



Welcome

First things first ... thank you very much for getting this eBook. :-)

My name is Louis Allport and I recently spent several hours grilling master copywriter Alex Mandossian on exactly how to write copy that floods your web site with sales. Now Alex's time doesn't come cheap, so you really are getting his secrets here at a steal.

In this eBook, you get two hours of that exclusive marketing interview where Alex reveals (for the first time anywhere), his 10 step proven formula for writing killer web copy. It's one of the most step-by-step and well detailed systems for writing copy that I've seen. Apply this simple formula, and I'm sure you'll see the difference in your profits.

Sincerely,

Louis Allport

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www.10StepsToKillerCopy.com



About Alex Mandossian

During the past 12 years, Alex Mandossian has helped his clients generate over \$183 million in sales from TV spots, infomercials, QVC and Home Shopping Network, national retail catalogs, space ads in Parade Magazine and USA Weekend, direct mail, Web marketing, and postcards.

Alex's specialty is turning simple mailed postcards into web site traffic, and converting even more web site traffic into a flood of sales.

Visit his web sites at:

www.MarketingWithPostcards.com

www.CopyWritingCoach.com

www.Mind-Motivators.com

www.MarketingBrainDump.com



About Louis Allport

Mr. Louis Allport specializes in offering tools and information to help people make at least a full time income selling information over the internet from anywhere in the world spending very little money in the process.

Louis initially started in direct marketing several years ago running a mail order business selling exclusive information products. Now his information business is 100% online, and runs it full time practicing exactly the advice he shares with others.

Visit his web sites at:

www.ReprintRightsEveryMonth.com

(exclusive reprint rights products - like this one)

www.InfoProfitsTalk.com

(forum for information publishers - launches August 2003)

How To Position Yourself In The Market For Success

My first question Alex is for those that don't know you, could you tell us a little bit about your background please?

Sure. I started as an infomercial marketer, a television commercial marketer. And that was during the early 90's, about 91, 92, when the infomercial business was flourishing.

The advertising rates on the cable stations, in the US, and even overseas in the UK and in Europe were more affordable and a little guy of maybe \$40,000 - \$50,000 budget could compete with the big guys, Fortune 500 companies, because they would buy the odd hour times between 1 AM to 6 AM because of a concept called the Isolation Factor which direct response guru [Alvin Eicoff](#) talks about.

When there's a program you're watching that you're really not interested in, let's say a B-Movie, then a commercial looks more interesting. So the best direct-response television spots whether it's a 60 second, two minute, or a 30 minute infomercial ... which is what I did, I wrote those spots as a copywriter, and I also took the winning spots infomercials and took them to [QVC](#) both overseas and domestically here in the United States as well as the [Home Shopping Network](#).

We took them to print advertising such as [Parade Magazine](#) and [USA Weekend](#) in the States, as well as overseas catalogs and domestic catalogs and then finally into retail and some of the products included the [Thigh Master](#), Ron Popeil's [Ronco Food Dehydrator](#), and many of his other products -- The Contour Pillow which many folks may know of, that was in the early 90's, the [Doctor's Book Of Home Remedies](#) by Rodell Press, [Time Life](#) Books, we did a lot of videos with them, the Wild Animal Series, and Home Improvement Series and a host of others.

I learned the trade on television because it was so darn fast, and immediate, the responses were almost immediate. On [QVC](#) you would know within the first 5 minutes if anyone was interested in your offer, which is like catalog television.

So there I learned the trade of copy and direct marketing and I learned if you can soften the market through television and print advertising whether direct mail or catalog, and then ultimately retail, it would be a lot easier to do.

And direct marketers like [Joe Sugarman](#) and others, there's very few people like him, he's certainly one of the masters, he did the [BluBlocker](#) campaign of course with the BluBlocker sun glasses. Those types of offers worked best because they were direct marketing offers and the genesis of those offers started with master copywriters like a [Joe Sugarman](#).

So what's important to know, in this interview anyway, is that copy is like oxygen to a campaign, although there's many elements to a great direct marketing campaign, copy is the oxygen and where I learned my trade is just by gathering books. I have over 2,000 rare books dating back to the 18,00's.

Many people don't realize that the first magazine ad was written by Benjamin Franklin in 1741, it was in his May issue of The General Magazine by Ben Franklin and from that point all the way to the present, I've collected virtually almost every book on advertising, copywriting and marketing and over the past 12 years I've helped my clients build over \$200,000,000 in sales, through some of the techniques we're going to talk about.

I started on television, eventually went into direct mail, then into retail and then now, most of my work is done online, and what I'm known to do is I'm an offline specialist, conversion strategist, to generate online business. And I guess the topic today is proven web copy and online formulas to create good web copy.

And what's quite remarkable about you is you are working a lot online now, but you've really honed your skills offline, where it's more expensive to test.

Indeed. Well offline is an infomercial, that is not a virtual medium, that is an offline medium of advertising, as is direct mail, as is telemarketing, as is fax broadcasting. Online is limited to web sites and email, and because it costs so much ... right now it'll cost a little over \$100,000 if you make a decent infomercial, just production, and you need at least \$50,000 or \$60,000 to put it on the air.

A spot in a good day-part, or time frame, for 30 minutes is going to cost you ... that would be an infomercial, a spot is generally short-form which is 60 seconds, or 120 seconds which are not available as much as they used to be, but an infomercial would cost anywhere from forty to fifty thousand dollars just to air for that time. And sometimes less.

But you'll find them on the weekends, I think all over the world, definitely in the US, because again of the isolation factor that I talked about earlier, and it is very very cost preventative.

Well you can do that for nothing, for a pay per click campaign in [Overture](#) of maybe \$100, \$200 you can do that on the internet, which is exactly the same type of marketing, you're directing eyeballs and it's a visual medium in full color, you're using copy, and sound, which we'll be talking about, to direct eyeballs, capture attention, derive interest, create a desire, a burning desire hopefully, and to illicit action. And there's an S in that formula, I just mentioned the AIDA formula, A - I - D - A, Attention, Interest, Desire, and Action.

But there's an S and that is Satisfaction. Creating customer delight or satisfaction and that comes through unadvertised bonuses, such as through autoresponders, and all of it is free on the internet.

So I made the leap between direct marketing on television and print over to the internet and it's a funny thing Louis, many of the colleagues whom I've known for years haven't made that shift, haven't bridged the gap between the older medium and the newer one, and why, I don't know? I don't think they trust the internet.

I look at it as just another channel of communication and marketing. Many folks on the internet look at it as the only medium of communication and marketing. I like to use a clicks and bricks marketing technique which is using both offline and online ... and my good friend and colleague and genius and millionaire John Reese, he calls it the hybrid product marketing model.

Since of course as I'm in the UK if you do mail order campaigns it's probably unlikely I'll see them, but obviously I see your web site and from when we've spoken in the past, you've mentioned that after somebody orders from your web site you do follow up on them with a postcard campaign.

With postcards, with email, with fax broadcasting. I follow up with as many different forms of media because I'm not certain that I'm always going to be a welcome guest into their world.

Imagine someone purchased something from me, maybe their child is crawling up on their back, their two year old, and they're trying to read my email ... inadvertently they delete it into cyberspace.

Whereas if they got my follow up via fax, it's right next to their computer typically and they can read it ... it's physical ... or through postcard -- unlike email is not attaching a virus to it, and it's in full color, it's not clothed via an envelope, and besides being very inexpensive in this country to send, and I think in the UK many marketers do use postcards, I've had many students in the UK with my [Marketing With Postcards course](#), I think it's a very effective and attractive medium that is going to replace email to capture attention. So yes I do a lot of following up with that and specifics we'll get into very shortly.

And one final thing I'd like to mention about the site [Marketing with Postcards.com](#) ... was that actually your first website?

The reason I ask is because that was almost an immediate success from what you've told me, from quite a low amount of traffic you make very good sales from that, so that just goes to show that with a strong background in direct marketing, you can move that onto the web and almost immediately start making profits.

Well, my colleagues laughed at me from direct marketing when I decided to go online with that in the year 2000. I started writing that book at the beginning of the year 2000, and you want to know the quick story behind why it was postcards and nothing else?...

I look for the niche that is not owned by anyone. And so I looked at the internet marketing niche and knew very little about that at the time, and people like Jonathan Mizel, Corey Rudl, Declan Dunn, Patrick Anderson, many people of that ilk ... Ken Evoy, Marty Foley, even now Armand Morin and Joel Christopher, people like that, they owned that niche, because it's very competitive, and internet marketing was very difficult to compete with.

Direct mail, certainly people like [Dan Kennedy](#) owned that niche, as a how-to marketer so why would I compete with Dan? He's made millions not only in dollars, but he's made thousands of millionaires out of teaching them. [Ted Nicholas](#) is the king of space ads, so owning that niche, although I know a lot about writing space ads, would be futile.

Also in the other venues such as telephone marketing and just direct marketing in general there's [Jay Abraham](#), and others so why would I want to compete with people like those? [Joe Sugarman](#) in another one whom I mentioned earlier.

Then I looked at postcards and I knew a lot about postcards because I built an entire product line -- the world's most expensive whitening toothpaste called Super Smile. I was working on Madison Avenue at the time in New York and I built about a five and a half million dollar business largely on mailing postcards so I knew a lot about postcards in the early 90's. I thought "There's a niche that really is not owned by too many people".

A gentleman by the name of [Markus Allen](#) used to own part of that niche and there are a few other folks, [Brian Keith Voiles](#) who I think is retired now, I'm not really sure ... he wrote Postcard Profits. I have a testimonial from him on my web page. And [Bob Leduc](#) who I believe is in Las Vegas, Nevada, he wrote How To Build Your Small Business Fast With Simple Postcards.

And so I noticed these folks are far and few between, and many of them aren't even doing postcards any more. [Markus Allen](#) doesn't talk about postcards as much as online marketing so I thought what a great niche to focus on, so that's what I did.

I wanted to become the postcard guru and it's embarrassing, because I really don't think postcard guru status is that much of an aspiring place to be, because sometimes it's a bit like plagiarizing a comic book, but postcards are extremely powerful, they do work, and they're like billboards by mail, or web sites by mail, and so I began to own that niche.

And I sold a brick and mortar product which is a physical product on the internet, it took about four to five months and I did the first five-figure month, a little over ten thousand dollars, about four or five months into it.

Last month I did just over \$30,000 and it's not just selling the course Louis, I only sell about two to three courses per day at \$247 American, I also have a CD-ROM version for \$147, it costs less because I don't have to print out the pages and mail them.

And there's a bunch of bonus gifts and if anyone's interested they can go to [MarketingWithPostcards.com](#) and just read the letter and see why I get so many people into my autoresponder sequence.

But it's a clicks and bricks campaign, I'm selling a physical product and I'm using autoresponders, I'm using phone calls, I'm using postcards, I'm using all sorts of things to capture an order, but it's in an area that really no other major marketer other than someone like [Bob Leduc](#) who focuses on network marketing and is not really even in my industry, doesn't focus on the same customers I do, is in. I mean I'm the one. Basically.

And so I went in to own that market within the information publishing arena. So my marketing identity ... my industry is information publishing, my niche is postcard marketing, and my marketing identity, everyone should know their marketing identity, it's what you would say when someone asks you "Hey, what do you do?".

My marketing identity is teaching small business owners how to attract and convert more web site traffic by mailing ordinary postcards.

Let me repeat that. My marketing identity when someone asks me "Hey, what do you do?". You know, at a conference.

I was recently in the UK with Manhattan Direct, we had a lecture series with The System, Ken McCarthy and Jon Keel and Jim Maddox, and Yanik Silver and Kirt Christensen, and there are many folks sitting in the audience that asked me "So what do you do?".

And I told them this: "I teach small business owners worldwide, on how to attract and convert more web site traffic by mailing ordinary postcards". Now very few people do that Louis.

So it's a very sound marketing identity and that's why I've chosen this area of postcards. Now online, I've carved a niche which no one owned, and now it's becoming more and more prevalent, and I'm delighted and flattered that it's happening. Before everyone just talked about internet marketing, about a year and a half ago I started talking about conversion. So traffic conversion versus traffic creation.

I'm a pathetic traffic creator, I get about 100, 125 visitors a day. I'm a pretty good converter because I make five-figure profits month after month with less than 125 visitors. And that's through coaching, that's through consulting, that's through postcard printing, that's through other affiliate campaigns on and offline, and that's through selling my courses.

So the 125 strangers who are coming to my MarketingWithPostcards.com web site are having the ability and the opportunity to do many, many styles of business with me. Not just purchase a postcard course.

And through that process I generate that kind of income, just through that course. I have other income from other ways but just through that landing page which is a two, three page web site, it is possible to make a lot of money and again these are some of the things that online and proven web copy can do and the formula is more than just words, it's a plan to systematically give the reader an opportunity to get much more than just your core offer.

And also of course by doing that you're positioning yourself in a very focused way in the market, so when clients start working with you, you can offer them other broader services which you wouldn't offer initially.

Initially you appear in a very focused way, and when clients work with you more, you can offer your copywriting services, and further services.

Indeed. You bring up a very good point Louis, and that is that those other services have a halo effect ... a halo effect meaning it almost virally moves on to other venues of marketing when I'm delighting a customer who came to me via postcard marketing, I also surprise them.

I become less predictable and they go "Wow, I didn't know that you're one of the top ten freelance direct marketers in America". They read that in a magazine and they say "I thought you were just a postcard marketer, I didn't know that you were a conversion expert".

So the biggest fear many copywriters have or even direct marketing copywriters and marketers is that they're going to be too specific and I like to tell them, even with my coaching clients, you can never be too specific, ever.

Be specific, eliminate all the other possibilities, let people have a perception of what your marketing identity is. Again for me it's teaching small business owners how to attract and convert more web site traffic by mailing ordinary postcards. I do far more than that.

But once I have that as a hook, then the halo effect begins when I show them, heck I'm a coach, I can teach you about direct marketing. I'm a copywriting coach, in fact I have CopyWritingCoach.com ... on the internet you can go there and I sell a book called [Copywriting Classics](#), which are all the great classics that every library should own. Or it should be in every marketing library anyway.

And so these things start to geometrically expand and flower as a perception of me when I'm starting very specific and then expanding out, and I highly recommend that. It's an old cliché that we use as Americans use, if you're a jack of all trades, or perceived as a jack of all trades, you're going to be perceived as a master of none.

I'd rather be perceived as a master of one trade and have people not do business with me because they didn't know I did other things, and have specific people do business with me, and capture their interest in the other things that I do. Does that make sense?

It does, absolutely. And just one other example similar to that that I can think of is when people put up web sites with let's say a lot of affiliate links, or a very general web site, especially let's say related to internet marketing ... if you keep it too general there's so many of them people would visit and think "What's the point? It's the same as every other web site". And move on.

Make it a lot more specific and it can hook people in. Obviously, by being very focused it could hook a small percentage but if you think internet wide that percentage can still be a large amount of people.

There's no question. I do something very interesting that will dovetail nicely from that statement. I have a web site called AskAlexMandossian.com.

It just went up, and the reason I did it is because many people have one question to ask me. And they can't ask that question the way they would like to. Email doesn't typically cut it, so every once in a while I'll send out an email and say "Okay, I'm doing AskAlexMandossian.com" and the only difficulty is how to spell my last name.

But if they get that correctly they'll go to AskAlexMandossian.com and I'll typically have a lightning round hour of questions. And so what happens is I'll say "What's the single most important question you have about blank?"

So it could be about postcard marketing, it could be about traffic conversion on the internet, and then a bunch of people respond, they pick a certain hour, and then I give them a five minute slot, 300 second slot, to ask me that question.

And so I get however many 5 minutes are in an hour, I think it's 12. They're assigned a time slot and according to time.gov they just call me right on the hour, by the second and then they ask me this one question. And what you just said a woman asked me the other day. She had 50 ebooks, five-zero, that she's selling on a web site.

And she asked me "Why is this not converting?"

And I said "Madam, you are much better selling one eBook and giving excerpts from that as your opt-in, and giving 49 free eBooks as a bonus, than selling 50 eBooks. Because you confuse the person".

So it's much better to sell one item and give 49 free bonuses, even if all 50 are part of the deal, because the human mind, the monkey brain, the very primal part of the brain, can attach itself to that, plus it's looking at all the greed of 49 free eBooks "Gosh, why not?".

You can have bullet points -- 49 free eBooks , and one by one talk about what each eBook reveals.

That is far more powerful than 50 eBooks, because the first thing the mind says is "Where do I start?". You don't want them to ask the question. You want them to ask "Okay, I know where to start, how badly do I want this? I get 49 free Ebooks, and I can return it if I'm not satisfied".

So I think that really illuminates the question you were asking -- it's a very good case-study, if you had 50 eBooks to sell for \$19.95, sell one, talk about the virtues of that one, give them excerpts of that one as they opt in, so you capture an email address and a first name, and then give 49 eBooks as a bonus. Does that make sense?

It does, yes. I've discovered this as well -- you want to offer as few choices as possible. In effect, you want people to opt-in, leave, or order and anything else, it dilutes the whole power of the web site.

My idol, and just widely known marketing maverick and world class copywriter Joe Sugarman ... luckily I get to say this while he's still with us and has many, many more years with us, because typically we make statements like this posthumously, but I have worked with Joe on one project in which he gave me a very generous testimonial with a project called the 21 Mind Motivators I did with Yanik Silver ... Mind-Motivators.com if anyone wants to see the copy on that page, and he gave us a testimonial.

He wrote the book Triggers, and many many other books and he did the BluBlocker commercial on the infomercial.

It was a Swiss Army watch, and Swiss Army the person who had the license I guess went back to Joe and said "We have these six makes and models" and they were trying to sell it like a department store would. And Joe said "Forget that, I want one make and model, here's the one I want".

And so they went head to head. They did an A/B split. One ad had all six watches, and the other ad just had one watch. Guess which one he found pulled more?

The single one! And Joe knew that, because Joe was smart through the University of Hard Knocks. We call it the HK, University of HK. And he just learned through skinning his knees and I'm grateful, and just reading that case study and listening to a tape that I'd listened to early in the morning one day, I was about to spend a few thousand dollars on an ad that had multiple choices and I chose not to take that track, instead I just sold one item and it did very, very well, so if you have a choice to sell six things, sell one and give five bonuses.

And just as a slight tangent to that, by saying that people might get a bit concerned that if an upsell may dilute the offer, but it actually has the opposite effect doesn't it, even though it is in a way offering more choice.

The upsell, is not the offer. The upsell is the upsell.

So Louis, I've just decided I'm going to buy one eBook for \$19.95 and get 49 bonus gifts of eBooks. Then I go to the order page and then I see an upsell for a piece of software of some kind, or let's say an eBook generator, some type of eBook generator.

My good friend and colleague Armand Morin has eBookGenerator.com and there's a whole slew of products that are Generator based -- GoGenerator.com you can see the entire array there of Generator products.

But let's say you had an eBook Generator because someone's buying an eBook and then 49 free eBooks as a bonus. The upsell is the eBook Generator software. For \$97. They've already decided to buy the book, the ebook. They're not confused about that, they've already made that decision while they're in that zone of purchasing.

You're saying "How would you like to get a piece of software that can make eBooks for you? Especially if you want to become an online author."

Well that's a pretty good upsell. And typically anywhere from 20% to 40% of people will purchase that just with maybe 50 or 60 words of copy...

"Take advantage of today's special value and get the [eBook Generator](#) for only \$77. That's a saving's of \$20 from the normal \$97 price. Click here or add 1 down below to add this to your offer."

That's all you have to say.

And typically 20% to 40%, depends on the person visiting your web site, will say yes. That is not confusing the offer, the offer has already been purchased, they're either going to say Yes to the upsell, or No to the upsell.

So it should not be confused with too many offers. I've even had double upsells. "Oh, you want that? Great. How about this one?".

I've even gone as far as having double, double upsells because it does work, and why not give the person a choice?

Yanik Silver, good friend and colleague, he has double upsells all the time. All the time.

Just before we move off this subject, something very interesting which kind of takes everything you've said in a way of not offering too many choices and also how to position the offer...

I believe the product's called Instant Internet Empires, put together by Frank Kern.

Yes, Frank Kern is a very smart guy, actually, he's also a coaching client and that's a very, very smart offer he's put together.

Because it is in fact products which have been readily available but the way he packaged it and positioned it created a lot more interest than what people have done in the past with those products.

That exact same product is available, yes.

And that's really taken off.

Absolutely. It's available by another online marketer who I just recently mentioned, and he's a reseller, Frank is a reseller, he's brought a bunch of traffic over to a web site, and also he has I believe CashFlowCircle.com and he talks about the Instant Internet Empires concept. He's repackaged it and by repackaging and repositioning it he's breathed in new life just by changing the positioning and having a little different spin on the copy of what the offer is.

So it's interesting -- let's say you are creating a popup generator course like [Amazing Popups](#) by one of my JV partners and good friends Jonathon Mizel. You can see it at [AmazingPopups.com](#)

I'm not an affiliate of his, so most of these I'm giving you I'm not even affiliated with business-wise so go take a look at AmazingPopups.com. That's a popup generator course on how to bring popups to bring more profits.

And Jonathon is one of the old-timers on the internet dating back to 1993, so he definitely knows what he's talking about.

Well, that course is positioned as how to use popups but if you go to Overture search engine tool or if you go to Google you'll find that there's a lot of people who look for ways to kill popups, especially consumers and IT people. The IT industry hates popups.

And this is something that was brought to my attention by Armand Morin of GoGenerator.com and he of course has [eCover Generator](#) and [eBook Generator](#) and all those great products.

And although he does have a popup generator ... he has PopupGenerator.com, he looked at it as the antithesis and he's working ... by the time this interview is published, he will have a project I think that's called PopupZero.com ... don't quote me but I think that's what it's going to be called. And it's a piece of software that kills popups.

Now listen to why this is so incredible -- he's repositioning his own Popup Generator to go after all the people who are uninterested in that and want a way to instantly kill popups. Obviously they're a different source of people.

So repositioning just the way Frank did of an existing offer can be the lowest hanging fruit and the fastest, easiest, most economical way to capture more profits, or dramatically increase your profits online and offline without spending an extra dime on research or advertising.

Because it's already there, it's looking where the market is and with tools like what Google offers for advertisers and WordSpot as well as the Overture search engine tool you can very quickly find out that heck, there are a ton more people wanting to kill popups, versus having killer popups.

Think of this Louis -- one word makes all the difference. Killer popups could be a course about how to create great popups. Popup Killers is another course on how to kill popups. So one word, where it's positioned changes the entire context and hopefully that little case study shows you ways of thinking of the antithesis of what everyone is offering.

If I had a course on how to eliminate postcards from your marketing mix because there was a big demand for that, I would come up with one. I just haven't found a demand for that yet.

So look at what you're doing, and think of the opposite, and you may have a whole new market.

Just one final thing ... we'll move onto actually creating the copy, but going back a little actually to what we spoke about that you initially worked and learnt your trade offline and only recently in effect moved online, I can speak from experience ...

I actually started in a small mail order business a few years ago and I didn't make any money at all in any sort of marketing, until I actually got the hang of copywriting. And that's why in my own newsletter I'm quite adamant -- I keep saying "Learn to copywrite, learn to copywrite -- it's about the best time you can spend to learn anything".

And that's why when you see people trying to learn about search engine tactics or whatever, those things will come and go, but I feel if you learn direct marketing, especially copywriting, I think you're going to make money whatever the tactic of the month is.

Introduction To Writing Copy

I can define copywriting in two words: applied psychology.

A good copywriter is a great communicator. Very, very simple. And copy is like oxygen, it can breathe new life into any marketing campaign, take any business off life support ... anyone listening right now, if you're finding yourself working harder and harder each day, only to get fewer and fewer qualified leads, learn to become a direct marketing copywriter.

If you can't distinguish your marketing methods from your nearest competitors, learn to be a direct marketing copywriter.

If you're trying to squeeze out the last ounce of profit from a dying business model, learn to become a direct marketing copywriter.

On and offline. On the web or off the web. You owe it to yourself as a direct marketer ... which means getting a direct order, it does not mean going to a store and picking up something to purchase, this is directly. I'm communicating with you and I'm giving you a way to purchase from me directly.

You owe it to yourself and your business to use copywriting as a secret weapon for the next campaign that you launch, and it will seriously make your response rates soar. Increase the pulling power of every ad that you have.

That may sound like a commercial, but it's been indelibly etched in my mind. I didn't read it from anywhere. It's just there to know because I remind myself how important it is to write copy.

If I'm not communicating with my reader I don't have a sale and I'm not giving them the opportunity to buy. I'm confusing them. That's what it means to be a great copywriter and it can be easier than you think if you just record yourself, just like Eugene Schwartz one of the greatest copywriters of all time, he's no longer with us but he is my idol. He's my favorite copywriter of all time.

He took a tape recorder with him, he interviewed [Martin Edelston](#) I believe it was in New York at the time, he interviewed him and 30 minutes into that interview the idea of [Boardroom Reports](#) which is the largest consumer publication newsletter that goes in the mail, was born. From what Martin told Eugene that historic date.

So all you have to do is record yourself or have someone interview you like you're doing me right now Louis, and take those words about the subject at hand or maybe call your best sales people and ask them "Why do you do so well? Tell me how you go about selling all those customers?"

Take those words, transcribe them, and you have about 80% of the research you need. You don't have to be a great writer, but you do have to be a great communicator.

And what I found ... speaking from my experience, what's very important is the style and as you say you can do that by transcribing a conversation or a sales presentation and I just find personally speaking because the sort of products I deal with obviously there's no telephone selling, for me it's been a process learning the style, and obviously studying good examples.

And I can honestly say with all honesty that I love the copy you put out, and generally I print it out and just save it as a file just for reference. And I couldn't quote it exactly, but I think one of my favorite headlines you did was just for a teleconference actually, and it was a phrase "Clobber your competition" that really caught my eye ... and I'm looking to use that one at some point.

I did one with Yanik Silver and it was the [21 Mind Motivators](#) teleseminar. Which is now a product at [Mind-Motivators.com](#). And I'm going to look it up right now because it did very very well.

This page had close to a 22% conversion which I've never seen, ever. I've never seen anything like it.

And it said "Give me 2 hours and I'll show you how to win the hearts of more customers, clobber your competitors, and grab more cash sales and profits ... no matter what business you're in"

And then I have my signature beneath that, and then I have a picture right next to it.

Pretty powerful. And at least it got people to read the first sentence, which was:

"On Thursday, November 14th at 12 noon pacific, 3pm Eastern you get the rare opportunity to discover the fastest, easiest, most reliable way to increase your sales and profits without ever spending a single cent more on advertising or promotional costs."

Now Louis, would you read on?

Absolutely. I did.

I would too. Even though I wrote that.

So again the whole point, and Joe Sugarman talks about this, David Ogilvy, the late David Ogilvy talks about this, so does Ted Nicholas who now lives in Switzerland ... the purpose of the headline is to get them to read the first sentence, the purpose of the first sentence is to get them to read the second sentence, and it's this greased chute removed of all razor wire and barbed wire that you want to have them go through which is your copy, and spiritually, and with reasons why, you get them to read all of your copy.

The more they read, the more they'll need.

The longer they stay, on your web site, the more they're willing to pay.

So if you remember these things just like the headline I wrote, then you'll find that more people read more of your copy and the longer you spend with them ... the longer they stay on your web site, the more likely it is for them to purchase.

When somebody goes into a grocery store the longer they're staying in that grocery store the higher the likelihood of them spending more money there. It's exactly the same thing with a web site.

So you want to capture interest. That's what copy does. Attention, Interest, Desire, Action and then Satisfaction ... or I like to look at it as just delight. Forget just satisfying them, delight them.

When you use the word Satisfaction, you mean customer satisfaction long after the sale so they become repeat customers?

Not necessarily, that's a good question. It's satisfying the relevancy of why they came there.

I mean, it would be inappropriate for me to say "Free Escort Service -- Click Here". Now that would get a lot of clicks from men all over the world. But once they landed on my [Marketing With Postcards](#) web site, and when they go to [MarketingWithPostcards.com](#), what relevance does that have to an Escort Service, right?

So I bring that example because there's a high demand for escort services online for some reason, but I'm not satisfying or delighting that online prospect, because I'm violating his expectations.

So you have to satisfy them and give them relevancy just like a search engine gives you relevancy for a search. After they click that link and they come to you, you better be relevant. I like to repeat in the headline what the Overture description said, that way they know they've arrived.

The example you gave would be misleading advertising which would put anyone off. Immediately it leaves a bad taste in your mouth and you'll start looking elsewhere.

And it's not satisfying. Like if in my Overture description "How to repeatedly win the hearts of more customers even if you're on a shoe-string budget by Alex Mandossian". So the description should say "Get 3 free chapters of Alex Mandossian's new course and learn how to win the hearts of more customers even if you're on a shoe-string budget". That can be the description.

They go to my page, and the full story, right here ... I'm reading it from my web page "Here's how to repeatedly..." which means over and over again "Here's how to repeatedly win the hearts of more customers even if you're on a shoe string budget. These days in recessionary times everyone is on a shoe string budget, everyone wants to win the hearts of more customers, and everyone wants to do it repeatedly".

And I've never seen repeatedly in a headline as much as I use it. I like to use it over and over and over again.

And so let's see ... that's 17 words. Those seventeen words generated close to \$29,000 last month. \$29,000 divided by 17 ... I can say each word in that headline is worth \$1,705 US.

I'm just about to move on to planning your copy, but I want to mention one thing which you seem to do a lot, and it seems to have a very positive effect ... and maybe I don't want to give away your trade secret, but what I've noticed you do in headlines is give it a hand written look.

Sometimes, yes. I have that on [CopyWritingCoach.com](#) and it says "Give me 10 minutes and I'll show you how to take advantage of a time-proven copywriting secret that puts more cash profits in your pocket without spending an extra penny on marketing or promotional costs". And then hand-signed by me.

You know it's kind of like a little lift of a headline that I'm putting there. And I'm using it as a super-headline above my main headline which is not in handwriting and says "Discover the fastest, easiest, most economical way to improve the pulling power of your ads, by Alex Mandossian".

And so basically there's a picture of me there and I have something in handwriting and it captures attention Louis, that's all it does. It's a nice little device to capture attention.

The bigger picture is really what makes good copy? Which is one of the questions you're constantly going back to. What makes good copy?

Well, basically it has to be personal. It has to be relevant. And it has to be specific. [Seth Goldin](#) who wrote Permission Marketing talks about the elements of permission marketing. He talks about being Personal, Relevant, and Specific. The PRS formula.

I think great copy has to be PRSed. Which is Personal, Relevant, and Specific. And the best way to learn how to do this, anyone listening right now, is look at the help wanted ads, or the classified ads in your newspapers ... they are so personal, they are so relevant, and they are so specific.

One of my mentors, is a guy by the name of [Roy Williams](#). And he's written many books: The Secret Formulas Of The Wizard Of Ads. He's known as the Wizard Of Ads ... Magical Words, and the other one is the Wizard of Ads, and all of them are published by [Bard Press](#). If you don't have this book, I gain nothing by giving it to you other than the advice.

Go to [Amazon.com](#), pick it up, these are best-sellers on the New York Times bestseller list ... the man is a genius, he's in Texas, an obscure town in Texas, and what flows out of his pen and out of his keyboard is sheer genius.

And he talks about writing classified ads for employment and how that can improve your copywriting power. So I'll read an ad that is a typical help wanted ad.

"Austin based ad firm seeks gofer for odds and ends small projects. Mail room work. Some lifting required. Must be reliable and have your own car. \$1,500 a month."

That's one ad. Now that's kind of relevant, it's kind of specific, it's not too personal. And these are the type of help-wanted ads that most people write because they want to save time and space.

Well, that is good copy, but it's not great copy. Compare it to this, and by the way I'm getting this directly from [Roy Williams](#) book "Secret Formulas Of The Wizard of Ads" on page 167.

This is not my copy, in fact, none of these are my ideas. So I feel kind of awkward when you say "without giving up your formula could you talk about it?". They're not my formula Louis. Many of these formulas go back 2,000 years. Many of them come from the Talmud and the Bible and the Koran. This is just applied psychology used over the centuries.

We know that stories work. And the Bible taught us that. The Koran taught us that. The Talmud ... any spiritual book teaches us that.

So these aren't mine, I'm just borrowing them and spinning them, and I try to give credit where credit is due. So let's rewrite this ad, and Roy Williams did and here's another ad that's more specific, more relevant, and more personal, and it's a help wanted ad.

Here's the headline. This one has a headline:

"Entry Level Opportunity Of A Lifetime

Are you dependable and resourceful? Do you have lots of energy and intuition and initiative?

Do you dress well, have computer skills, are you willing to pick up clients at the airport, wash dishes, vacuum carpets, conduct telephone surveys, run errands, and do all the other things we don't have time to do?

We are an advertising firm with clients nationwide, and we need a super-gopher. No whiners. No lazy people. Nobody with too many personal commitments. South Austin (that's more specific than Austin right?) \$1,500 a month"

Now compare that to "Austin based ad firm seeks gopher for odd jobs and small projects. Mail room work."

Yawn.

"Some lifting required."

Yawn.

"Must be reliable and have own car. \$1,500 a month."

Double yawn.

Which one is more powerful?

Which one is more specific, relevant and personal? Obviously the second one.

So if you want to learn how to write well, read the classified ads in your local paper, whether it's in the UK or the US you will become a much better writer because you're paying by the word. You're paying by the word, so you want to make it count.

Make it longer, give it a headline, and if you want to find the right people, and not get a mis-hire which is very expensive, you want to do the same thing with your web site.

Even though it's practically free to get a visitor there, why waste the bandwidth? Write something that's going to count and one of the greatest universities is coming to you every single day from your local paper publication in your city.

I hope that's a helpful tip, because I use that daily and I usually cut out the best classified ads because it teaches me so much.

How To Research Your Copy

If we can talk about planning your copy now, my initial question is why do you suggest, or why should people plan their copy?

Well, are you familiar with the Empire State Building in New York City?

Yes.

Unfortunately it is the tallest building in New York city now ever since the atrocities during 9/11 with the World Trade Center, and in New York, in Manhattan, the Empire State Building can be seen from the New Jersey side, from the New York side, many many miles. Up to 40, 50 miles away it can be seen.

That building, was once a thought in the mind of the architect who built it. That thought was transposed into a blueprint. That blueprint was deliberated on even further with a group and a bunch of people designing the building.

The hotel, which was the old Waldorf Astoria, was at that location. They had to make the plans to eliminate that building so they destroyed it. And then they built the Empire State Building. They didn't build up first. They built down.

They built fifty feet down. That's how deep the foundation is. I think it's about 52 feet down. And the deeper the foundation the taller the building.

Then they came to ground level and then they started building the building. It took about 18 months which is an incredible period of time. It's a very, very short period of time to build a building that tall over 120 stories.

And then once the building was complete they put the facade, they put all the furniture, they built the inside, and then they started occupying it. When you occupy a building, you are bringing traffic to your web site. Prior to that, 85% is in the planning.

The analogy and the metaphor I used of the Empire State Building is like writing great copy. You must first plan and do your research.

I have a four step formula -- Discovery, Analysis, Planning, Execution.

Again: Discovery. Analysis. Planning. Execution.

That's not my formula, I've taken that and modified it from how an engineer builds a building. My Father is a structural engineer, so I took that and I've applied it to constructing a great piece of copy.

Discovery is everything from spying on your competitors, to doing interviews like this one, from interviewing your customer service reps to calling up ex-customers and asking "Why did you return the product?"

These are great, great discovery tidbits to get the raw material which is the foundation of your copy to begin building.

You haven't gone North yet, you're still building South, you're digging the foundation here, so that's what Discovery is.

I spend about 80% of my time in Discovery. 85%. People say "How come you haven't written yet?"

"Because I don't have enough info."

You have to have general and specific knowledge like Joe Sugarman talks about before you can put the pen to paper or keyboard to your document, on your computer.

The second stage is Analysis. That's analyzing your discovery. Where's the building going to go? How deep should the foundation be? Who are our vendors? What's our bonuses? How are we going to do this?

We have to analyze. That doesn't take as long.

The third step is Planning. What are the bonus gifts? What's our guarantee? What are the bullets? What are we going to use? How are we going to write it? How are we going to execute this thing?

And then the final step is Execution. Which is about 15% to 20% of the entire process. And execution is just writing. And re-writing. And editing.

Ernest Hemingway, the great novelist. He said "Write drunk, edit sober". I think he was an alcoholic unfortunately, as was Fitzgerald and many of the great writers. I don't know why they are. I'm certainly not. But the point is, you want to let the writing flow. You don't want to be too much of a control freak. So edit in the sober state, but write in almost a dream state. Let the words pour.

There's a great, great ad that has had many many iterations. The Lazy Man's Way To Riches by Joe Karbo. That ad was written in one sitting and very, very few edits. Because that poured from a life's long worth of work from Joe, and that was one of the few ads he ever wrote. And made him millions selling a \$10 book.

That was because there was so much research put into that. The foundation was so deep ... so remember this ... the deeper the foundation, the taller the building.

You don't occupy that building until you've dreamed of it -- how tall is it going to be? You've gotten the blueprints. You've gotten the architectural model. You've started breaking ground. You started building a foundation. You started getting to ground level. You started building the building tall. And you put the facade, you put all the bells and whistles ... you got the furniture, and you did all the improvements on the inside, and then, you begin to occupy.

Now you can do a pre-publication release before this piece of copy is written and that's the same thing as a gym or a health spa where it says "Future location of health spa here and start signing up for pre-opening special". So you can start becoming a member of a gym before it's built. That's like a pre-publication release of a book or an offer.

But you can't possibly write the copy in it's final form without going through that whole process. Does that make sense?

It's does. I completely agree with you -- I feel that one of the best pieces of copy I've written, actually it's the one I did the most research for. I checked competitors web sites, printed them out, made a note of which phrases and which key selling points really caught the attention, studied headlines and it took an awful lot of work, but that copy worked really well.

You know why? Because you did your homework.

And you can't be lazy as a copywriter. You have to be incredibly curious, almost like a child. You have to ask these questions to yourself, questions of wonder that children ask, like "What if?" or "How come?". "Why does that work that way? Why isn't that working?"

You don't judge. You just watch why things are working and why they're not working and you extract curiosities from there and that ends up becoming the blueprint.

David Ogilvy was an advertising genius, Ogilvy On Advertising is a book everybody should own. On page 11 he writes about doing your homework...

And he was a Scotsman. And he had a castle, in either Scotland or England, and he worked on Madison Avenue and of course he co-ran the advertising firm Ogilvy & Mather. Just a brilliant man.

And he talks about doing your homework. And he says "You don't stand a tinkers chance of producing successful advertising, unless you start by doing your homework. I've always found this to be extremely tedious, but there's no substitute for it."

I'm reading that word for word on page 11 of Ogilvy On Advertising. And the reason I read that paragraph is because I'm not telling you that research is easy. Research is hard. It's tedious. But you want to make copywriting easy? Hard research makes for easy copywriting.

You first study the product you're going to advertise or market, and you need to know more about it than your biggest competitors, you need to know more about it than your prospects. You need to know more about it than the person who's owning the product, if you're purchasing it from somebody or the manufacturer.

He tells a famous story of when he got the Rolls Royce account, he spent three weeks reading about the car, and he was visiting the plant, and then he came across this engineer at the plant and wrote an ad that was 607 words, all of it was factual copy.

And the headline is a very, very famous one, and it came purely out of research. He could have never thought of this, because some engineer at the plant, at the Rolls Royce manufacturing plant, uttered these words. And it was:

"At 60 miles an hour the loudest noise in this new Rolls Royce comes from the electric clock.

'What makes a Rolls Royce the best car in the world? There is really no magic about it. It is merely patient attention to detail', says an eminent Rolls Royce engineer"

What a beautiful headline and sub-headline. There's a picture of the Rolls Royce directly above it, and it says "Rolls Royce, Silver Cloud, \$13,995"

Obviously that was in the 50's so Rolls Royce's cost more than that these days ... probably 10 times what it was listed there. But what a great headline ... it's a world famous headline and he got it through research Louis. The only way he got that through, was through research. Period. No other way.

And a couple of things you mentioned, I can speak about them from experience ... you say you need curiosity, and you need to keep asking "Why?" about everything. I do that constantly online with almost anything I see. Particularly if it catches my attention but pretty much everything I ask "Why does it work? Why doesn't it work?"

And that's more ammunition in a way for next time I'm writing copy or whatever I do online.

It's loading your gun Louis. It's actually loading your gun ... in fact, that's not even a gun to load, that's a laser that has unlimited supply of energy because that's what's going to fuel your copy.

I'm going to talk about my ten step formula of writing copy, that I've never spoken or uttered ever, in any interview, any tele-seminar, any web-inar, or any seminar physically in any room.

I'll talk about the ten step formula in a minute, and remind me of that. What you're talking about, about curiosity, is one of the aspects of my formula, which is spying.

I'm a huge advocate of imitating genius, not plagiarizing genius, but imitating genius instead of creating mediocrity. Everything that I've uttered so far I can't lay claim to it. I'm giving credit wherever I know for a fact, the page numbers, the authors, the colleagues, the idols, the marketing mentors, I'm mentioning them, because I want to pay homage to those whose shoulders I stand on.

And the bottom line is, spying is imitating genius instead of creating mediocrity.

Right now, at this moment, open your browser, go to Yahoo.com and type in the keywords you would use to find you or the product that you are about to sell. Or service you are about to sell.

And you will be astounded that you probably don't come up in the first 20. However, you have an opportunity to click 20 links, hopefully they're all live, and spy on everyone else's buying process, on everyone else's selling process, on everybody else's customer service and auto-responder process. And opt-in process. You have so many processes to spy on before you ever write.

There's no reason for you to play ... in this country we have "Pin the tail on the donkey". It's a birthday game that kids play. And we blindfold the child and there's a donkey and someone who comes closest to the rear end, the ass of the ass, whoever comes closest with their little pin, wins.

Well, this is how to take the guesswork out of that. I'm walking to the donkey without the blindfold. If I'm spying, it is so, so powerful, because I not only see what others have done before me, and the ground that they ploughed before me, but I have the opportunity to come up with a unique selling proposition, because how can I know what's unique, unless I know every other person's proposition. It's called differentiation.

Whatever you want to call it -- competitive advantage, differentiating quality, unique competitive advantage, they have different names for different things. Marketing identity. Doesn't matter.

The only way to author your own, the only way to come up with your own, is to go and look what's available on the market, just like I did, to say "What type of guru do I want to be?"

Do you think I wanted to be a postcard marketing guru? Or be perceived as such? No. I didn't want to be that. But that was the easiest and fastest way I could get into the information publishing world because no one really owned that market on the internet.

So, spying allowed me to do that. Spying acquires knowledge. Spying acquires know-how. Spying acquires a selling process. Spying acquires a way not to make the same mistakes and skin your knees and dump thousands and in some cases millions of dollars into a black hole, into an abyss, where there's no tomorrow.

Spying allows you to work on ten little projects one at a time, focusing on them one at a time, and not losing your shirt nor your bank account versus one big project because you think you have some great idea and no one wants it.

Spying is what my friend and colleague [Ken McCarthy](#) calls "Market centrality". It's centric to the market. If you see which direction the market is going like on Overture you know that there's a huge market for people that want to kill popups, then you come up with all the popups killers on the net, you spy on them, and you come up with your own product and now you've come up with a market-centric campaign.

That is the dichotomy of a product centric campaign, which is "Gee Louis, I have a great idea, I know people will love this". They perspire, they write, they don't look at their competitors because they have none, they don't look at the market because there is none. Three months later and a few thousand dollars later and probably lost income or lost job, because they never showed up they were writing copy the whole time, they put the product up, and no one cares about it. That's product-centricity.

If they had only spied, they would have found ... not only would they have aborted that project before they began, during their discovery process, but they would have never started that product in the first place.

Rosser Reeves, one of my idols, the man who invented the unique selling proposition or the USP at Bates Advertising, this was in Madison avenue, he and David Ogilvy would have lunch regularly in Manhattan, in places I frequented when I lived and worked on Madison Avenue, just a great man. No longer with us.

He said "The most dangerous thing to your advertising is originality". The most dangerous thing to your advertising is originality.

Find out what's already resonating in the minds of your prospects and then give it to them just a little bit differently. Spying allows you to do that.

Go to [Yahoo](#), right now, anyone listening, I beseech you as Sir Thomas More said, please go there right now, type in the key words, and then find out who pops up, spy on their autoresponders, spy on their buying propositions, their USP's, their opt-in methods, their exit popups, their copy, print them, put them in a file, read them. Curl up on your couch and take the key benefits and key headlines and sub-headlines and you have yourself 70% - 80% of your landing page and order page.

The only 20% or 30% that's left is to make yours unique. Now I don't think anyone's ever described it that way and if they have, I surely haven't heard of it, but that is where is the beginning of this copywriting formula, that I developed, and believe me, I learned so much from people like Marlon Sanders, he has AmazingFormula.com he has his own copywriting formula, go there, get that eBook, it's less than \$70 American, it's chump change.

Get that eBook and keep it in your files. It's by spying and purchasing other people's products that you will see the follow-up methods, the upsells and all the other great things you need to plug in yourself.

If you don't spy, you will never become a great copywriter. You'll be a good one, but never a great one.

That's a really good point. And that's pretty much what I did for one of my products. Maybe, I didn't do enough research but I was trying to keep to a deadline, and I find that's sometimes a bit of a danger.

So what steps would you recommend for people who are going to research a piece of copy, what would you say they have to do?

Obviously, as you say go to [Yahoo](#) and see what the competition is up to. Print out their sales letters, take the key points, take the benefits, and improve on the offer. Differentiate yourself from the competition's offer...

Actually, this is something I do, maybe you might like to talk about this as well ... as I focus exclusively on information products I basically follow Ted Nicholas' advice -- when he writes copy for an information product, since all the products he dealt with were physical products, he went through them one page at a time and for each page he wrote down a feature, and then tried to turn that into a benefit.

Yes, and he also teaches to write the coupon first, which is a very sound approach, because the coupon is really the abridged version of the letter. So as a result if you can write a great coupon, you're going to have an even better letter. If the novel is the letter, the poem is the coupon. So he teaches that as well which I found to be a very good strategy, which I personally use myself.

Steps 1 to 3 in Alex's Proven Web Copy Formula

I have a ten step formula, would you like me to begin talking about that? Because I've never discussed it anywhere.

Let's say you are sitting and staring at a blank page on Microsoft Word and you see that screen blinking. And your cursor is blinking. You have a blank page. Or if you write physically on a white piece of paper, you're looking at a white piece of paper and you have your pen or pencil. This is not a great place to be all the time.

In fact, every copywriter starts this way with every ad he or she is about to write. But it's so easy to get writers block because they think they've got to start writing copy when there's no preparation.

Well, after I've gone through my discovery, analysis, planning and execution, those steps ... this is step four -- execution. What do I do when I'm about to execute, when I'm about to start writing? What do I finally do when I put all the ideas that I've learned from discovery, analysis and planning? Discovery, Analysis, and Planning -- what do I do?

Okay, well I'm staring at a blank sheet of paper. Here's step one. And I guess we can call this Alex Mandossian's Web Copy Formula because I've never seen it this way. In this order.

Step One, is I ask myself what are the FAQ's of the visitor who's about to visit my web site? So step one is FAQ. And I think of one visitor at a time -- what is the frequently asked questions of the visitor, visiting my web site? What is the conversation going on in his or her mind?

Now I ask that question for one specific reason. Because I have to resonate with my first words, what the questions are, before they're coming to my web site. What's going on in their mind?

It's not specifically what I'm going to write. I might be guessing wrong. They came to my site for a specific reason, what are all the possibilities that they may be thinking of? And those are always questions. What are they questioning before they come to my web site or after they land?

Now, I'm the copywriter and marketer for 1ShoppingCart.com and when I wrote the copy to this web site, and it's a very good case study by the way ... the first thing I did before I wrote a headline, before I wrote a sub-headline, before I wrote anything else, is what are the Frequently Asked Questions?

And I don't know what the order's going to be, but I just write down the questions. I don't answer them.

So guess what the first question was? "What is 1ShoppingCart.com?"

Second question: "Who needs 1ShoppingCart.com?"

Third question: "What online credit card processors are compatible with 1ShoppingCart.com?"

Next question: "Can 1ShoppingCart.com get me credit card processing capabilities?"

Next: "Are my customer's [1ShoppingCart](#) credit card transactions always secure?"

"How much database information can the [1ShoppingCart](#) system handle?"

"Can someone install the [1ShoppingCart.com](#) system for me?"

"What if I'm not happy with [1ShoppingCart](#), what do I do then?"

"Can I insert HTML code into my [1ShoppingCart](#) order page?"

On and on and on ...

I wrote about 40 questions and I wrote an FAQ. Then I went back and chose 7 to 10 of them and the way I knew which ones to use is I went to the customer service of [1ShoppingCart](#), I asked them "Which questions are asked most?"

And guess what number one was -- "What is [1ShoppingCart.com](#)?"

Answer: "[1ShoppingCart.com](#) is an application service provider or ASP that's the first choice for shopping cart software technology by some of the savviest and most successful e-Marketers on the net. It allows you to take online credit card orders in real time without requiring additional plugins or software downloaded to your PC's hard drive."

That's the answer. Guess where that is? Under the FAQ tab of the web site. So if you ask me "What do I write first?" I write the FAQ's first. And I don't write the answers. To get the answers I do research. But I write the FAQ's first.

I have found that if I can answer the questions of the people visiting my site, I can neutralize all the noise going on in their head when they're visiting my site, and take them on a journey down this greased chute or as Joe Sugarman calls it Slippery Slide, take out all the barbed wire from that slide, and have them go all the way down to my order form.

That's what I want to do. Like on a playground I'm taking all the sand off the slide and having them go straight into my order box. The way to do that -- step one, many people say Where do I start? That's where I start. Write an FAQ.

Step number two -- I write what I call the Consumption Matrix. Now many people don't know what Consumption Theory is, I've been talking about Consumption Theory for about three years publicly, I've been using it for twelve years.

Consumption theory is this: if you don't know how your prospects and customers are going to consume your product, you don't know how to communicate with them.

[Arm & Hammer](#) baking soda, is not used for the drain in the kitchen sink. And it's not supposed to be used for the refrigerator. But many Americans do that because they've been taught that it will make your sink smell fresher and it will make your refrigerator smell fresher.

Many people use [Arm & Hammer](#) baking soda to brush their teeth. [Arm & Hammer](#) baking soda was used to cook, but the primary use of consumption has been changed, because the [Arm and Hammer](#) genius executive said "Hey, let's get people to consume this stuff more often".

And so they came up with all these consumption matrix's to get people to consume.

The shampoo business -- there's one word that doubled shampoo sales all around the world. It's a six letter word. You know what it is?

Repeat. R - E - P - E - A - T.

Rinse, lather, Repeat.

There are two additional words that tripled shampoo sales throughout the world, even after it was doubled. Do you know what those are?

"Use daily."

What am I trying to do? Get them to consume. I firmly believe even if you sell software or information products you can not sell or write a piece of copy to anybody unless you can visualize and more importantly get the reader to visualize in their minds how they're consuming that product. How they're reading that product.

Do you read an eBook on your couch? Of course not. Do you listen to a real audio file in your car? Of course not. Now that would make sense if you had an audio tape or a CD which is an upsell possibility. So step two is the consumption matrix, and here's what it looks like:

Imagine three columns and under each column there are rows, so column number one is When?. Column number two is How?. Column number three is Why?.

Okay, so row one, under column number one which is When? ... under that row, let's say you're selling an audio tape program from Nightingale Conant.

Let's say ... [Jay Conrad Levinson](#) is one of my mentors, lives in my home town of San Rafael California, he's the Father of [Guerrilla Marketing](#), let's say I'm going to buy his Nightingale Conant course, which is on Guerrilla Marketing.

Everyone should own it: 62 Free Ways To Grow Your Business Profits. Jay Conrad Levinson. Now that's an 8 tape course plus there's a workbook inside.

Here's the consumption matrix, I haven't written a word of copy yet, other than the FAQ. Step two is consumption.

When am I going to listen to that program?

Well, one option is in my car, because there are tapes.

How do I listen to it?

In my car tape recorder.

And why am I going to listen to it?

I'm going to listen to it before going to work so I can feel great and figure out all these new marketing ideas before I roll up to the parking space.

Okay, second row. This is the second situation...

When am I going to listen to it?

In the subway going to work. That's the When?

How?

On my walkman. On my portable tape player.

And why?

Because I don't have time to read the paper because the subway is drawing me back and forth, but I can listen to this and again it's giving me some inspiration before I go to work in the morning.

And this can be for any tape program, it can be for anything, I'm just using this as an example. Tony Robbins Personal Power you can do the same thing with.

But people don't look at using the product this way.

How about another When? At home, at night, before going to bed.

How? On my stereo system.

Why? So that I can put positive things in my mind of marketing so that when I wake up in the morning I'll have a flying start.

Another when: When I'm mowing the lawn. How? On my CD player. Wow, what a concept. On my CD player, that means I can use a CD as an option or as an upsell. If I'm Nightingale Conant.

And Why? Because I'm using dead time, mowing the lawn, listening to marketing stuff.

Now when you're writing your copy, this consumption matrix is going to be used because when you say "Picture yourself on a Saturday morning mowing your lawn, when you're listening to my Guerrilla Marketing secrets and you're using all this dead time to learn new marketing, so on Monday morning you know exactly what to do, and get an unfair advantage over your competitors."

See, that's [Jay Conrad Levinson](#) writing copy, perhaps, when he knows how people are consuming.

Or: "Imagine coming home from a long days work, your boss has yelled at you, and finally you have half an hour of peace to yourself, you listen to side B of tape four, of my Guerrilla Marketing course, and that gives you some new ideas so that you go back to work tomorrow morning and you don't get yelled at by your boss any more."

See how that works? They're imagining using this product.

Or: "Imagine coming home after a long day's work, and you're slipping the CD into your car stereo, and you're listening to it without any interruptions. Thank God for Guerrilla marketing. And thank God for traffic."

You see how that works? By picturing and allowing the reader to picture in their minds how to use it, they're not going to think about price, they're not going to think about bonuses, they're going to say "How can I get this?!"

So that's step two. Write your Consumption Matrix. When? How? And Why?

And there's literally dozens of situations. I like to write down at least ten to twelve situations because if I know how things are going to be consumed I can come up with the next steps, which I'm about to describe.

And step number three, is what are my upsell offers?

Now Louis, I haven't written one word yet from my landing page. My main sales letter. I haven't written one word. I'm writing all the foundational points before I write one word.

Again, this is kind of mini research or discovery within the execution phase, which is step four.

What are my upsell offers? Well, I can't write copy unless I know what I'm upselling, because I have to begin with the end in mind as [Dr. Stephen Covey](#) always says in [Seven Habits Of Highly Successful People](#) -- begin with the end in mind.

So I need to know what my upsell is. I always come up with my upsell offers in step three. I did my FAQ, I did my Consumption Matrix, my goal in step three is, if I'm writing a How To course, maybe I can upsell them a CD for just ten dollars more.

So for example, let's say I'm selling a course for \$29.95 which is an audio eBook. It pays for me to sell the CD of the same thing for ten bucks more. They're not buying it for ten bucks, they're buying it for ten bucks more. So I'm getting \$39 in this case American, to send them and mail them the CD. That's the Clicks & Bricks method. Or as John Reese says, the Hybrid Marketing Model online.

You have fewer returns, because you're giving them something physical, you're getting \$10 more from practically 30% - 40% of everybody, and now they can consume your course while mowing the lawn, while on their CD player at home before going to bed, while going to work if they have a CD player in their car, you give them more opportunities to consume. Do you see how step two feeds into step three which is the upsell?

What are the upsells? That actually is taken from your consumption matrix because you say "Gosh, they're not only going to sit in front of the computer to read or listen to my book, why not give them the opportunity to listen to it in their car and they'll pay me \$10 more?" See how that works.

So they get the product instantly, that satiates their instant need, and then they get the CD-ROM ten days later in the mail. So you've got to know what your upsell offers are.

For example, for [Copywriting Classics](#), at [CopyWritingCoach.com](#) I give a very obscure eBook that no one has ever heard of, it's a book called Public Speaking As Listeners Like It. And I believe it's far more powerful than How To Win Friends And Influence People written by [Dale Carnegie](#). And I'm a Dale Carnegie instructor.

And that book has never been read by most people, and I sell that I believe for \$20, and do you know that one out of two people purchase that eBook even after purchasing the \$77 [Copywriting Classics](#) course. And you can print that eBook out so that you can read it, highlight it, curl up on your couch, and I'm not charging extra for it, but I let them know that they can.

And so now we don't torture them by them having to come to their computer and constantly read. Computer means work, I want to take them away from the work environment. And my upsell allows them to do that.

So step one is FAQ. Step two is consumption Matrix. Step three is write down your upsell possibilities or offers.

Steps 4 to 6 in Alex's Proven Web Copy Formula

Step number four. Benefit bullets.

What is a benefit bullet? A benefit bullet is a benefit. And why are people going to purchase this? It answers "What do they get?". Not what do they get in the offer, but what will they experience upon purchasing this course, so what will this course give them. That's the key.

Now a benefit bullet is two species of benefits. And people don't like to break it down this way for some reason, but I do.

One species is removing pain, and the other species is gaining pleasure. The twin towers of motivation.

Moving away from, and moving towards. MA -- moving away from pain, and MT, moving toward pleasure.

Forget about which one is more powerful, it depends on your market, if you're dealing with a dentist he's definitely a moving away from person because he deals with pain all day.

If you're trying to sell a car sales person, he's a moving towards person. Just think of how you'll feel, when you're selling cars because he's telling people "Just think of all the neighbors who are going to say how great you are by driving this Cadillac around".

So different types of people have a propensity to be moving towards or moving away, but I like to write as many moving away from bullets and as many moving towards bullets, and I don't look at it as just generic bullets, they are definitely sequestered and segmented because it brings a lot more power and specificity.

So let me give you some recent bullets from a copywriting assignment that's not published yet, it's from a fellow ex-countrywoman, Maryon Stewart, she's writing a book on menopause, how to beat menopause naturally and she's very well known in England, in the UK. And here are some bullets:

Why common menopause symptoms are not just hormonal. (Page 12)

Common snack foods that significantly reduce menopause symptoms. (Page 59)

Why you have to avoid hormone replacement therapy if you have these six symptoms. (Page 37)

Now I'm writing these benefits down ... I didn't have the page numbers before, I added those later because my client is selling this eBook on how to beat menopause naturally, and she's promoting this eBook. Any woman in her 50's should get this eBook listening right now. It's the only eBook of it's kind.

And you see there I have benefits which are in bullet form and I have the page numbers. In my copywriting formula all I do is I write the benefit first. And then the page number comes later if I want to use that technique.

How to naturally treat the five most common menopause symptoms.

What to do when pre-menstrual symptom clashes with menopause.

Why African-American women experience menopause earlier.

7 all natural no-cost tips that reduce menopause discomfort.

You see these are pretty powerful bullets. Now I wrote those in the step four and I didn't write any copy the way you're going to read it, I just wrote the bullets because that's another foundational step in writing the landing page. And I wrote those first.

In fact, my client Maryon actually asked me for the landing page, and I said "I can't give you the landing page, let me give you the bullets first". So I gave her the bullets and she corrected those, then I started writing, as I go through this formula. I started writing after I was done with the other formula items.

In fact writing the landing page is step nine in this formula. Step nine, I begin writing as Earnest Hemingway would say, just letting it flood out emotionally.

So moving away from bullets are "How To Avoid 'blank'". Moving toward benefits are "How to acquire 'blank'" or "How to get 'these secrets'".

"The seven business mistakes most marketers make, and how to avoid them."

Is that a moving away from benefit, or a moving towards?

Moving away, how to avoid, right.

"Do you know these seven secrets to life long prosperity?"

Is that a moving toward, or moving away from?

Moving toward.

Okay, so you should sequester or segment your moving toward or moving away from because pain, pleasure, pain, pleasure, I like to sprinkle them in all through the copy.

"An age old Native American cure for hot flushes and night sweats."

Is that moving toward, or moving away from? There's a key word there that tells you what it is. Cure. What is that, moving away or towards? It's actually moving toward, how to avoid hot flushes and night sweats would be moving away from. See what I'm saying?

So the cure is moving towards, the avoidance, how to eliminate, that's moving away.

How about this -- now this may sound like it's moving away from but it's moving toward...

"A proven seven day diet plan that reduces menopause suffering"

What are you moving toward? The seven day diet plan. You see what I'm saying?

So how about this one, is this one moving away or moving toward:

"Remove this food from your diet to practically eliminate hot-flushes"

It's moving away from -- "Remove this food from your diet to practically eliminate...". I mean what could be more moving away from that?

Now, how do you know which ones to use? Just think about your target market. But definitely segment those types and don't mix them together. Mixing them is like co-mingling businesses, you got to separate those.

In other words, in step 4 you write down your benefit bullets, I want you to write down moving away from benefit bullets, and then moving toward benefit bullets. Separate them.

And then you'll find when you focus on one, you'll get better at writing that, when you focus on the other, you'll get better at writing that. It's the assembly line theory, don't jump back and forth. You'll water it down, you'll dilute it.

Focus on just one, you say "Now, I'm going to write moving away from bullets" and then focus on another one "Now I'm going to write moving toward bullets".

Can I ask a quick side note related to that ... something I use and which I've seen other people use -- how would you involve just curiosity bullets?

Curiosity bullets are either moving away from or moving toward. Every single curiosity bullet I wrote ... here, let me read you the copy:

It says "Take a moment and read what this wonderful resource reveals so you can finally stop the suffering and get your life back."

Remember, I'm speaking to a woman who is either in pre-menopause or in menopause right now. So here's the bullet:

Why common menopause symptoms are not just hormonal. (Page 12)

Common snack foods that significantly reduce menopause symptoms. (Page 59)

Where's the curiosity there? Am I telling them what the snack food is? No. I'm saying they've got to go to page 59. What do they have to do to see page 59?

Purchase the product.

That is correct. See how that works? So every bullet I believe, should be curiosity based, and in fact, if there is anything I've ever learned from the master Joe Sugarman, who I have the utmost respect for, is that if you're going to sell an information based product, curiosity is the driving force and it all started with Eugene Schwartz with [Boardroom Reports](#).

It is amazing how powerful curiosity can be, and [Boardroom Reports](#), when they're selling their publication and they have all these other products online, you know with health and all these other things. [Boardroom.com](#), I am not an affiliate, just go there and check it out ... they have health secrets, wealth secrets, life secrets, business secrets, leisure secrets, people secrets, and then they have weekly secrets. Aren't secrets curiosity?

Let me read it to you:

"Secrets of the best sleep aids for a great nights sleep"

Another secret:

"It's not too late to put your retirement dreams back on track. Learn the secrets."

"Learn to speak up and out with your boss"

"Yoga for everyone. Yes, everyone. Learn the secrets to put yoga in your home."

"Bottom Line on dream interpretation. Secrets to learn what you're doing when you're not conscious"

"Helping kids in war torn countries, one woman's inspiring story."

These are all curiosity based, but they're all bullets

You want to learn how to write bullets? Purchase Bottom Line magazine and you will.

Yes, sometimes I feel a little clichéd, because I seem to use the word Secrets a lot in product titles, but it does work very well.

Well, tactics, secrets, strategies, they're all the same thing, just interchange them, but a secret is a moving toward. Okay? Because you want to gain secret and it's curiosity that's driving that force. Does that answer your question?

It does. One final thing about bullets actually, just a note really to people that you can do this with PDF's even if it is an eBook, and it does work very well just in brackets, having the page number next to the bullet. Because as you say that's more curiosity. And it makes them start picturing actually reading it.

Picturing it, and flipping it to the page. See all these elements build on the others so benefit bullets both moving toward and moving away, that's step four.

Step number five, bonus gifts. What are going to be your bonus gifts that you give away? What are they going to be? You must know in advance what they're going to be. For example this product that we put together that's been extremely successful just in the pre-publication of it, it's at [Mind-Motivators.com](#), I've been speaking about it. [Psychological tactics to capture more profits](#).

Here's the headline:

"Let us hand you 21 top secret methods to instantly and ethically persuade prospects to buy now and keep influencing customers to buy forever no matter what business you're in, by Yanik Silver and Alex Mandossian."

Now I go down, and I came up with the bonus gifts before I wrote a word of copy or that headline.

So bonus gift number 1, bonus gift number 2, bonus gift number 3 ... number one is:

"108 powerful action verbs. What are the most powerful verbs in the English language? \$19 value"

Next:

"Alex's survey questions. Use this time-proven model when writing your next survey to uncover exactly what your customers like and value about you. Value \$49"

Next bonus gift:

"Yanik's famous ads. 6 record breaking ads from Yanik Silver's private vault completely dissected so you understand precisely why copy works, and the exact mind motivators applied. \$69 value"

And then:

"TV mega hits. \$29. The million dollar script-writing secrets the TV marketing gurus wish you never knew."

I wrote those before I wrote my headline. Those are the bonus gifts.

So step number 5 is writing my bonus gifts. Now do you see how almost like a jigsaw puzzle, I'm writing this landing page without even writing it? I'm building the building without even building it.

Any questions about bonus gifts, they're pretty straight forward?

Something I've read about, and something I've seen just from studying web sites, if you offer the wrong type of bonus gifts it can actually affect the perceived value of the main product, like for example if it's a tired bonus gift which a lot of people have seen, or it doesn't have much perceived value, it can affect the whole offer, so what would you recommend there?

If the customer is not willing to pay the dollar amount that you've stated, it is not a free bonus gift. Period. if you can't sell it as a stand alone item it's not a free bonus gift. I'll give you an example, this is a very good example actually because it's very relevant in my business...

The single most profitable aspect of my business, bottom line, is my coaching. It's the most profitable aspect of my business. I consider myself to be a better coach than a marketer, or copywriter, or anything else that I do. And when I'm at a seminar or a teleseminar, and I'm introducing that coaching business ... it's expensive for many people, it's \$1,800 American, for 10 half hour sessions.

And of course we have email in between so it's much more than just those sessions, we're communicating, but it's a lot of money, and I only want committed people and people who are very serious about building their business.

Well, when I'm at a session like a seminar and I'm attempting to introduce my coaching, at the very end of the session which is a presentation my 15 second pitch is very simple. I tell them ... I give them the price up front:

"If it's in your budget to pay me \$1,800 in advance, for many of the things you learned today then you can take advantage of my 30 day quick start program and get private coaching one on one from me.

And if you're responsible enough to commit to that (in other words I don't want you to commit to it unless you can afford to do it so don't give me your last \$2,000 in the world, I want you to do it responsibly) then I want you to choose three of the five bonus gifts listed on this sheet"

And I have bonus gifts with a check box next to them:

Private 30 minute guerrilla marketing plan, \$225

[Marketing With Postcards](#) CD-ROM version \$147

\$150 gift certificate to [PostcardKingdom.com](#) -- \$150

Web Traffic Conversion Secrets Revealed course -- \$249

Tested Theories Of Consumption Theory course -- \$149

Those are all courses I sell. And they're getting to choose three out of the five if they wish to be a coaching client of mine. Many times, that is what puts them over the top and gets them off the fence.

So I use curiosity, greed, and all the elements dealing with bonus gifts to get them to become a coaching client and pay me \$1,800 in advance, and I have many, many coaching clients this way.

And even when they check these bonus gifts, three out of the five, and they're all worth that much, I still have to interview them so I ask them to give me the best time to call them for 10 minutes just to interview them because I don't accept everybody.

And I have 7am to 11am, 1pm to 4pm, 6pm to 9pm. I call them, they give me their email address, their daytime, their mobile phone, and their name, and I call them up and I interview them, and it's the most unique way to acquire coaching clients that I've ever seen, and I do very very well at a seminar I think because I'm not really selling anything, I'm selling the interview.

And it's all based on bonus gifts. They're all real bonuses that I've sold, and because they're giving me \$1,800 I can afford to give them the CD-ROM version of [Market With Postcards](#) if they choose that.

Because what's my hard cost of that CD? Royalties and all, it's about \$15. So why not gain \$1,800 to give away \$15?

So it's very very important to give away bonuses that are worth something. The way I position the bonuses is with risk reversal, I tell them you only get these bonuses if you purchase this offer, however, if for whatever reason you want to return the main offer, I'll write you a check on the spot and in that refund check I offer them something else, in the cover letter, it's really funny.

So I do get reactivated refund people by selling them something else, but I let them keep the bonus gifts, I don't put a limited offer on the bonus gift ... they can only get it if they purchase the offer and they do get to keep it if they decide to return the purchase.

Now my return rate for [Market With Postcards](#), the \$247 version is about one and a half percent, at this point. We're in 2003, around the 1st of February. For my CD-ROM it's a little higher at \$147 because they are value shoppers and they're only getting that from an exit popup that says:

"Listen, if you're still committed and don't want to pay the \$247, you can get the course for \$147, \$100 less, get the CD-ROM version."

Interestingly enough I have a higher return rate. Either way they get to keep the bonuses. So I use bonus gifts that way and it seems to be very powerful and it's nothing new, people have been doing this for years but I always place value on my bonus gifts, I don't just throw them in there. I don't insult the reader. And that's step 5, figuring out what my bonus gifts are. I have to, because it's going to be on my page.

I feel it would be very valuable for people, because this is actually something I heard from obviously a very seasoned online marketer Terry Dean, what he says is what can greatly increase the perceived value of the offer and also the response rates accordingly, is by offering as a bonus a tool, as opposed to simply information. Even if the tool is an action plan or a piece of software, obviously it's got to be related but he says that has quite a marked effect on the response.

Absolutely. If the bonus gift doesn't require work, in other words, instead of putting more profit into their bank account, it puts more profits into their bank account. One letter change can make a huge difference.

Put more money into your bank account. I'm doing the work.

Puts more money in your bank account. The tool is doing the work.

So if it's a software tool or some type of headline generator of some kind which there are plenty out there, that's a very good bonus gift for it's doing the work for the person who's reading it.

To recap, step one is FAQ. Step two is consumption matrix. Step three is upselling. What are the upsell or cross sell offers? Step four -- benefit bullets, both moving towards and moving away. Step five is bonus gifts.

Step six ... is guarantee. What is my guarantee?

Part of the reason why I do it in this sequence is isn't it so much easier to write your landing page when you have all these little points already done? You feel like you've accomplished something, you have a flying start. It's very easy to write a guarantee.

Here's mine, it's on my page at [MarketingWithPostcards.com](#)...

"Give my [Market With Postcards](#) course a fair try. If you don't agree that it can help you win the hearts of more customers, send back the course and I'll write you a refund check on the spot, minus shipping and handling cost.

If you're not completely satisfied, your investment will be refunded with no further questions asked, and no commitments or obligations or even expectations on my part."

That's hand signed, and there's a picture of me. I don't see a lot of people doing that, I like to make my guarantee from me personally because my company Heritage House is not providing the guarantee, I am. It's my personal guarantee.

The one that Yanik Silver and I have for the 21 Mind Motivators at Mind-Motivators.com ... it's a famous 365 day guarantee. And again it's a picture of us and it says:

"Our famous 365 day guarantee. Read the transcripts, listen to the audio files, put these profit boosting tactics to work in your business. If you don't totally agree that our 21 Mind Motivators can dramatically boost the pulling power of your email campaigns, direct mail letters, web site landing pages, postcard campaigns, and let's not forget ezine and magazine ads, subject lines, search engine directory keywords, overture pay per click descriptions, if you don't think you can legitimately fatten your bottom line many times over with our 21 mind motivators at your site, simply contact us within 365 days of your purchase, ask for a refund and we'll cheerfully fork over every cent of your investment.

Important: the \$166 in bonus gifts will still be yours to keep as our free gift for having faith in us in the first place.

Now could anything be fairer than that? Click here to order now."

So that's one of the trial balloon closes that we're doing with the guarantee. Now I wrote that guarantee before I wrote the headline. Why? Because that guarantee's easier to write!

So step six is write your guarantee.

Obviously you've got a risk free guarantee so if people know you they would take you up on the offer. But if they don't know you ... if basically they don't believe your guarantee how would you overcome that worry, that final bit of resistance?

That's a good question, and we have overcome it. Not everyone is always going to believe you. There are many spiritual leaders who lived 2,000 years ago, people still don't believe them. So you will never get 100% consent or belief from everybody. But it is a game of percentages and there is a way to increase the belief level.

And what I've done to increase that and raise the bar on believability because again they may not know me, I may be an unwelcome guest into their browser, is I put our picture and by putting our picture we're now real, by hand-signing it which we do, we're now real.

And that just increases the believability along with all the testimonials -- "These people think these guys are great, so obviously they must be great".

So it just raises the percentages of them believing us and I've even gone as far as putting testimonials from people who returned the course.

They said "Alex is a man of his word. I bought the course, it was at a level that was beneath my skill level, and I want you to know I got a refund within one week just like he said".

And of course it helps who your testimonials are from. And as you say one of them is from Joe Sugarman, is that right?

Yes, he has a huge one ... it was very gracious of him. He says "Yanik and Alex have masterfully isolated the true keys to motivate a prospect into action, and persuade that prospect to buy. These are powerful concepts that work."

And then we put his picture there and then I wrote "Direct quote from Joe Sugarman, world class copywriter, direct marketer, catalog pioneer, and best selling author of Triggers" and that Triggers is a link that goes directly to Amazon.com and that's our way of paying homage back to Joe for that generous testimonial.

I'll actually launch a new browser and it'll go to Amazon.com to purchase his book which everyone should own. Triggers by Joe Sugarman.

And having such a testimonial from such a well known person adds a lot of credibility to everything you say, because it's true that such a renowned marketer as Joe Sugarman wouldn't put his name to just anything.

No. Actually I have testimonials from him, from [Jay Conrad Levinson](#), from Joe Vitale who's a good friend of Joe Sugarman's, from Jonathon Mizel who I believe is the Godfather of internet marketing ... all sorts of people that are very well respected and those always help, but you also need the people who aren't as well recognized, real live people and I like to edify them by putting links to their pages which adds to their link popularity and to show how real these testimonials are.

Steps 7 to 10 in Alex's Proven Web Copy Formula

Okay, step seven is testimonials. So write down all the testimonials you get from people, how easy can this be? You already have them, or you can get them, and we're going to talk about how to get them.

Well, bottom line is write them down. Who's it from? Where's the city? What company, and what's their web site if it's applicable?

So write down all your testimonials. This is not rocket science. That's step number seven, you're having the majority of your page written and probably the most important parts written. If you put these things on separate pages you can just chunk them and make them flow into your copy.

The biggest mistake people make is the lack of flow of copy. This allows that flow to be looked upon from an aerial view and say "Well, the testimonials should go there, the testimonials should go here ..."

I like to pepper in my testimonials. Like in my MarketingWithPostcards.com if you go to the web site you'll see an anchor tag there. Which is like a bookmark. And what the anchor tag does is it says "See who gives Alex raving reviews".

Now when you click that, instead of making you read all the bullet points that preceded that you go about a third of the page down and it says "Why Alex Mandossian is getting raving reviews".

And the first one is from [Jay Conrad Levinson](#) and the headline reads "Alex is a guerrilla marketing genius". Now that's a pretty good testimonial. That's the headline.

Every one of my testimonials I put headlines, which is an extraction from the actual testimonial. So I give them a headline, I put a picture of the person and then I give the full testimonial, "[Jay Conrad Levinson](#), best selling author and acknowledged Father of Guerrilla Marketing, San Rafael California"

Next one: "Alex's techniques make more money". That's by "Joe Vitale, renowned copywriter and best-selling author of Hypnotic Writing, Houston, Texas".

Jonathon Mizel: "Truckloads of web site traffic using postcards". That's the headline. "Jonathon Mizel, publisher of the world-renowned Online Marketing Letter. Kihei, Hawaii"

And so on and so on.

So I like to put those guys together and I pepper other ones in like [Kenrick Cleveland](#) who's a world renowned persuader, I put his in, Yanik Silver, world renowned marketer online. [Dale Carnegie](#), one of the Dale Carnegie directors in the New York office ... I write his testimonial because he gave me one. That's peppered in a little earlier. Kenneth Varga, his testimonial's in there as well.

So they're all peppered in, in different places, and they're from famous people and obviously they do help. But I like to put them in different parts of the ad copy because I assume there's no one who's going to read every single word.

So I wrote those testimonials and later I decide where to put them.

What I've tended to do in some of my sales letters is lump testimonials together. Do you feel that breaking it up helps with the readability of the letter?

Yes and no. I like to chunk testimonials in four, and then give them a popup maybe to look at the rest of them, like we're doing with the [Mind Motivators](#) page. Or I like to put a group of four and put them in different aspects. Just as asides.

Like for example if you go to [CopywritingCoach.com](#) I put testimonials from deceased people, like if you go to middle of the page there's actually a testimonial that says:

"'Nobody should be allowed to have anything to do with advertising until they read Scientific Advertising at least seven times. It changed the course of my life forever.' Direct quote from Confessions Of An Advertising Man by David Ogilvy, renowned ad executive, best-selling author and founder of [Ogilvy & Mather](#) advertising agency".

Now that's a very unique way to use a testimonial because he's talking about one of the books in my [Copywriting Classics](#). So I'm using David Ogilvy in almost a trickier, sneaky way to get a testimonial.

I do another one from Albert Lasker, who's the father of advertising, and he talks about Reason Why Advertising by John E Kennedy who was the world's first copywriting millionaire, and I put another quote there from Albert Lasker. So I like to pepper them in that way.

That's an interesting point -- a few years ago when I was doing mail order, my very first product, obviously I had no testimonials at all, so a tip somebody suggested to me is to take quotes from well-known people, respected people, but which are relevant to the subject of the letter.

Well, it's a very interesting point you bring up. It's a very good way to do it.

Like for example I believe I took a sentence from [Jay Abraham](#) and put it in the letter, just as extra proof of what I was saying.

Absolutely. And even if you don't have testimonials, because I didn't have any physical testimonials because this [Copywriting Classics](#) was a new book, what I do is I treat that in the very beginning. It says:

"How many times have you asked yourself what does it take to create big profits on the internet? Well I'm going to make you a hundred dollar wager that you're a far better internet marketer than you think. If I'm right, you win. If I'm wrong, you lose nothing. Could anything be fairer than that? Let me explain."

And then I tell them:

"I'd like you to take part in this little marketing experiment and I'm going to reward you with a hundred dollars cash" That's a moving toward benefit right? I'm going to give you a hundred dollars cash.

Well guess what? The course is \$177. However if they promise to give me a testimonial within the next 90 days, then I will pre-fund them, I will finance a hundred dollars off the course so they can buy it for \$77 and we're going on the honor system.

That's pretty powerful because people think "Oh, I'm going to take advantage of him ... blah blah blah" and some of them do ... I request a testimonial 90 days later and 50 percent of people actually give it to me. So it's a very, very, I think clever way to give a good reason why on what to do if you don't have testimonials.

You get them that way ... that's one way to get testimonials and secondly, it's a good reason to put down for not having any about the course itself. And I did use testimonials about the specific books, this is a compendium of famous advertising books and copywriting books, so I still used those testimonials from David Ogilvy, etc. etc. however they weren't about the course itself they were just about the individual books themselves.

Okay. I did see that actually and that really caught my attention that you're offering a discount or a refund for a testimonial so in a way your customers are helping you building up the sales letter.

And they want to. And those who do, will. At least half of them.

So that is step number seven, testimonials. Now step number eight, spying.

So you've written down your FAQ's, you've written down your consumption matrix, you've written down all the upsells and the benefit bullets and the bonus gifts and the guarantee and the testimonials. Why on earth am I making you spy now? Shouldn't you do that first?

No. You shouldn't. And I'll tell you why.

Because after you have general knowledge -- what you want to write about, you want to spy to see what's available on the market. Once you've decided what to write about and what the specific item's going to be, now it's time to spy on very specific competitors. And that is step eight.

And the reason I make you spy in step eight versus starting with it, because I want to inflict a little bit of pain, and I want to inflict memory.

When something is painful, it's memorable, right? I mean, when a cat sits on a hot stove lid, they never sit on a hot stove lid again. Unfortunately they don't sit on a cold one but we're human so hopefully we know the difference when we see a piping red stove lid.

So what I want to do is get you to remember things and make this process very memorable so if I've made you already do the FAQ's, the Consumption Matrix, the upsells, the benefits, the bonus gifts, the guarantee, the testimonials ... well bottom line is now by spying all you do is add to that.

"Oh, why didn't I think of that?!" or "How come that person thought of it?! Let me write that down..."

So now you're not starting from scratch, you're just adding. Do you see the psychological benefit of that? It's very powerful, and a lot of this is applied psychology.

I bring in the spying element eighth. So bottom line if you're writing a book about copywriting, let's say famous copywriting books, you type that into the search engine tools or into any search engine or Overture pay-per-click or you name it ... let's say [Yahoo](#), look up those web sites and look at what their guarantee is. Look at what their bonus gifts are. Look at what their benefits are. Look at what their upsell is, if they have any. Most don't. Look if they have any consumption matrix copy, and look at their FAQ's. See if you missed any FAQ's. You see the power of this Louis?

It's so powerful. You've already done some work and now you're just going to edify the work that you've done and just show how difficult this stuff is by going to your competitors and those are like finishing touches on the previous seven steps.

I'm not going to go into spying, because obviously I've covered that.

Guess what step nine is? Start writing the landing page. You already have the testimonials, you already have the benefits, you already have the bonus gifts, you already have the guarantee, you already have FAQ's...

So it's just plugging everything together.

Plugging it together and putting the flesh in between the bones. This is analogous to having the Empire State Building and it's already built, and all you're doing is making the improvements on the inside, so it looks pretty.

Because unless it looks pretty people won't be renting that space from you. It may be functional but you need toilets that work, you need sinks that work, and you need carpet. And that's writing the copy.

And then step number ten is ... now I do this different than Ted Nicholas because I think writing a web page is different, but I write an order page last. So I take all the powerful bullets, I take the most important bullets and I put that into my order page.

"Yes, I want to order [Market With Postcards](#)". I'll read you mine, it's very very simple. I take all those elements and I treat it like a poem. It says:

"Yes! Rush me Alex Mandossian's [Marketing With Postcards](#) advertising course to flood my business with more customers, more patients, more cash paying clients than anything else I've ever tried before, even if I'm on a shoe string budget."

That's really encapsulating what my offer is in one sentence. That's like a coupon.

And then, I go to my bonus, and the bonuses...

"I understand I will get a \$100 discount off the original \$347 price along with these 5 free bonus gifts worth over \$650."

All I do is I list the bonus gifts, how much they're worth and give a brief description. You see that? And then...

"I further understand that [Market With Postcards](#) is covered by Alex Mandossian's personal zero-risk no questions asked 100% lifetime money back guarantee, less shipping and handling."

What is that? That's my guarantee. It's already written. See how that works? And then I end with a testimonial. This one is from Mark Joyner, very knowledgeable man, has made millions on the Net, he's acknowledged as the Tiger Woods of internet marketing and the testimonial reads:

"Alex Mandossian makes things happen fast. I was introduced to him on a Monday afternoon, and by Thursday morning one of his marketing ideas put an extra \$12,500 in my bank account. This guy has an amazing marketing mind. If you're smart you'll put him to work for you too."

So basically that is an exceptional testimonial, Mark is an exceptional marketer, and he may do controversial things and come up with new ideas but I guarantee you he's made a ton of money doing those kind of things and he's got a lot of courage, and I respect him for that.

And so he is there as my testimonial. I've put a picture of him, he has allowed me to run that testimonial. I asked his permission to do that. He said yes. And that's how I end the order form, and then comes billing information, full name, company name etc.

You know how long order forms take me to write, after I've done everything else? Order forms take me about 5 minutes to write. Simple.

My order forms typically convert anywhere from 12% to as high as 42% so like twelve out of a hundred people who land on that order form will buy.

Why? Because they use the elements in this copywriting formula which I've used, never revealed before. I will after this, actually I'm going to write a book about it. An eBook. But they are ten steps:

FAQ, Consumption Matrix, upsell offers, benefit bullets, bonus gifts, guarantee, testimonials, spying, actually writing the landing page, and then of course the order page.

You know who really reminded me that an order page should look like a coupon is number one: Ted Nicholas because I think Ted Nicholas writes the best coupons, a guy by the name of [Linwood Austin](#) who's a world class copywriter, lives in Salt Lake City, Utah. And Mark Joyner, I think writes the best order pages on the Net.

And so just a combination of those three gentlemen, I write order pages and I think the order page is the single most important page on your web site, because an order page: you're not speaking to a suspect, you are speaking to a prospect.

They have acknowledged that they want what you have to sell, therefore make it count. If they just click Order Now, "Just get to the bottom line" they're saying to themselves, all they have to do is go to my order page and they know what my order page is offering before they write their full name and company name and phone number and credit card information.

Because people do ... I do this myself, people often click on Order just out of curiosity and just to double check the price, because sometimes the price can be a little bit tricky to find because people seem to hide it in the middle of the text.

They bury it, yes.

What would be your thoughts regarding presenting the price?

I present the price after I've stated my claim, after I've given testimonials and guarantee's, and I typically present it: how much would all this be worth to you?

So let's go back to the copy for the [Mind Motivators](#) because I think we present the price very very well. After the testimonials, it's after the product shot, and being told what's in there, it's after the headlines and the story and why we created it. After the free bonus gifts, I've made my presentation and I'm telling them exactly what they're getting, and then at that point I tell them:

"How much would the entire [21 Mind Motivators](#) package be worth to you? Would it be worth at least \$300? Or \$200? Or how about \$149?

When we surveyed the same people to accurately find out why they wanted and needed the [21 Mind Motivators](#) course, we were astounded to discover that 78% felt that they couldn't live without it and it was worth over \$460." And then it says "Click here to see survey results" and then we show them the survey.

And then we say: "Because we want to be fair with you though, we're willing to give away this top secret money making information for the same price it was originally available to our teleseminar attendees. That's exactly why we're giving you this exclusive opportunity to pick up the [21 Mind Motivators](#) for the original telecourse cost of \$79.

We don't know how long we'll keep this price this low, but for now you'll get ..." and we restate what they're getting ... "and let's not forget the four unadvertised free bonus gifts that we just mentioned, never before revealed to the public worth \$166, they are yours even if you decide to write us for a refund. Imagine all of this marketing content for a measly \$79." And the copy reads on.

So that's the way we do it, and then the guarantee. So we state the price and then the guarantee.

So you position it as a very good deal, and then you position it completely risk-free.

Yes. You don't say it's risk free before giving the price, you give the price first then you give them the assurance that that money is going to be well spent.

Okay. And that's just another example, you mentioned with the survey results ... something you often seem to do on your letters which works very well is you involve the reader or you hook their imagination or their interest in by not just having text, text, text ... you have a survey...

Well, you know what that comes to Louis? I want them to use their mouse. Because the more involvement they have, I know the more likely it is they'll purchase, because you need to use your mouse to click the order page, right? So I make them use the mouse.

So how do you do that without letting them lose the focus from the original message?

They are focused, because what they're clicking is support material ... it's typically a popup and they're saying "Ah yes, this is even further information to support what I'm about to buy".

Consumption Matrix For Nightingale-Conant Info Product

Once you teach your customers how to "consume" more often, you will dramatically increase your sales and profits without spending a dime more on advertising or promotion costs. And if you want to increase the pulling-power of your ads, the Consumption Matrix is a potent copywriting tool that engages your prospects or customers to visualize consuming your offerings.

P.O.C. [1]	WHEN?	WHY?	HOW?
Situation #1	While driving to and from work during rush hour traffic.	To use dead time as source of learning and inspiration.	Audio player CD player
Situation #2	While mowing the lawn, or doing chores around the house.	To make chores more fun and get more brain food.	Portable tape Portable CD Stereo player
Situation #3	After the kids fall asleep, in the den with your spouse.	To become better at communication with family members.	Study guides Home stereo Boom box CD or tape Action plans
Situation #4	During a plan trip to a seminar, business or family trip.	To make use of travel time for inspiration and learning.	Study guides Portable CD Portable tape Laptop DVD Action plans

P.O.C. [1]	WHEN?	WHY?	HOW?
Situation #5	During a lunch break at work, or at home.	To use mid-day break time as a source for learning/inspiration.	Study guides Boom box CD player PC DVD Laptop DVD
Situation #6	At a holiday event, birthday or any other special occasion.	A thoughtful gift to a friend or loved-one.	Study guide Audio tapes CDs DVDs Videos
Situation #7	On a subway, ferry or bus, during Metro commute period.	To convert dead commute time into learning time.	Portable CD Portable tape Laptop DVD

[1] POC Point of Consumption. There are many POCs for any one product/service.