

Attention Experts and Entrepreneurs: *If you're ready to achieve greater success with your sales and marketing, without more time or expense, then READ ON to discover ...*

How to Quickly Enjoy Greater Sales and Profits In Your Business With a 5-Step Copywriting SYSTEM for Writing Crazy Effective Copy — Without Investing 1,000s of Hours to Become a 'World Class' Copywriter Or Spending \$1,000s of Dollars to Hire One!

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From the Desk Of:

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Dear Fellow Entrepreneur:

I always loved playing with magnets as a kid.

Positive. Negative. Repel. Attract. It's a magical thing to a six-year-old.

Then I got older and I learned about electromagnets.

I learned that the average electromagnet can pick up roughly 10 times its own weight when it is energized.

That's right ... *10 times its own weight.*

Yet, when it's *not* energized ... it doesn't have the power to lift a feather.

Well, electromagnets give us a great metaphor for writing world-class copy.

If your copy doesn't carry high emotional energy, it's just lifeless words on a page - with zero power to move people to action.

But *energize it* and your words will roar to life ... and with the right words, you'll find you can move mountains!

So can writing effective copy be as easy as "flipping a switch"?

Sorry, it's not quite that easy. You *do* have to know your product or service, and you

do have to put in a little elbow grease first.

However ... by the time you finish reading this report, you *will* have in your hands a super-simple, 5-step-system for brainstorming, organizing and writing highly effective copy that you can use to sell yourself, your products, and your services.

All with far more ease and *confidence* than you've ever experienced before...

And all with NO strings attached — it's completely free to you.

Sounds a little too good to be true, I know. But if you'll invest just a few minutes of your time to read this report — while suspending your disbelief just a *tiny* bit — I promise you, you'll be glad you did!

You're about to learn how to energize YOUR sales and marketing copy — just like “flipping the switch” on a powerful electromagnet — to quickly magnetize your ideal clients and customers to you.

First, you should know ...

Writing GREAT Copy Is Part Art, Part Science

Art in that there is a natural flow and rhythm to great copy.

Science in that there are specific, proven and time-tested principles, techniques and strategies for writing great copy.

Fortunately, the fundamentals never go out of style.

Human nature is unchanging, and so are the basic tenets of copywriting.

There's just one small problem ...

The average *successful* copywriter has spent hundreds — if not thousands — of hours studying these fundamental principles and techniques, and practicing the craft, to learn how to write effective copy.

Copy that seizes your attention, sucks you in like a 10-ton magnet, and practically *forces* you to reach into your wallet and pull out your credit card.

So how do you — as a subject matter expert or online business owner — learn just enough about the craft of writing copy to successfully sell your products and services, while “keeping your day job”?

That is to say ... *without* dedicating your life to mastering it, so you can continue to focus on what you do best?

Well, that is much easier said than done.

As I write this, I'm peering out over my desk at a bookshelf stuffed full of copywriting books and courses I've collected and invested in over the years. The hard drive on my Mac is packed full of hundreds more guides, reports, and checklists.

All approach the topic of writing copy from vastly *different* angles, share numerous *different* examples, and arrive at uniquely *different* conclusions.

The fact is, you could spend months and months consuming them all.

But let's face it, writing copy is just a *sliver* of your overall business. While it's clearly important, you don't have thousands of hours to invest to learn the craft.

You need a direct, bare-bones, down-and-dirty way to master it quickly!

How to Write All the Sales Letters, Emails and Ads You Will Ever Need to Power Your Success

I know how important your time is, and how little you have of it.

So I thought long and hard about how to give you the greatest ROI on your time invested here, so you can walk away with the most immediately useful information in the shortest amount of time.

That's why, instead of filling your head with the usual copywriting theory and principles, I'm just going to give you a comprehensive *tool* you can use in your business right now ... TODAY ... just as soon as you close up this report and get back to work.

A tool that will help to guide you in getting the powerful results you need!

So along with the report you are reading now, you should have received an Excel worksheet file called *The Ultimate Sales Copy Blueprint*.

If you haven't grabbed your free copy yet, you can [click here now to download it](#).

Go ahead and find that now, open it, and take a look ... I'll wait right here.

Ok, so now that you know what it looks like ... in the rest of this report I'm going to walk you through how it works, and how to use it to get the amazing results you need and deserve in your business.

No matter what product or service you are selling - or what medium you are selling it through - the fundamentals are always the same.

The Ultimate Sales Copy Blueprint will help guide you through the steps to covering all of these fundamentals in the easiest and simplest way.

Before We Start, There Are 3 Things I Think You Should Know ...

If you really take a minute to let these three things sink into your subconscious - and imagine how easy it can really be to write great copy - you'll find that the pressure and worry of "getting it right" will simply melt away.

So here they are, in no particular order:

1. **There's Nothing Mysterious About Writing Great Copy**

Legendary copywriter John E. Kennedy changed the face of advertising when he first stated that "*advertising is salesmanship-in-print.*" In other words, it's simply a conversation with your prospect on paper. Nothing more, nothing less.

If you can talk to a prospect face-to-face and persuade them on all the wonderful things your product has to offer, then you already have everything you need to sell them through any other medium.

The quickest way to blast through writer's block - and create powerfully effective copy fast - is to simply sit back in a comfortable chair, close your eyes, and picture an imaginary conversation with your prospect.

What would you say to them to instantly grab their attention?

How would you connect with them and bring the problem your product or service solves - a problem that *already* plagues them - into clearer focus?

What would you say to build interest and create a deep desire for finding a solution to that problem?

How would you introduce *your* product or service as the solution?

What facts or proof would you need to reveal to them to give them all the reasons why your product or service is the *best* solution to their problem?

Got it? Great!

If you can do that ... all you have to do is write out that conversation on paper, carefully review your word choices for the proper emotion and intensity, smooth out any transitions between thoughts, and you're on the home stretch.

If you *can't* do that, then it's time to go back and dig deeper into your product or service, and determine how it satisfies the needs of your prospect.

2. **There Is No One *Perfect* Way to Write Great Copy**

There are as many ways to sell a product or service as there are products and

services. An infinite number of ways, in fact. There is no one perfect way to do it. When you *really* get this, the fear and pressure will melt away.

A lot of new copywriters get caught up thinking there is one perfect way to write a sales letter or email. And if they don't write it *exactly* that way - the way a "pro copywriter" would write it - they're going to fail.

I know, because I suffered from this debilitating thinking when I first got started.

I believe much of this stems from the fact that many of the "gurus" selling their \$5,000 "how to write sales copy" courses and programs want you to believe you'll never make it without their "insider" secrets learned through decades of hard work and multi-million-dollar mistakes.

Yes, they have a lot of little nuances to teach you if you truly want to master the art of persuasion. And yes, there was a time during the golden age of advertising when the copywriting masters ruled the marketing world.

But there is no Holy Grail of secrets to study. And in today's highly interconnected online world, relationships matter more than anything else.

If you can carry on a one-on-one conversation with a prospect about your product or service (and let's face it, you *should* be able to do that with ease and grace)... then you can also learn how to translate that to great copy.

Whether you're fluent in "sales speak" or not ... if you can get *results* for your prospect — and you can *prove it* to them beyond a shadow of a doubt — you will be successful.

Focus on value and you'll get the Golden Goose!

3. **Writing Great Copy Is 80% Research and 20% Assembly**

No doubt you've heard of the Pareto Principle (a.k.a the 80/20 rule)? Well, that applies as much to writing copy as anything else. When it comes down to it, the best ideas generally win. And the best ideas come from research.

You know what else comes from research?

The best headlines, the best leads, the best benefits, the best proof elements, the best emotional appeals, the best offers, the best *[insert any element here]* — all of it comes from research of your product and market.

In the end, the best copywriters in the world tend to be those who invest the time and effort required to start out a project with superior ideas and information.

Ok, so now that you've let these three critical ideas sink into your subconscious and take root, let's get started!

The Ultimate Sales Copy Blueprint for Brainstorming, Organizing and Writing Powerful Copy

With the stage now properly set, let's jump in ...

If you open up *The Ultimate Sales Copy Blueprint* spreadsheet file you downloaded along with this report and look across the bottom, you'll see a set of tabs. These tabs represent the individual areas I'll be walking you through.

The whole purpose of this tool is to help you research your product and market — and organize your thoughts — *before* you sit down to write a sales letter, email or ad.

So you'll be prepared to write powerfully and effectively each and every time.

Step #1: Offer

Refer to the "OFFER" tab on *The Ultimate Sales Copy Blueprint*:

PRODUCT / SERVICE	MAIN COMPONENTS	PREMIUMS / BONUSES	PRICING / GUARANTEE	ORDER / DELIVERY
The Experts Guide to Launching An Online Business	6 hours of video training (a combination of "whiteboard" and "screen capture"), 6 modules and 22 sessions in all.	Two powerful video training sessions from Launch Your Online Course - the ultimate online course building system -- a \$xxx value, FREE!	Regularly \$297 - just \$197 during this special introductory "beta" launch. You save \$100 or 33%! Plus, bonus package worth \$xxx -- a total value of \$xxx for just \$197!	Online order form; plus toll-free xxx-xxx-xxxx, or intl xxx-xxx-xxxx. Delivery online via Kajabi content management platform.
	"Action Plan" worksheets for each module/chapter.	Two case studies revealing two highly successful courses based on Launch Your Online Course and how they did it -- a \$xxx value, FREE!	Full 30-day, money-back guarantee.	
	The most complete, most instructional Online Business Glossary available.	A sneak peak inside my personal Rolodex: A complete list of the software, systems and tools I use in my own business every single day -- a \$xxx value, FREE!		
	"Course Guide" providing new students with an overview / road map of the complete program and the best way to proceed.			
*** IDEA-SPARKING QUESTIONS ***				
WHO?	WHAT?	WHY?	WHERE?	WHEN?
Who is the prospect? Who are you to be making this offer?	What is the offer in simple terms? What does the prospect get for saying "yes"? What is your competition offering?	Why are you making this offer to him (on a deeper level beyond the obvious answer of profits)?	Where is this offer going to be visible? Where will ads be placed? Where is this market in terms of its trends, awareness, sophistication, and more?	When is the best time to present your offer? When should you launch your campaign, web site, send emails and anything else?
WHAT TYPE OF OFFER?				
Hard Offer: The classic "money upfront" offer. Demands prospect pay in full before he receives the product.	Soft Offer: The "send no money now" type of offer made by many book publishers. Takes more intense planning and calculations to make it work.	Negative Option: The "bill me 'til I cancel" offer made by people like Columbia House. Often made in conjunction with a soft offer: "Try it free for a month and then you'll be billed \$xx monthly thereafter".	Installment Offer: Can be either hard or soft. Most often used on products with higher price points. More prospects can buy because initial investment is lower.	Charter Offer: When you first launch a product or service and offer an initial one-time discount that will never be offered again.
Exclusive Offer: An offer to a select group not made elsewhere, such as to just one list.	Limited Offer: By limiting the supply of your product, you often make it seem more scarce and valuable.	Limited-Time Offer: Putting a deadline on the end of the offer you make adds an intense urgency element. Especially true when both the supply and time are limited.	One-Time Offer: Yet another way of limiting your supply and ramping up the urgency and demand. Make prospect aware he'll never see this offer again.	Meeting Qualifications: Forcing the prospect to "qualify" for your offer makes it appear more valuable and helps your prospect to feel special.
CRAFTING AN IRRESISTIBLE OFFER				
Target The Precise Benefits Your Prospect Is Looking For: Your main product and premiums should be an extension of what you discover about your prospect.	Be Overwhelmingly Generous With Your Premiums: Make them things your prospect would gladly pay for. Create a sense of generosity and value and tickle his greed glands like crazy.	Make Sure You've Got Super-High Perceived Value: Create the perception that the value your prospect is receiving well exceeds the cost. List the total values of premiums and include visual images.	Make Sure You're Being Believable And Credible: Overstating the value of your main product or premium is one of the easiest ways to ruin your credibility.	Present Everything With Compelling, Clear Copy: Tightly written, very you-oriented, continue building value by selling the unique benefits of your offer, sell highest value option first.

The first thing you need to realize is that your REAL product is your *offer*.

Ultimately, that's what your sales copy is selling. It includes your main product, your bonuses or free gifts, pricing, format and delivery details. In other words, it's everything they get and how they get it.

You always want to be crystal clear on your offer - with a full, detailed breakdown of each of the elements included - *before* you start to write the copy.

Here's an example of a complete offer for a fictitious product ...

Product / Service:

The Experts Guide to Launching An Online Business

Main Components:

*6 hours of video training (a combination of "whiteboard" and "screen capture").
6 modules and 22 sessions in all.*

"Action Steps" worksheets for each module/chapter.

"Course Guide" providing new students with an overview / road map of the complete program and the best way to proceed.

The most complete, most instructional Online Business Glossary available.

Premiums / Bonuses:

Two powerful video training sessions from Launch Your Online Course - the ultimate online course building system -- a \$xxx value, FREE!

Two case studies revealing two highly successful courses based on Launch Your Online Course and how they did it - a \$xxx value, FREE!

A sneak peak inside my personal Rolodex: A complete list of the software, systems and tools I use in my own business every single day -- a \$xxx value, FREE!

Pricing / Guarantee:

Regularly \$297 - just \$197 during this special introductory "beta" launch. You save \$100 or 33%! Plus, bonus package worth \$xxx -- a total value of \$xxx for just \$197!

Full 30-day, money-back guarantee.

Order / Delivery:

Online order form; plus toll-free xxx-xxx-xxxx, or int'l xxx-xxx-xxxx. Delivery online via content management platform.

Your offer is one of the most important factors for success.

A great offer can do exceptionally well even with below-average copy. But if you have a poor offer, the best copy in the world won't save you!

That's why it will pay you HUGE dividends to do your homework here.

You'll find some additional questions on *The Ultimate Sales Copy Blueprint* worksheet to help you brainstorm and create a powerful offer your prospect can't refuse.

Step #2: Competition

Refer to the "COMPETITION" tab on *The Ultimate Sales Copy Blueprint*:

Competitor X	Competitor Y	Competitor Z
MAIN PRODUCT The Experts Guide to Launching An Online Business	MAIN PRODUCT Info Marketer Money Club	MAIN PRODUCT The Experts Blueprint System
MAIN COMPONENTS 6 hours of video training (a combination of "whiteboard" and "screen capture"), 6 modules and 22 sessions in all. "Action Plan" worksheets for each module/chapter. The most complete, most instructional Online Business Glossary available.	MAIN COMPONENTS PDF manual: 9 "sessions" in all (332 pages). Video training session 2x per month for 12 sessions total. 90-minute live Q&A session 2x per month. Lifetime access. (Submit questions via email or phone prior to call). Members-only website archiving all audio, video and other resources. "IMMC Community" with members-only web forum Membership directory of all IMMC members for JVs, partnerships, etc.	MAIN COMPONENTS 328-page master manual. 10-step audio training session set (12 CDs) Quick-start guide 2' x 3' wall poster (diagram of the complete 10-step strategy) Demonstration videos for each of the 10 steps (including all technical stuff) Resource Directory (a list of the resources, vendors, web sites and tools they use for each step - delivered online) Done-For-You-Services and Outsource Directory (a list of other people or companies you can outsource certain things to - delivered online) Member's only discussion forum
PREMIUMS / BONUSES Two powerful video training sessions from Launch Your Online Course - the ultimate online course building system - a \$xxx value, FREE! Two case studies revealing two highly successful courses based on Launch Your Online Course and how they did it - a \$xxx value, FREE! A sneak peak inside my personal Rolodex: A complete list of the software, systems and tools I use in my own business every single day - a \$xxx value, FREE!	PREMIUMS / BONUSES 3-Session Recorded Teleconference Series - a total value of \$237 (\$79 each). A free news release written by them announcing your first web site, as well as a permanent link from their web site. Free Report: "A Newbies Guide to Quickly, Easily and Inexpensively Getting Your Course Online".	PREMIUMS / BONUSES The Ultimate Step-By-Step Success Library: 9 volumes total. (Various info on running an online business). The Internet Gurus' Keys to Success. (Over 12 hours of audio and video from big name gurus). Instant customized business website. (A custom Wordpress installation). "Bonus DVD #1: The Experts Blueprint System Live Video Orientation" (90-minutes) "Bonus CD #2: The 99% Solution: How to Be Ahead of 99% of Every Other Internet Entrepreneur" "Bonus CD #3: The Mr. Potato Head 4-Part Email Success Formula - Advanced Email Marketing"

In order to be competitive in the market, your offer has to be competitive.

The single most important thing you can do during your research is to check out your competition and inventory everything you can find out about them.

What products out there are similar to yours? What does the offer consist of? How do the features and benefits compare? The bonuses? The price? The guarantee?

Be thorough and carefully examine their marketing and advertising.

As an example, compare the fictitious offer above to the actual offer below from a competitor in this market (this is a real product but the name has been changed) ...

Product / Service:

The Experts Blueprint System

Main Components:

328-page master manual.

10-step audio training session set (12 CDs).

Quick-start guide.

2' x 3' wall poster (diagram of the complete 10-step strategy).

Demonstration videos for each of the 10 steps (including all technical stuff).

Resource Directory (a list of the resources, vendors, web sites and tools they use for each step - delivered online).

Done-For-You-Services and Outsource Directory (a list of other people or companies you can outsource certain things to - delivered online).

Member's only discussion forum.

Premiums / Bonuses:

"Bonus DVD #1: The Experts Blueprint System Live Video Orientation" (90-minutes).

"Bonus CD #2: The 99% Solution: How to Be Ahead of 99% of Every Other Internet Entrepreneur".

"Bonus CD #3: The Mr. Potato Head 4-Part Email Success Formula - Advanced Email Marketing".

"Bonus CD #4: Experts Predictable Profits Program: How To Have A Highly Lucrative Monthly Paid Continuity Program".

"Bonus CD #5: The 4 Reasons People Fail And 3 Simple Exercises To Permanently Eliminate Them".

"Set up of your web site for you on your own domain with a customized and search engine optimized blog, with all the right plug-ins and settings (a \$497 value)".

"One free ticket to the \$1,995 Everyday Entrepreneur 3-Day Intensive".

Pricing / Guarantee:

One payment of \$297.

Full 365-day, money-back guarantee.

Order / Delivery:

Online order form. The entire course is shipped hard copy. Only some of the supplementary material is delivered online.

Now, if you were to launch our fictitious product above into this market, how do you think the offer would fare?

Do you think you might want to improve it just a bit?

Probably.

Do you think comparing your offer to other offers in your market will help you to create a better product and give your buyers a better experience?

Definitely!

Step #3: Emotional Inventory

Refer to the “EMOTIONAL INVENTORY” tab on *The Ultimate Sales Copy Blueprint*:

PSYCHOGRAPHICS (Hobbies, lifestyle choices, purchase behaviors, media habits, values, etc ...)			
What popular web sites and blogs do they visit? What magazines and books do they read?	Topics of interest? Recurring themes? Words and phrases they use? Special lingo?	Problems consistently experienced? Likes and dislikes? Common enemies? Sophistication?	What other products would solve their problems or fulfill their deepest desires?
What has he purchased or tried before? Which appeals are strongest to him? What other products is he familiar with?	What's the competition telling him? What kinds of advertising messages and claims is the prospect being exposed to now?		
BELIEFS (Affect his thoughts and determine how open he is to the claims you make, including whether or not he believes your product can help him ...)			
What does he believe fundamentally about the issue/problem? Does he believe his body can heal naturally from anything? Does he believe it's possible to get rich quickly in the stock market? Does he believe investment newsletters are mostly useless and that nobody really gets rich off them?	What does he believe about the forces that affect this market? Does he believe that the government, crooked brokers and CEOs have the power to manipulate the market to their advantage? Or that drug companies and regulatory agencies conspire to limit his choices and ruin his health?	What does he believe about this type of product? Does he believe this product can work?	What does he believe about other editors or spokespeople in this industry? Does he believe that your type of company is trustworthy?
"Choosing the right marketing tactics to employ can dramatically impact my success."	"The gurus only teach you 90%."	"I must be doing something wrong."	"There are only a handful of 'gurus' online who are trustworthy and worth listening to."
"There is a specific right order to using marketing tactics to grow my business."	"Making money online should be easy."	"I am a good starter."	"Most 'how to make money online' programs are a scam sold by people who have never made a dime selling anything else."
"Other marketers know things that I don't."	"I am just as smart as those guys. I must be missing something."	"There's a secret - or some unknown knowledge - that I don't know that's preventing me from achieving success."	
"There's a perfect opportunity for me somewhere."	"I'm an idea person, not an executor."		
"There's just too much to learn."	"I often make things more difficult than they need to be."		
"I must be doing something wrong."	"I should be further along."		

So now that you have a deeper understanding of your product and offer, it's time to dive deeper into your prospect's mind.

In order to write powerful copy, you need to be fully knowledgeable about all the key factors that may affect your prospect's buying decision. Namely ... her beliefs, feelings, thoughts and behaviors.

Knowing these details about your prospect gives you a huge advantage, as it allows you to enter the conversation the prospect is already having with herself.

You, me, and every other human being on the planet — we are always having a conversation with ourselves in our own minds. Sometimes it's about what we're going to eat for lunch. Sometimes it's about things a whole lot more important than that.

More often, it's about our goals. Our dreams. Our needs and desires.

Your job whenever you sit down to write copy is to enter the conversation that your prospect is already having with herself.

If you can understand her hopes, dreams, and desires ... then you have the tools necessary to seize her attention and offer a powerful solution to a problem she already has and wants desperately to solve.

If you're trying to sell her something she doesn't need ... well, then you're doomed to failure before you ever get off the ground.

Her BELIEFS affect her thoughts, and determine how open she is to the claims you make, including whether she believes your product can help her.

What does she believe fundamentally about the issue/problem?

What does she believe about the forces that affect this market?

What does she believe about this type of product?

What does she believe about other editors or spokespeople in this industry?

Her DESIRES must be known if you are going to persuade her to buy your product.

What is her most urgent problem regarding this issue that she wants solved?

If she could wave a magic wand, what would she want more than anything else in this area?

What does she most want to avoid?

Her EMOTIONS are often what drives her; she buys because she feels a certain way, wants to feel a certain way, or wants to avoid an unpleasant feeling.

How does she feel when she looks for the kind of product you're selling?

How does she feel about your industry?

How does she feel about your competitor's?

How does she feel when she reads your ad?

How does she feel about your offer?

Take a look at the "Emotional Inventory" tab on *The Ultimate Sales Copy Blueprint* for some sample answers to get you started.

The more you know, the stronger and more intimate your sales copy will be.

Step #4: Features & Benefits

Refer to the “FEATURES & BENEFITS” tab on *The Ultimate Sales Copy Blueprint*:

[illegible]

When you know your prospect on a deep level, you know what moves them.

When you know what moves them, you know what product benefits you need to showcase and magnify in your copy.

First, it's important to understand the difference between features and benefits. Features are the concrete, tangible components of your product. Benefits are what those features do for your prospect.

Most beginning copywriters have a tendency to focus on product features to the exclusion of everything else. They focus on what the product *has*, rather than what the product *does* for the prospect.

You've got to know the features, yes. But you must dig deeper than that, and turn each individual feature into a powerful emotional benefit.

Here's how you do that (and move from simple, boring feature to high-power emotional benefit) using a feature from our fictitious product above ...

Step ONE: Primary Feature

List one of the main features of your product.

"Action Plan" worksheets for each module/chapter.

Step TWO: Reason Why

How and why is that particular feature advantageous to your prospect? What is the reason WHY that feature exists?

You get more than three dozen detailed "Action Plans" - checklists covering everything from finding your niche and selecting keywords, to researching your competition and creating your first online course - walking you through everything you need to know to start your own highly successful online business. Because in order to achieve real and lasting success (without having to experience all the painful trial-and-error I had to go through) ... you need to have a complete road map that shows you step-by-step exactly what to do and in what order.

Step THREE: Functional Benefit

What does that feature actively DO for your prospect?

Makes it easy and enjoyable for you to build an online business from scratch - by helping you get more done in less time, so you can build your new business as quickly as possible.

Step FOUR: Dimensionalized Benefit

Write a vivid description of what that benefit looks like in your prospect's life.

Finally, you can rest easy knowing you are following a proven, easy-to-implement road map for online business success! Gone will be the days spent frustrated and alone, filled with self-doubt and wondering "what the heck do I do now?" Instead, you'll discover the path to achieving your dreams truly can be a simple one - with the freedom to pursue your passions, to spend quality time with friends and family, and to become financially free once and for all!

Step FIVE: Emotional Benefit

How does that benefit make your prospect feel?

Imagine the joy, freedom and exhilaration of building your own online business from scratch - using nothing more than your laptop and the simple, step-by-step process you'll find in this course. No more lingering self-doubts about whether you've made the right decision. No more worry about waking up one day to find you've spent three months stuck down a dead-end rabbit hole. Just the satisfaction of knowing you're on your way to building your very own high-profit business. And all the while, you'll be building a legacy your family, friends and colleagues will admire and respect!

Can you see how going through this powerful process with each and every feature your product has to offer will help you uncover all of its rich, emotional benefits?

Can you see how doing it will virtually write your copy for you?

Step #5: Proof Elements

Refer to the “PROOF ELEMENTS” tab on *The Ultimate Sales Copy Blueprint*:

PROOF ELEMENTS					
MUST-HAVE PROOF STRATEGIES					
Offer Strong "Reasons Why": Why your product is different, why you'll deliver the benefits promised, and why he should act now.	Always Be Specific: Make sure every claim, reference and statement you make is as specific as possible.	Support Your Copy With A Logical Foundation: The airtight, if "A" then "B" then "C" argument that runs throughout your copy.	Follow Claims With Examples And Documentation: The immediate backup of every claim or promise with some sort of example or documentation.	Back Everything Up With A World-Class Guarantee: The risk-relieving demonstration of confidence you have in your product.	Use Compelling Testimonials: What real customers are saying about their experience with your product.
ADDED PROOF STRATEGIES					
Mechanism Of Action: The unique way, method or system in which your product is able to deliver the benefits promised.	Paint A Vivid, Compelling Picture: Highly detailed, vivid pictures that give your prospect conviction that you've actually "been there".	Demonstrate The Product: Showing how the product looks and works in action.	Be Somebody: Why the person standing behind the product is highly qualified to be selling this product.	Show Some Personality: Proof there's a real person talking to you about the product, rather than just a bunch of words on the page.	Brag About Your Track Record: The company, the product or the editor's record of success in keeping similar promises to those made in the ad.
Walk Them Through A Case History: Extended testimonials that tell the story of a satisfied customer who changed his life with your product.	Connect Your Product To Clinical Studies: Studies conducted by notable institutions that prove the nutrients in your product deliver a specific benefit.	Harness The Power Of Publication: Major publications that have talked about your editor, your product, the nutrients in your product, etc.	Demonstrate Your Benefit With Process/Graphic Sidebars: Visual, scientific looking images showing how your product works or why what you're claiming is true.	Feature Media Appearances: If your editor, owner or product has been mentioned, interviewed or featured on a notable TV show or channel.	Seek Out Celebrity Endorsements: Celebrities that vouch for the quality and benefits of your product.

Proof is the glue that holds your offer, ideas, features, benefits and all the rest of the elements you've intricately woven into your promotion together.

It doesn't matter ...

- How great your product is
- How much better you are than the competition
- How intimately you know your prospect
- How magnetic the emotional benefits of your product are
- Or how great your offer is

... If you can't prove beyond a shadow of a doubt that everything you say is true, your copy will quickly collapse like a house of cards when viewed under the intense scrutiny of a skeptical target market!

Earlier, I said relationships matter more than anything. This is where your *relationship* with your prospect plays a major role.

What I mean by that is, if the people on your list know, like, and trust you - and everything you put out gets eaten up by them simply because YOU created it - you've got a major advantage.

You won't need to write world-class copy to get world-class results.

But there's no excuse to use that trust as a crutch and be lax in your marketing. If you go to the "Proof Elements" tab on *The Ultimate Sales Copy Blueprint*, you'll see that I've listed 18 powerful ways to build proof and credibility into your copy.

Use these - and the spaces provided at the top of the worksheet - to brainstorm your own list of proof elements for your next product or service, and you'll easily find yourself writing much *stronger* and more *believable* copy!

So here's what to do now ...

How to Write the Best Copy of Your Life — Starting Long *Before* You've Written a Single Word!

Now that you've got the details on *how* to use the blueprint, here's the entire process for writing killer copy right now:

1. Fill out *The Ultimate Sales Copy Blueprint* on your first product or service.

Read it and get to know it like the back of your hand. Internalize what you've written. Then let your subconscious chew on it for a day or so... or more, if you have the luxury of time. If you don't have an answer for something, do the research and get it. No shortcuts!

2. Close your eyes and have an imaginary conversation. Imagine you're trying to sell your product or service to your ideal prospect "in person" and make it all as real as possible, by including all of your five senses - sight, sound, smell, taste, feel. What would you say? What gestures would you make? What tone would you use? It's critical to make this a *real* experience for your subconscious!

3. Start writing! Open the floodgates and let it all out. If you've gone through this process properly, you'll likely find the words will literally fly out through the keyboard as fast as you can type. Don't stop the flow, just do a mind dump, edit later.

4. Edit, edit, and then edit some more. Edit until you have a finely polished draft!

So there you have it ...

A 4-step, paint-by-number system for writing powerful sales letters, emails and ads that grab attention ... create intense interest and desire ... and get your prospects and customers to open up their wallets and invest in what you have to offer.

Once you've gone through this process with a product, you'll often find the copy will virtually write itself — as your subconscious will serve the ideas and words up to your conscious mind as you write.

Whether you're writing a sales letter, ad or email ... the words will just flow!

Now That You've Got the "Conversion" Piece of the Puzzle Mapped Out, It's Time to Turn On the Traffic Faucet

Will an endless stream of qualified leads solve all your problems?

Well no, of course not - but with an endless stream of qualified leads *and* a proven, profitable marketing funnel to feed them into...

It'll sure as heck give you the sales (i.e., the *cash flow*) you need to solve them!

And you know what? Facebook is still the absolute best source of qualified leads.

In fact, after seeing the results of an average of \$468,753 per month in profitable ad spend on Facebook since 2013, I can tell you without reservation...

- *If you're a coach, trainer, speaker, teacher, consultant, information publisher, or any other kind of subject matter expert...*
- *Or if you're a professional such as a dentist or lawyer, accountant or financial consultant, insurance agent or real estate agent, auto mechanic or roofing contractor...*
- *Or if you're a brick-and-mortar retail business of virtually any variety...*

No other ad platform on earth even comes close!

Google Ads?

Sure, it's got a place for search-driven businesses. For others, not so much.

Microsoft's Bing?

Perhaps, but the traffic volume is a joke. So there's no scale, and thus no point.

Content marketing?

Yeah, it sounds wonderful to give away amazing content in the hopes that people will buy because you're so generous.

Especially since it's "free" to you (not really, but let's pretend).

At the end of the day, it's little more than throwing junk against the wall and hoping there's a little Super Glue tossed into the mix so *something* sticks.

And everybody is trying to "move the free line" and give you *more, more, more*.

Consequently, everybody is screaming *enough, enough, enough!*

So how do you avoid all the extraneous crap and get straight to the real, measurable results you need to drive your business forward?

Well, first of all...

You Know Those 'Bulletproof' Formulas and 'Guaranteed' Strategies Everyone's Looking For?

Yeah, They Don't Exist. But You Knew That, Right?

You see...

In the good ole' days of online advertising and marketing, you could throw up a crappy website, bumble around with traffic, and still make a killing.

But not anymore, because the competition today is fierce.

A marketing mish-mash built on a weak strategy just won't cut it.

You need a *predictable, automated* lead generation system that you can test and modify and tweak until you have so many leads coming in that you can cherry-pick the best ones and still have leads to spare.

And the proven, profitable way to do that is with Facebook advertising.

But the rub is, there are...

- NO bulletproof formulas...
- NO guaranteed strategies or tactics...
- NO rules-of-thumb to guide you...

What's more, the game changes near-daily...

- You scale the ads on a campaign that's profitable only to find it almost immediately dive bombs everything. What if you had a strategy to incrementally increase your ads at the right time, in just the right amount, to avoid triggering a meltdown?
- A competitor launches a new ad, with a superior offer, that immediately starts to outperform you. What if you had an early warning system to alert you to exactly what ads they're running, and how they're performing, the day they launch them?
- You wake up to discover that a once-profitable campaign is now spitting and sputtering after yet-another algorithm update nukes your account. What if you could construct a blastproof barrier around your ad account to help shelter you from the inevitable fallout others will suffer from?

All of these reasons, and more...

Are why the vast majority of inexperienced (and uninitiated) newbies who try to advertise on Facebook inevitably lose their shirt...

Quickly burning through thousands of dollars trying to “crack the code”...

Ultimately, throwing up their hands and concluding...

“Facebook advertising doesn’t work!”

The facts, however, tell a far more exciting story...

Webinar >>> Strategy Session Funnel

\$6,731.24 in spend

1126 webinar registrants @ \$5.98

51 applications @ \$131.00

Ecommerce Website

\$9,342.82 in spend

\$44,136.99 in sales

Webinar >>> Info Product Funnel

\$17,116.42 in spend

\$35,964.00 in sales

Ecommerce Client

\$3,000,000 sales volume in 24 months

Yes, these are real results being achieved by real people - and results like this could *potentially* be yours, as well.

So long as you understand...

4 Dirty Little Secrets of Advertising On Facebook

If you want to succeed with Facebook, there’s something you need to know.

In fact, there are FOUR somethings you need to know before you can achieve long-term success, rather than a fleeting glimpse at living the dream.

Let’s start with a reality check on expectations...

Dirty Little Secret #1: Facebook Is NOT a Quick Fix for a Crappy Strategy!

I frequently happen upon those who think throwing a bunch of money at Facebook is going to *automagically* solve all their problems.

It won't.

What it *will* do is quickly reveal where your biggest problems are, so you can fix them.

And that can be incredibly helpful, so long as you know what you're doing and are doing it in a controlled, measured environment.

Here's the thing...

If you have a crappy product, or crappy marketing, or just a flat-out crappy business strategy, *you can't fix it simply by throwing more traffic at it.*

That's why closely related to this is...

Dirty Little Secret #2: Facebook Is Only HALF the Battle!

The other half is your marketing funnel.

Your product. Your offer. Your sales page. Your follow-up process.

Author and motivational speaker, Jim Rohn, once said, "the fortune is in the follow-up."

It is, indeed.

In fact, most research suggests that a prospect needs to be exposed to your brand or product a minimum of SEVEN TIMES before they will buy.

In other words, you can get Facebook working for you like a well-oiled machine, sending you a never-ending supply of the best leads in the world...

But if your funnel isn't optimized properly, you'll bleed those leads like a stuck pig!

That's why if you call me to supercharge your lead generation for you, the *first* thing I'll do is ask you about your funnel and whether you've got any results to show for it.

Once you've got a proven business strategy and a solid marketing funnel in place, you can focus on the Facebook platform itself.

And the critical thing to know about Facebook itself is...

Dirty Little Secret #3: Facebook Was NEVER Built for Advertisers!

Let me explain...

The Facebook platform is a *community*, first and foremost.

It was never built for advertisers. It was built for the members using it.

As such, its goal always has been (and always will be) to give its members the absolute best overall experience possible.

If you contribute to their ecosystem by making the overall experience of its users better, then you get *cheaper* costs and the *privilege* of continuing to advertise.

If you don't contribute to their ecosystem, and create a bad experience for its users, then they'll simply charge you into oblivion until you *go broke* and *go away*.

So if you think you're just going to hop on Facebook, throw up a couple of ads, and be profitable... you're in for a seriously rude awakening...

Because the clickthrough costs alone are going to bleed you dry!

These days, advertising on Facebook only works as part of a wholistic, balanced, and strategic approach.

And that's one of the chief reasons why...

Dirty Little Secret #4: Facebook Is NO LONGER a Layman's Game!

Advertising on Facebook isn't for the faint of heart.

Wannabe entrepreneurs still believe in the fantasy of throwing up a sales page, learning how to publish an ad in a couple hours, and raking in cash the next day.

But the good 'ole days where "all you need is a laptop and an internet connection and you too can make a fortune from home sitting around in your underwear" are gone.

Because the horse-and-buggy strategies of last year, or even just a few months ago, are already obsolete... and you're going up against fierce competition from experts who live, breathe, and sleep marketing and advertising 24/7/365.

To compete today, you must...

- Take advantage of **audience targeting algorithms**...
- Learn the **fine art of high persuasion**, including behavioral prediction and analysis...
- Master the use of **advanced automation** and **follow-up systems**...
- Stay abreast of **rules and algorithms that ebb-and-flow** like the tide, fluctuating on an almost weekly basis...
- Construct powerful **campaigns that work with Facebook's algorithm** versus trying to hack the algorithm, or to go against it...

- And so much more!

That's a *lot* of skills to learn and master, and it's just the bare minimum.

And that's why it poses such a serious problem for many aspiring, and even seasoned, online business owners who are used to the 'do-it-yourself' approach.

FIRST, people who are experts in a particular field don't necessarily have the aptitude, desire, or time to fumble around trying to master advanced advertising skills.

SECOND, even with all the newfangled "DIY-friendly" platforms and training programs available to help make doing all this stuff a bit easier...

You still have to sift, sort, and test it all to figure out what works and what doesn't.

You still have to take the time to learn it, set it up, and get it all working seamlessly and flawlessly, and then you have to master it.

And as Apple co-founder, Steve Jobs, was fond of saying, *"Deciding what not to do is as important as deciding what to do."*

That's why wisdom from experience is the absolute fastest, and best, shortcut to achieving consistent profits - without being chained to your business and grinding away 70 to 80+ hours a week.

Because while there are no bulletproof formulas or guaranteed strategies...

There are proven time and money-saving principles, practices, and "if this, then that" protocols that can only be learned through experience.

THIRD, even once you've done all this successfully, it doesn't leave you with a whole lot of time to do the important things in your business.

The things that you got into business for in the first place.

Things like creating, marketing, and selling your products!

And that's where I can help you, because...

**I Eat, Sleep, and Breathe Advertising and Marketing.
It's Not Just a "Necessary Evil" for Me, It's a Passion.**

Think about that for a minute, and ask yourself...

Are you passionate about advertising and marketing?

Or is it just a *means to an end*?

Because if you're not passionate about it, you're not going to do it well...

You're not going to do it effectively...

And an awful lot of potential leads and sales are going to slip through your fingers in the name of trying to do it all yourself.

That's why for most online business owners, the simplest option (and more often, the best option, at least in the beginning) is to hire someone to do it for you.

So you can focus 100% on what you got into business for in the first place.

Of course, that decision brings with it a whole host of other potential pitfalls.

Because while paid advertising gives you the potential to test small, roll out fast, and scale big in a matter of weeks...

The flip side is, it's also the fastest way to lose money.

And the cold, hard truth is that Facebook agencies are a dime-a-dozen.

They're popping up on nearly every virtual street corner... and if you hook up with the wrong one, they can quickly blow through tens of thousands of dollars of your cash in a few skips of your heartbeat, with little or nothing to show for it.

For example, I just typed "Facebook advertising agency" into Google and a bunch of courses popped up promising to teach me how to set up a Facebook agency...

- "How to Run a Facebook Marketing Agency"
- "Create Your Own Facebook Marketing Agency From Home"
- "How to Grow a 6-Figure Facebook Ads Agency"

And oh yeah, this has got to be my favorite (on Udemy.com)...

- "Facebook Marketing Agency: Build a Facebook Marketing Agency" - normally just \$199, but on sale today for only \$10.99!

Kind of makes you feel all warm and fuzzy inside about hiring an agency, huh?

You see, it doesn't take a whole lot of training to learn how to set up campaigns and turn dials inside Facebook. But those who are experienced in campaign structure, optimization, and scaling strategies are few and far between.

What's more, getting your creatives right (ads, landing pages, etc) is half the battle.

Yet people who understand BOTH the technical side of digital advertising and the proven "old school" direct response marketing and copywriting principles are scarce as hen's teeth.

That's where my training with legendary copywriters and marketers gives you a priceless advantage. I know the leading-edge strategies that work on Facebook, but I also know how to create messaging that converts...

Which is, by far, the hardest thing to do in this business.

What's more... I do this stuff every day, *day in and day out*.

I read about it, study it, and test it... *voraciously*.

I stay plugged in daily... paying a bundle of money to be part of high-level mastermind groups with other agency owners and online marketers...

Where all we do is talk advertising and marketing strategy - including optimizing and scaling, funnel optimization, and more - comparing notes and sharing strategies and tactics, keeping up to speed on what's working now and what's no longer working...

Many of whom have connections with people *inside* Facebook, and that means getting a heads up when Facebook is about to implement sweeping changes that require quick adjustment.

You see... I do all this so my clients don't have to.

Because the ultimate dirty little secret that many don't learn until it's too late is...

The online advertising and marketing landscape changes far too rapidly for one entrepreneur, working on their own, to be able to keep up with it all.

So if you do make the decision to do it all on your own, the biggest gift you could ever give yourself is to join a mastermind (multiple masterminds) where you can connect with other entrepreneurs.

Otherwise, you will be left behind.

On the other hand, if your know-how of advertising and marketing is limited, and you know you need to go beyond simply dabbling in ads and squandering your money...

If you don't have the time or manpower to properly research, develop, test, optimize, scale, monitor, tweak your campaigns on a daily basis like you know you should...

Or if you're having trouble finding a reliable outfit to do it all for you...

My team and I can help you:

- **Lower your lead cost** and **increase your EPCs...**
- **Map out new ad channels** and **discover new audiences** that are a potential

gold mine...

- **Build out your lead generation strategy** and set up your initial (or next) ad campaign, so you can bring in consistent and predictable leads and sales over the long term...
- **Develop new themes, angles, and ads** to slash your costs using our proven systems...
- **Put you in a position to blast through your “scaling plateau”** once and for all, so you can smooth out revenues in the midst of ever-rising CPCs and changing ad policies...
- **Work with you frequently to fine-tune your advertising**, so you can continue to grow your income steadily week after week, month after month.

And if you're yet to try Facebook, but you'd like to get a steady stream of qualified leads each day, day in and day out, like clockwork...

I'll help you strategize, prepare, launch, scale, and optimize your campaigns the right way, right from the start...

So you've got the absolute *best* chance of making paid media work for you.

Plus, There's a Whole Lot More Waiting for You ...

Should we decide to work together, I'll help you create a strategic plan of action.

We'll get on the phone together — or use Zoom — and we'll talk about where you are now... where you want to go... and how to bridge the gap.

In other words, we'll take a look at what you're doing right now in your business and determine if it's actually the best route to get where you want to go.

If it is, we'll tweak it together.

If it isn't, we'll blow it away and create a new strategy for you.

So if you're just getting started, and are struggling with the technology piece of the online business equation... we'll figure out the best online marketing platform and software for you, and your options for setting it up quickly and painlessly.

And if you're ready to scale with Facebook, which means doubling — or perhaps, tripling or even quadrupling — your business in the next 12 months...

Well, we'll devise a strategic plan of action for getting you there that you can start working on immediately, the minute we get off the call.

But that's just the beginning...

FIRST, as a client you get direct access to me.

I'll not only guide you to the right strategies, but I'll design them with you based on your goals, dreams, and objectives for your business.

All built upon a foundation of proven, fundamental business-building techniques and strategies, rather than the latest short-lived "flavor of the month" gimmick.

Sometimes all you need is one small change in strategy or thinking – or one minor decision made differently, based on the knowledge of what works and what doesn't – to drive your success forward in a major way.

Conversely, it only takes one bad decision to send you down a rabbit hole that could take weeks – *and possibly, even months* – to dig yourself out of.

I will be your lifeline to ensure you're making smart decisions, and to pull you out quickly if you've already made some bad ones.

I know firsthand how difficult it can be to transition from reading yet another book or manual — or taking yet another course, or watching yet another video, or attending yet another webinar — to taking *real, measurable* action.

When I first got started, just the thought of having to decide on a *single* course of action to focus on each day would send me into a spiral.

My body would tense up, and my mind would bombard me with images of failure and falling flat on my face for making the wrong decision.

Every time I think back to my own experiences of it, a flood of emotions overwhelm me and I feel like I'm suffocating.

Maybe you've had that experience? Maybe it was recent?

This is all about getting you — and keeping you — on the *right* path, so you don't have to experience that anymore.

Imagine spending your time each day doing what you're passionate about, rather than constantly having to worry over whether you're making the right decisions.

How much more could you accomplish, and how much easier would it be?

SECOND, just as importantly — you get accountability.

You know as well as I do...

When you spend most of your day behind a computer, it's oh-so-easy to feel alone and

cut off from the outside world.

It's easy to spin your wheels, making little progress month after month, even though you *think* you're getting results and moving forward.

Well, that's just not going to happen.

You'll have your feet held to the fire... you'll be living and breathing your online business... and I'm going to pull you up by your bootstraps, as little or as much as you need it.

We're only successful when you're successful, so we won't let you falter!

There's Just One Important Caveat...

You need to know that we can't help everyone.

If you want to "get rich quick" doing minimum work, please don't waste your time.

I only want to work with experts and entrepreneurs who are ready to build an extraordinary business that gives huge value and over-delivers on a massive scale.

I won't waste time with tire-kickers and wannabe's.

If you're not willing to put in the work required to build your business, neither am I.

However, if...

- **You have a valuable expertise** you want to share with the world...
- **You know you were meant for something *bigger*** — and you want to get there a lot faster (and with more *impact*) than you currently are...
- **You care *deeply* about your prospects, customers and clients** — and know in your heart-of-hearts that you're capable of servicing them on a far greater level than you are right now...
- **You care about the long-term growth of your business**, rather than short-term gain (i.e. you won't fall for the latest "shiny object" or marketing "gimmick" promising instant riches)...
- **You are someone who can accept coaching** and follow directions...

Then I'd love to talk to see if I can help you make an even BIGGER impact on the world — while enjoying your business more, and making a lot more money in the process.

Here's what you need to do next...

Schedule a Short 30-Minute Discovery Call

You'll be asked to complete a *Confidential Application* consisting of a few questions about your business and what you're looking to accomplish.

I'll personally look over your application, and then send you a personal response by email. Not just some automated follow-up mumbo-jumbo.

If I believe I may be able to help you, I will confirm our time to talk.

If I don't feel I can help you, I'll tell you why. What's more, I'll tell you exactly what you need to do to get in a position where I *can* help you.

Either way, I'll let you know.

So be sure to complete the form fully, clearly, and accurately.

If you're ready to dig deep and start getting serious results for your business...

Then I look forward to chatting with you soon!

A handwritten signature in black ink that reads "Paul". The letters are cursive and fluid, with a long, sweeping tail on the final 'l'.

Paul Maxey
Founder & CEO
In The Mitten Media, Inc