answer may surprise you. You see... **You Both Would Pay The Same Price!**

Teeth are not like diamonds in that regard. The material used to fix discolored and misshapen teeth costs exactly the same whether it is made into an ugly brown or a *dazzling white!*

There's a number of ways to get a "million dollar smile." The best, of course, is to be born with perfect teeth... and then... take perfect care of them for the rest of your life.

OK, that takes care of about 1/2 of 1% of all the people on earth.

For the rest of us, one option is implants. This is where they create a brand new tooth for each of your old natural teeth, do surgery on your jawbone... and... then *sawz* those teeth into the bone. It works great and it looks great. It takes about six months of dental work and, it is not unusual for it to cost \$50,000

from start to finish, in as little as ten days!

But maybe you're one of those people who are afraid of pain. This was a big one for me. I personally have a very low tolerance for pain. I don't want to hear, "This will only hurt a little." No, that's not good enough for me. As far as I'm concerned...

I Don't Want It To Hurt At All!

Most dentists do not, in fact, cause much pain. But, there are some dentists who cause practically no pain whatsoever. I've always hated even the prick of that darn needle they use to numb you... but... there is now a way (and many dentists don't know about it!) they can even give you an almost 100% pain-free injection! I had to read up on this pain-free injection

whatsoever and, the dental work was perfect.

And, that's why, when I decided to get a "million dollar smile" I travelled all the way to Colleyville, Texas to have the work done by a dentist named Dr. Tom Gleghorn. Here's what it's like if you go to him for the same reason I did: On the first visit, he examines your teeth and then, his pleasant wife Donna takes the x-rays needed. Then he takes a regular photo of what you look like now without having your smile changed. Later he will have that photo redone to show exactly how you will look if you choose to have your smile enhanced. All this will take about 45 minutes... and...

It Is All Free!

Even the x-rays. He's the only dentist I

About Dr. Thomas Gleghorn...

Dr. Thomas Gleghorn received his Doctorate in Dental Surgery from the University of Texas Dental Branch in Houston. Although he is a general dentist, since 1994 he has limited the scope of his practice to appearance-related dental procedures. Dr. Gleghorn has received over 500 hours of continuing education in the field of cosmetic dentistry, including Baylor College of

Wow! What do you think the reader is thinking? A MILLION DOLLAR SMILE

Is this not something new?

Is it not something different?

Didn't it make you think? (Intellectually interesting)

With the way the question was asked, didn't you feel a sort of emotion like so I can have such a smile?

For an ordinary Dental advert, that was really

awesome. Another one...

advertisement

How to get what the U.S. Government OWES YOU!

320 almost secret ways to get something back for your tax dollars right away!

by Gary Halbert

Dear Taxpayer:
What do you get?
The "poor" get federal housing, food stamps, and other welfare benefits. The rich get oil depletion allowances, lower interest rate loans, and expense accounts.
What do you get?
The answer to that one is easy. **YOU GET TO PAY TAXES!** Isn't

money and forged checks!
● Free plans and architectural designs for 12 different structures—from a 3-bedroom house to a boat landing!
● A \$25,000 start-your-own-business loan, with 15 years to pay it back!
● Free aptitude tests (that would cost you up to \$25) to find the job you are best suited for!
● 25% to 75% of your rent paid by Uncle Sam—if you qualify and know how

ordered a small press run.
P.S. If you don't take advantage of these benefits, you are only cheating yourself. After all, you've already paid for them. So, order today and see for yourself the hundreds of FREE and inexpensive things the government has for YOU and your family!

ALL AROUND YOUR HOME OR APARTMENT
15. FREE TO YOU FROM INTERNAL REVENUE
16. LOW COST U.S. GOVERNMENT LAND BARGAINS & PROGRAMS
17. FREE FROM THE LIBRARY OF CONGRESS & THE NATIONAL ARCHIVES
18. FREE MAPS
19. FREE MARRIAGE & DIVORCE RECORDS LOCATION SERVICES & DIRECTORIES
20. FREE ABOUT SPACE & THE MOON
21. FREE FROM THE FEDERAL RESERVE

Hmmm, this is new.

This is different from what I see every day.

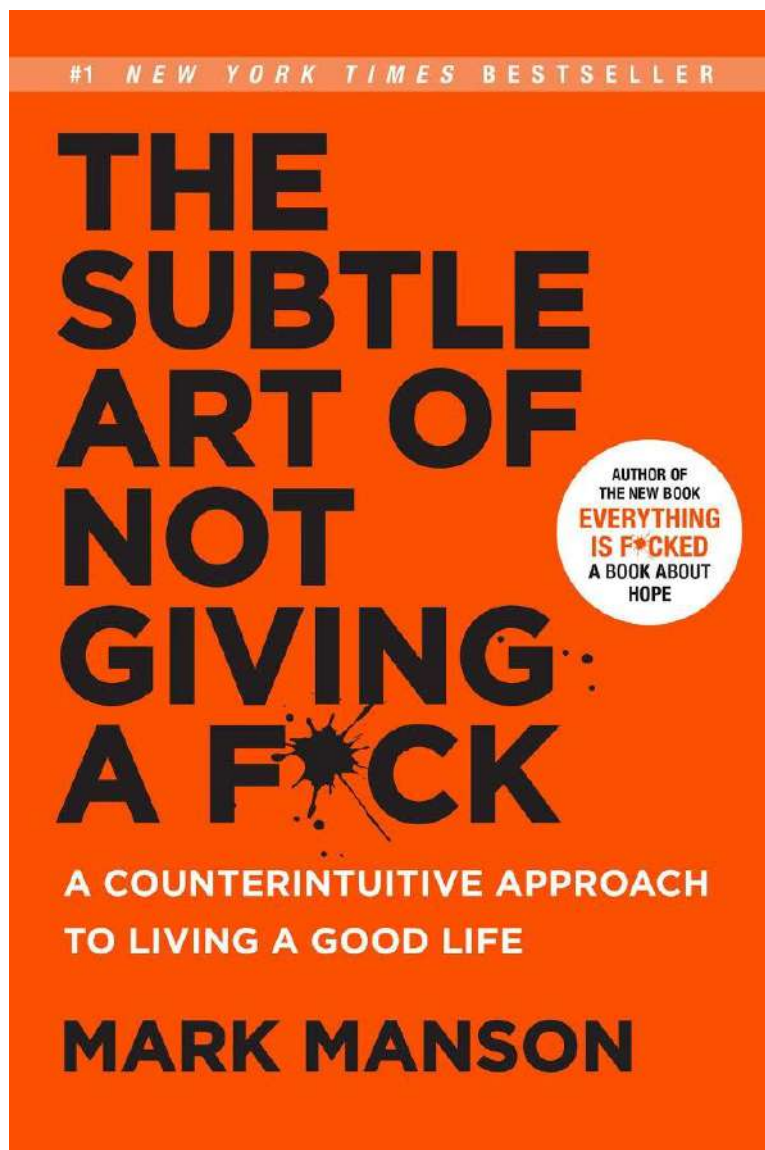
How can the government be owing me? (intellectually interesting)

320 almost secret ways to get something back for your tax dollars right away!

(If you know how people dislike taxes you will know how people will entirely want to get their taxes back- It has an emotional trigger of entitlement)

Let's talk about a book.

Have you heard of a book titled.... "The Subtle Art of Not Giving a Fuck"?



This book was released in September 2016 and as of May 2019 it had sold 8 million copies.

Blood of Hosea. Just from a book that man is a bloody millionaire in dollars. Reason?

The big marketing idea.

It could have had any simple name such as...

“Learn how to not care about what people
say”

This sort of title wouldn't sell at all, in fact, we might be talking about Snakes and Ladders now if that was the title.

The title will definitely not make waves.

They are talking about the same thing but the way the idea was presented did not sound new, it did not sound different, and it wasn't emotionally stimulating nor was it intellectually interesting.

There was once a case of a man who entered the library to find a book to rent and read.

By mere luck, he went to the outdated section where books that were unsuccessful and old were dumped.

He was going through the books and discovered a well written powerful book that had the potentials to change people's lives.

This book was in that outdated section of the
library. Wasting away.

He got in contact with the author.

Changed the name of the book and like magic...

The books sold a boatload of copies and brought in crazy money.

I would have loved to tell you the name of the book but I forgot to jot it down. I hope to find it and tell you one day – Lol.

Have you seen the importance of a big idea?

Put your BIG MARKETING IDEA in the headline of your sales letters

“Nothing else can influence the success of your marketing campaign more than your big idea and offer. These are the least understood concepts in marketing. Yet, they are the most important”

- Andy Mukolo, Nigerian copywriter who charges \$5,000 for onesales letter. A sales letter he writes in only 3hours

Let’s talk about Leads.

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3. LEAD

(How to Write Money-Vomiting Leads)

A lead is the first one-third part of your sales letter.

No matter how good your sales letter is, no matter how wonderful your offer is, if your lead is not wonderful, you're not going to make any sale.

After grabbing the attention of your customer with your headline the thing that follows immediately after is called the lead.

If you grab the attention of your customer and can't keep your reader interested to keep reading they will never see the offer.

Even if you're offering to sell 5 plots of land in Banana Island for 50,000 naira, your customers will never see it.

That is the importance of the lead of your sales

letter. There are different types of leads.

The kind of lead you use is measured by how much the customer knows about the product you're selling.

For example, if you want to tell people about a new type of perfume, the best way is to start with a story.

But if you want to tell people about RC Cola that just came out...

What would you do?

You immediately start telling them things

like: It is cheaper than coke

It has a more bubbly

taste It has less sugar

content

Then try to connect with them emotionally (like I always tell you)

You see the knowledge of your dream customer about that particular niche or product is what will determine how you will start your sales letter (the lead).

It is called the Prospect Awareness Level.

This was made popular by a great copywriter known as Eugene Schwartz.

Prospect Awareness Level is how much your dream buyer knows about the product, you're about to sell.

If you own a diabetes drug company for example and you want to sell a diabetes drug to a pharmacist, you will not start telling stories... Why?

The pharmacist already knows about diabetes drugs.

He or she might have been selling it for years so all you need to do is prove to her why your drug is different from every other drug in the market, the benefits, why it is better, this and that.

But if you (diabetes drug company owner) now want to run an advert for a diabetic patient, how would you start?

You will start more subtly, you would start talking about the chemical composition or biochemical effects of the drug.

You start with a story of how a 73-year-old man accidentally reversed diabetes when he mistakenly took your drug or whatever.

You start with intrigue.

This is where most copywriters get it wrong, they fail to study their dream customers (prospects) and know exactly how knowledgeable they are about the product they want to sell to them.

So number one important lesson... Before writing any lead

is: Know your **prospect awareness level**.

Lesson number 2 on writing money-vomiting leads:

The most effective and by far the most used method of starting a lead is by immediately giving your prospects a promise of transformation.

Every product out there is meant to change your dream customers' life for good.

Whether it is a toilet seat or a television or a car.

The target is to transform your dream buyers' life for the better.

If you cannot clearly tell a prospect about how you're going to transform her life after she buys your product, **she will never buy it**.

Those 5 highlighted words are the scariest words in the copywriting industry.

No one wants that.

So the most used method of writing leads is to start with a BIG PROMISE OF TRANSFORMATION.

For example:

Today, I'm going to show you how to make 2.3 Million Naira through a simple but very unpopular trading secret only Wall Street insiders know.

I would be telling you how I discovered this secret on a plane ride to San Francisco but before that, you...

Lol.

I'm sure you're already hooked.

That is one way to start a lead, start with a big promise of transformation.

Lesson number 3 on writing money-vomiting LEADS:

Start with anything that goes contrary to what people

believe. Something like this...

The Virginia is not the most sensitive part of the female reproductive organ, you married men have been doing it all wrong.

Harvard Sex scientists discovered in 2011 that...

Notice...

If you're saying something contrary to what people think, back it up with proof as soon as possible.

Lesson number 4 on writing money vomiting LEADS:

Start with something people agree with

This often used when you're talking to (rather writing to) people who are very skeptical.

For example, if you're trying to sell a lawyer wig to all these oversabi lawyers you will start with saying something they agree with.

Another example is when you're trying to sell to Nigerians and you use something like...

We are living in the most terrible time since Nigeria's independence. We would be 60 years by October but we...

Using something like that to start a sales letter for a travel agent company will sell well, most importantly... It will keep their interest.

Immigration agents are those people that say things like “Leave Nigeria behind, we can help you relocate to Canada”

If you don't know what immigration agents are, ogbeni you're not living this country. That industry is selling like crazy right now... Lol.

Lesson number 5 on writing money-vomiting LEADS:

Your lead can also begin with questions.

Gary Halbert is fond of this. If you check some of his sale letters you will see he starts with questions.

These questions are a way to carry the reader into the sales letter.

Sometimes these questions can be exactly what your prospects are thinking. Go to swiped.co and check Gary Halbert's sales letter on:

“HOW TO COLLECT FROM SOCIAL SECURITY AT ANY AGE”

He starts with 2 questions...

I would be sending you a book titled “Great Leads”. This is the last compulsory book you will read from me.

Other books will just be recommendations.

When you're back, I will finish up everything you should know in copywriting then we move over to how to brand and position yourself diabolically in order to make nothing less than \$300 for starters.

Good luck.

4. OFFER

One of history's greatest copywriters once said...

"It is the deal... The offer... The proposition you're making... That is the heart and soul of copywriting".

Yeah, the genius Gary Halbert said that.

You can have a very good headline and a genuinely sweet lead but if your offer is lacking, you lose your buyer.

You should know by now that losing your buyer is a copywriter's worst nightmare.

Let's get practical,

You notice people in your church have body odour. Not necessarily self-induced body odour, maybe they have their baths well but 2 hours into praying and shouting, a foul odour is all over the place.

You know that this is a problem a good deodorant can fix because good deodorants keep your armpit region fresh by cooling out the armpit sweat pores.

So you have seen a wonderful opportunity to make good money.

You study your potential customers.

You obtain their contact details and set out to write a very powerful emotional copy.

What next should come to your mind? An Offer.

You see, as long as your offer seems like an incredible bargain, people will end up buying from you.

Mind you, you have to first make sure that people actually need your product.

That's where research comes in. Once you see people who need your product (after conducting research), crafting an irresistible offer is all you need to make them buy.

You see, an irresistible offer is meant to make your readers feel restless until they buy from you.

If you're to craft an irresistible offer, these questions need to be going through your mind...

How much would they be willing to pay?

What bonuses can I give them to attract them?

What unique offer can I give them to make them buy from me and me alone?

See, "**cheapness is not a strong appeal**" as Claude Hopkins once said.

Having a powerful offer doesn't mean your product is cheaper than every other product in the market.

Let me say this again, the fact that your product is cheaper doesn't mean people will gravitate towards your product.

It might shock you to know that most times, people actually prefer products that are not cheap.

People like feeling expensive so they tend to attach value to products that are not cheap.

Even the most humble people like feeling convinced that they bought the BEST product, not the cheapest.

How can you make people believe that what you give them is very valuable? That brings us to the definition of an OFFER.

An offer is the perceived value of a particular product.

Notice the '**perceived**'.

Copywriters make people believe that a Mouka Foam is worth 90,000 naira and the same size of Winco foam is worth 70,000 naira.

They will position it in such a way that Mouka foam is *perceived* as more superior which translates to the extra 20,000 naira.

So how well can you string words together to communicate to your reader that what you're selling is of immense value?

If you can do this, your offer becomes almost insignificant. That is the target... To make your offer seem insignificant.

That is what you should hope to do from the onset when crafting deadly offers.

You see, no human will ever overpay you for a service or product.

You need to show your reader that your product or whatever you're selling is 10 times worth what they are paying you for.

Before people give you their hard-earned money, you need to show them that what they are paying for is 10X more valuable than the money they are giving you...

If you can't do this, an exchange will never take place.

An insanely good offer is when your customer feels she is

underpaying you. Let me give you an example:

So let's say we want to sell a course that teaches people how to make money from selling catfish...

And let's say we want to sell our Catfish farming course for 25,000

naira. How do we create an irresistible offer?

Come closer...

- What if we deliver 60 catfish fingerlings for free to any place within the country? (I have been told by animal farmers that there are places to get this at ridiculously cheap prices)
- How about including a free report on how to maintain and clean a pond?

- How about an extraordinary video to back that up with tips on the best equipment to use and their prices.
- How about including a detailed guide so the buyer can have all the information she needs to get started without making avoidable mistakes?
- How about a free Record Chart that helps our buyers avoid loss, reduce cost and maximize profits in the next 50 days?

Let's see what an actual offer can look like in a sales letter.

I'm sure you're thinking right now... "How much would it cost to become a member of the Catfish Money Circle program?"

When you consider all the benefits of being a member of the CMC (Catfish Money Circle)

- **The recently updated 27 page Catfish Money guide (worth 45,000 naira FREE)**
- **The 60 fingerlings (20,000 naira free) delivered to your doorstep for free (Free delivery)**
- **The CMC Guide on how properly grow larvae to fry to fingerlings then adult catfish (10,000 naira FREE)**
- **The 38 minutes Private Catfish Money Circle Video**
- **The Guide on how to prevent diseases and avoid mistakes including numbers of 3 catfish doctors in the 36 states of Nigeria**
- **The FREE Record chart (with a SPECIFIC, RELIABLE record chart like the one I'm sending you... You won't struggle to multiply sales,**

maximize profits, and track the performance of your birds – This is KEY!)

- **The brief guide on how to market your adult catfish and where best to make your first 160,000naira**
- **The weekly newsletter keeping you abreast with the latest information in fish farming (Yes, we are that deliberate about your success)**
- **90 Days Direct Access tome**
- **AND... 100% money back guarantee if you're not satisfied with what you're getting after 90days**

You see it becomes really hard to place an actual financial price on it. But here's what's happening today...

The CMC program normally costs 50,000 naira

But when you sign up today.... You'll enjoy a sweet 50% discount thanks to the special introductory price available to the next 10 persons who sign up.

So instead of paying 50,000 naira... You pay only 25,000 naira.

A crazy deal considering everything you will be getting once you sign up today.

Beautiful.

Do you see how everything we are offering our buyer touches all the sweet spots?

Do you see how everything is beneficial to her starting a catfish business?

And more importantly how she feels she is paying for so little when she is giving you that 25,000 naira?

That is how an irresistible offer looks

like. Read it and internalize it.

Another important thing you need to know when crafting insanely good offers is...

Your offer is not just the price of the product.

I think this is obvious from the illustration above.

A lot of average copywriters think once the price is good, you're in for some feasting.

That is exactly why they will keep being average and earning \$40 per job.

An Offer is everything the customer is getting and exactly how she will go about getting it.

You can tell me that if I buy this perfume, all the girls in my office will get attracted to me.

I will surely be interested in that.

But when you tell me the perfume is made in America and I have to pay 10,000 naira and wait for 7 working days to get it.

Ah, it is not that deep. Please hold your perfume I will use air

freshener. Lol, that's why your offer is not just that cheap wonderful perfume.

Your offer is also everything your customer will do to have that product in her hands.

The more seamless you make it the better.

I once handled the marketing of a beard brand in Lagos, Nigeria. The brand wasn't making enough sales so I adjusted the copies.

From the copy written on the body of the beard oil bottle, to the packaging bag.

Then the next thing I did was say that delivery is FREE.

Mind you, the beard oil was already wonderful quality at a fair price.

I removed the 1,500 naira delivery fee and added it to the price of the beard oil.

Sales skyrocketed.

It is just that simple. What am I trying to say?

People felt bad paying 1,500 naira for a small bottle of just beard oil.

The main offer may have been great but everything the buyer had to do before receiving the product (delivery fee, picking up in the park etc) was not good enough. Hence, the reduced amount of sales.

I'm sure you know how to craft irresistible offers now, practice.

About Bonuses:

The bonuses are those extra parts of your offer you throw in to make people feel like, "Wow! This is a no-brainer".

It helps amplify the value you're offering.

Notice something, every bonus in the offer above is very beneficial to the person buying that product.

You cannot put a wrapper as a bonus in a real estate offer.

You must give the buyer bonuses that are beneficial to that offer. If you're selling a refrigerator what bonus can you add to it?

A stabilizer.

Think in that direction. You will be surprised at the number of people who will buy a 200,000 naira refrigerator because of a 6,000 naira FREE BONUS stabilizer.

This is a huge secret to outselling your competitors.

My clients get surprised how they sell the same thing with other vendors but end up making a whole lot of sales.

It is mainly in the breath-taking offers I craft.

5. MONEY BACK GUARANTEE

Dealing with skepticism.

In this digital age, people have been exposed to lots of ideas, products and services. Like I said before, people are being sold one thing or the other every single day.

From when they wake up to check their phones to WhatsApp status to billboards... In this age, selling is endless.

So, this increased the skepticism of the modern-day man.

They have seen a lot of things similar to your product but they are loving your product so far,

After hitting them with a killer headline, arousing their desires with a big idea, sumptuous lead, and beautiful offer now the best way to seal it all up is simply to tell them...

“You can trust me. I am confident this will change your life. If it doesn’t, hold me accountable. I will be here waiting for you”

Not word for word but this is what you should be communicating to your buyer in your money-back guarantee.

Ensure them that you got their back in case they practice it all and don’t see results.

People always want the assurance that you’re there for them.

This can take your sales letter from read & leave to read & buy NOW.

Example of a Money Back Guarantee:

Oh! One more thing...



No Questions 100% Money Back Guarantee

If after you take this course and you feel in any way that you have not gotten 3 times (3X) the value you're paying for...

Simply ask for a refund and you will be paid back in full, no questions asked.

After 30 days of having access to this course and you feel you're not okay with it, just reach out on any platform and you will get your money back in full.

Send your details like this.

Name:

Account number:

Proof of purchase:

Evidence of implementation:

Once you send this, an INSTANT full refund will be given to you. No questions asked.

6.. CTA

I have said this before and I will say it again, the difference between regular content writing and copywriting is the Call To Action (CTA).

When you set out to write your sales letter, you should always think about exactly what you want your reader to do after reading.

Is it to buy a sneaker?

Is it to buy sign up for an email

list? Is it to call a particular

number?

The action can be anything, it can even be as simple as to “**click the link below**”

Three key points to consider when fixing your Call To Action:

1. **It must be crystal clear:** Don't make people look for your CTA button make it clear for your 72-year-old grandma with little patience to see.
2. **It must be definite:** Tell them to do a particular thing don't jumble it up. One specific action in your whole sales letter. Don't try to sell two things at once. If it is a BUY DILDO NOW keep it that way, don't try to sell facemasks in the same salesletter.
3. **Strategize where you put it:** Remember this is a game of emotions, make sure to fix your CTA in when you know your reader is ready to make an emotional decision to buy.

Amateurs don't know these things. Little things like this count.

7.. URGENCY

Create a sense of urgency. Humans are lazy procrastinators. We may see something we like but say, “Later I will do this”...

But the truth is we seldom go back to that particular thing.

Think back to the previous two days. I’m sure there are some things you said you will do that you are yet to.

This is the importance of creating a sense of urgency.

Remember as a direct response copywriter, we want people to BUY but not just buy but BUY NOW.

We need to make them restless.

After making them feel you’re the solution to their problems, you need to make them want you NOW.

This sense of urgency can be in these forms:

1. **Product Scarcity:** Simply telling people that you have few products or stock remaining and the massive discount you’re giving them is only for these products. This gets people almost every time once you have done a great job in the body of your salescopy.
2. **Time Limitation:** This is quite common, you create a sense of urgency by telling them to buy now because the juicy offers you’re giving them will expire anytimesoon.
3. **Access to an exclusive bonus:** “If you buy this Louis Vuitton handbag NOW, you get to be one of the first people in New York to get a premium Le Chat Sunglasses which is yet to premieron...”

You get the gist. That is another way of creating urgency.

Make them buy now.

We don't want, "I will get back to you later". We want an immediate response.

8. SOCIAL PROOF

How can I not mention this?

This is a very important part of selling anything.

You walk into a 5 star restaurant in Paris for the first time.

The waiter comes to you and says with a French accent, "Bonjour Madame, this is our menu. What would you like to have".

You look into the menu and you see a lot of different French cuisines but you have never had them before, what do you do?

You see every 5 Star Hotel has a section where they point out that:

This is our most popular meal

They are not stupid.

Research shows that the Madame who has never eaten French cuisine before will most likely choose that meal that everybody wants.

Or ask for a meal that foreigners often appreciate. Or look for recommendations online.

That is the power of social proof.

Social proof is simply the approval of people.

In some cases, you can call social proof testimonials.

Humans by nature love looking out for testimonials or recommendations.

You will buy the new flavor of Indomie only when someone says, “It makes sense, try it.”

That’s just how it works.

So no matter what you’re trying to sell, make sure you include social proof.

It can be testimonies of people who have bought the product, it can be third party quotes from a credible character.

Imagine if you’re an actor trying to sell your skills and Genevive gives a third party quote that she believes you’re the future of the Nigerian movie industry, who in Africa will not consider hiring you?

That’s the power of social proof.

Congrats, you’re now capable of making \$300 per sales

letter. Sorry, what did you say?

You’re trying to say this isn’t what we

discussed? Lol, true.

But the onus lies on you, not me.

I have shown you a path, it is time for you to follow it.

Besides, I am not finished with you.

Let's double that figure

above. Can I have your rapt

attention?

Go over to www.instituteformaturalhealing.com

Also go over to www.moneymorning.com

Scroll down to the end on the page, put in your email and subscribe to their newsletters.

This is your gateway to blockbuster sales letters that are currently making millions in dollars right now or have made millions in dollars just a month or two ago.

Open these emails, click on whatever link that was attached to these mails.

These links will send you to a wonderful website where you will see these blockbuster sales letters.

Where is that microphone? Oh! Here it is, I need to make this loud...

Don't just read these million-dollar sales letters... STUDY them.

Grammy award winning rapper, J Cole in his Grammy-nominated song (Middle Child) once said...

"I studied the greatest, I'm the greatest right now..."

If you want to be a copywriter earning crazy amounts of money per sales letter, you need to study the greatest copywriters... Scratch that, you need to study great sales letters.

Agora Publishing Company is a company of copywriters that have made billions over the years.

The two email newsletter links I gave you are companies under the Agora Publishing umbrella.

Study those sales letters from time to

time. Dissect them.

Feast on them like starving hyenas and by Odin, you will never lack money again.

See you in the next course, you \$600 copywriter.

Golibe.