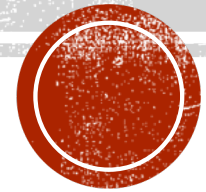
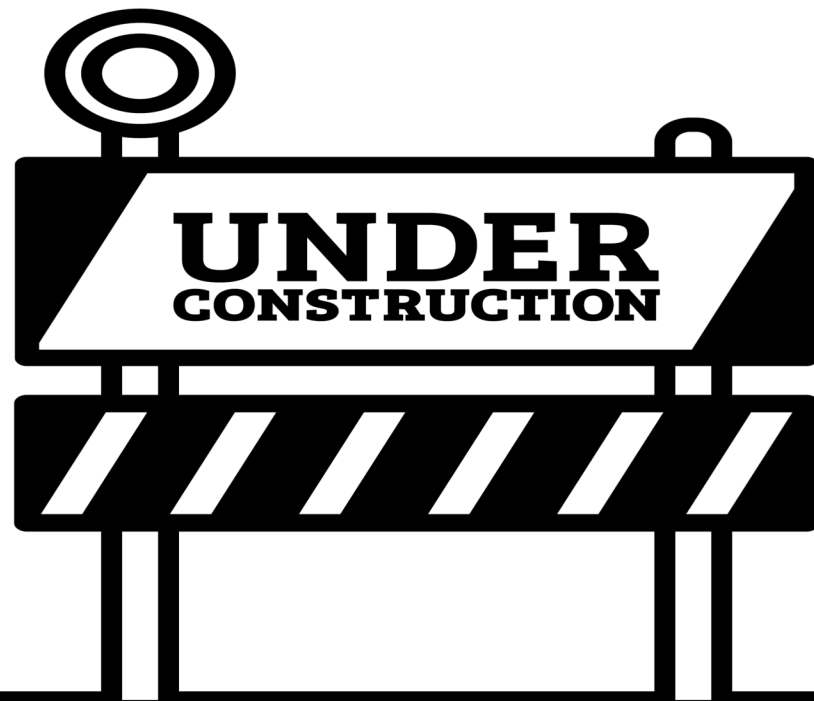


BOMBPROOF BULLET BREAKDOWN

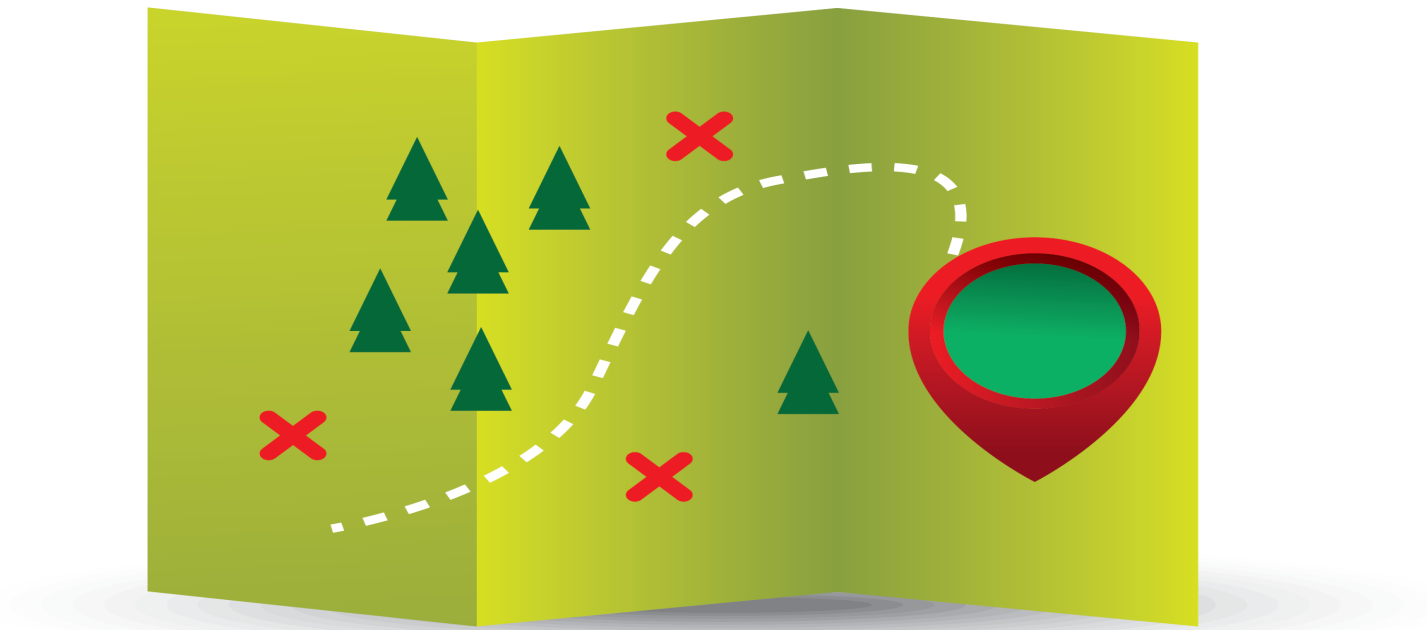
How to Grab Attention, Build Trust, and Sell the Darn Thing!



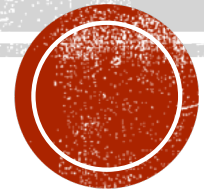
Lorrie Morgan, Red Hot Copy



BULLETS ARE THE ROADMAP



***“COPY IS NOT WRITTEN.
COPY IS ASSEMBLED.”***
EUGENE SCHWARTZ



WHAT ARE BULLETS?

- They bring facts to life by stoking emotions
- They telegraph information quickly
- They're scannable (& shareable) for busy people
- They can pull double duty as headlines, subheads, hooks, and subject lines
- They're the Achilles Heel to most copywriters



BULLET BACKDROP

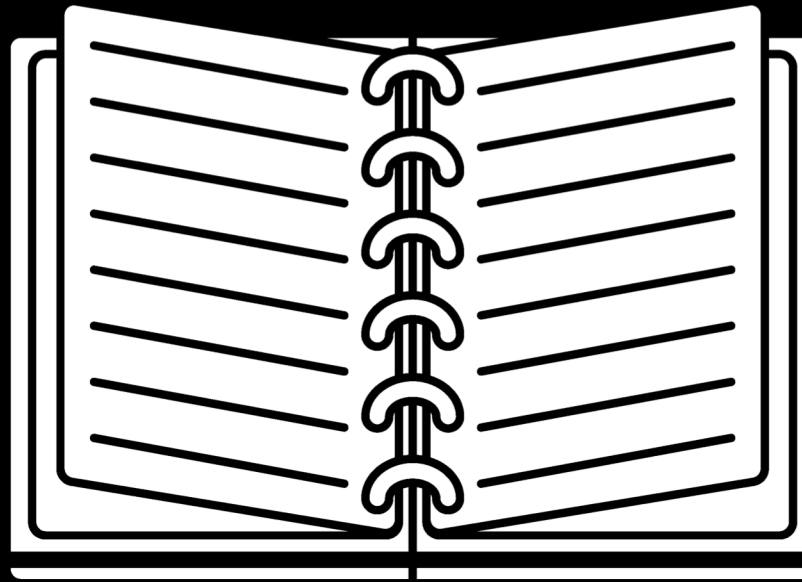
- Robert Collier, Claude Hopkins, John Caples, Victor O. Schwab, and Rosser Reeves didn't use bullets the way we do today
- Classic long-form copy was just 2-4 pages
- The copy we know today hails from magalogs of the 70s
- Denser copy requires rest for tired eyes



MENTAL GYMNASTICS



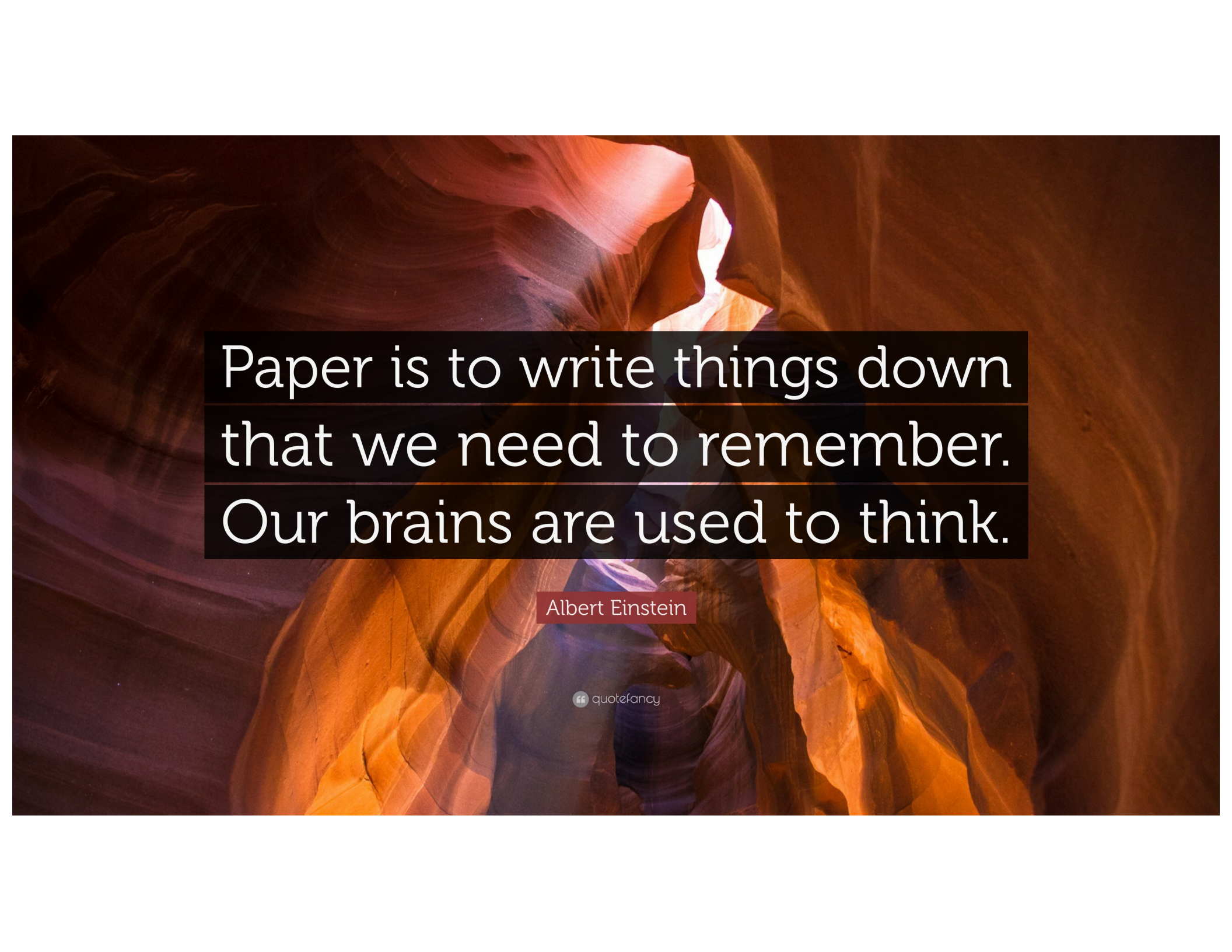
Keep a Notebook On-the-Go!



“Big ideas come from the unconscious. But your unconscious has to be *well informed*, or your idea will be irrelevant. Stuff your conscious mind with information, then unhook your rational thought process.”

David Ogilvy



The background of the image is a photograph of the interior of Antelope Canyon. The walls are made of smooth, undulating sandstone, illuminated by warm, golden light that creates a series of soft, flowing patterns. The perspective is looking down a narrow, winding passage, with light filtering in from above, creating a dramatic play of light and shadow.

Paper is to write things down
that we need to remember.
Our brains are used to think.

Albert Einstein

“ quote fancy

**Writing down your
experiences is a muscle
you have to train**



CLASSIC BULLETS



DAVID OGILVY

1. "At 60 miles an hour the loudest noise comes from the electric clock," reports the Technical Editor of THE MOTOR. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.



GARY HALBERT

How to collect from Social Security at any age!



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Good News Publishing Co.
Division of Master Psyche, Inc.

eligible for Social Security benefits, even your youngest children.

- How to replace a lost Social Security card.

- How to replace a lost Social Security check.

- How to get a refund if you have overpaid your Social Security taxes. (Studies show that two out of three people overpay.)

- How to figure out what your Social Security retirement payments should be.

- Should you tattoo your Social Security number on your body?

- What papers do you need in order to file a Social Security claim?

- How ten million people who are only 30 years old, on the average, collect Social Security.

- Should you get a divorce in order to get more Social Security? (a lot of people already have.)

- Should you have two Social Security cards?

- How to get free services which are available from Social Security.

- How to make sure your employer is not cheating you on your Social Security.

- How you may be cheating yourself out of your Social Security benefits.

- When are the five times you should get in touch with your Social Security office?

- How to work and still get Social Security benefits.

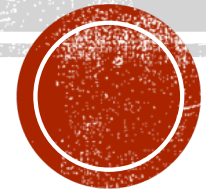
- How to cash in on Social Security even if you've never paid a penny



EUGENE SCHWARTZ



3 STEPS TO BULLET CREATION

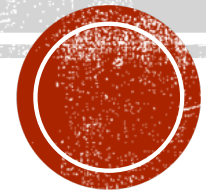


WRITE IN 3-D!

- Dig
- Draft
- Develop



DIG



Become A Research Ninja



DIG

Cover the 3 C's:

- Company Research
- Competitive Research
- Customer Research



DIG

Cover the 3 C's:

- **Company Research**
- Competitive Research
- Customer Research



DIG

Cover the 3 C's:

- Company Research
- **Competitive Research**
- Customer Research



DIG

Cover the 3 C's:

- Company Research
- Competitive Research
- **Customer Research**



DRAFT



DRAFT

Get a piece of paper and draw three columns on it with these headings: FEATURE, so that, BENEFIT

Feature (what your product/service IS)	...so that...	Benefit (what your product/service DOES)



DRAFT

Now fill in every feature your product has with a corresponding benefit

Feature (what your product/service IS)	...so that...	Benefit (what your product/service DOES)
Pain relief	<i>...so that...</i>	You can enjoy normal activities
Increased circulation	<i>...so that...</i>	You can lose weight faster
Raises immune system	<i>...so that...</i>	You don't waste time being sick and can do what's important



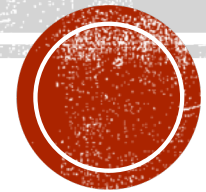
DRAFT

Create a first draft of each bullet by combining the features and benefits

- Get to pain relief quickly to participate fully in life again
- How increased circulation can help your body drop off weight
- How acupuncture raises your immune system so you're sick less often



DEVELOP



DEVELOP

- **Use exciting language**
(*WordHippo.com*)

For example, instead of *important*, try substitutions like *critical*, *crucial*, *urgent*



DEVELOP

- **Name-ification** - Give your proprietary processes a unique name

For example, the *Double Moon Rule*



DEVELOP

- **Use the Double Moon Rule**

Always let your copy marinate for 48 hours after you write it
(whenever possible)



DEVELOP

- The **go-to solution** my clients use for quick pain relief that gets them back in the game
- The unexpected treatment benefit that helps you **fit back in your skinny jeans again**
- Why do people who get acupuncture **get sick less often**? The secret Eastern culture knows about the connection between acupuncture and your immune system.



BULLET STARTERS

- Protecting the XX
- The advantage of XX
- Breaking the silence about XX
- Promoting healthy XX
- Busting the myth of XX
- Active XX now!
- Getting to the root cause of XX
- The truth about XX
- How to naturally XX
- Overcome “XX Hell”
- The other side of XX
- Tackling the true cause of XX
- Why we don’t get enough XX
- How to cut XX’s fuel supply



WITH GREAT BULLETS, YOU CAN:

- Charge higher fees
- Forge a faster, emotional connection
- Overcome any “sins” in your copy
- Make your entire message more cohesive
- Win envy, respect, and awe from your clients



WWW.REDHOTBULLETS.COM

RED HOT COPY presents...

Red Hot Bullets Blueprint

*The Insider's Guide to Grabbing Eyeballs and Fanning Desire
With Fascinations, Hooks, and Headlines*

STARTING FRIDAY, MARCH 4TH

- **6 interactive sessions** stacked with never-seen-before concepts on getting to the heart of bullet crafting



STARTING FRIDAY, MARCH 4TH

- A deep dive into **market research** that tickles the psychological impulses of your prospect's need to buy your stuff NOW



STARTING FRIDAY, MARCH 4TH

- Mind-blowing demonstrations that use **different styles of bullets** to drive your point home



STARTING FRIDAY, MARCH 4TH

- **Step-by-step processes** to walk you through creating bullets that pack a wallop...every time



STARTING FRIDAY, MARCH 4TH

- **Surgeon-like dissection of classic bullet structures from the **greats** you can model immediately**



STARTING FRIDAY, MARCH 4TH

- Construct and **refine your own bullets** on the spot with **live feedback** in a supportive environment



STARTING FRIDAY, MARCH 4TH

- Leave the workshop with a **loaded arsenal** to help you **write commanding bullets at will**



EXCELLING AT BULLETS GIVES YOU AN EDGE

- Happier clients
- More respect
- Higher fees



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**Knock \$100 with this
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BULLET TAXONOMY

- Bird's Eye Bullets
- Scorecard Bullets
- Buzzfeed Bullets
- Unicorn Bullets
- Bully Bullets
- Wedding Bullets
- Han Solo Bullets



HAN SOLO BULLETS



HAN SOLO BULLETS

A prospect's main objection to buying *anything* will tend to be:

- Too Much Time
- Too Much Money
- Too Much Effort



DEMO OF HAN SOLO BULLETS:

- **“I don’t need to get better at bullets.”**

Cool. If you feel like you don’t have room to improve, this really isn’t the place for you. But don’t be surprised when graduates of this workshop run laps around your copy.



DEMO OF HAN SOLO BULLETS:

- **“I’ve already read the masters.”**

That’s great. Really, it is. But seeing that the earliest and most-revered founders of direct response didn’t use bullets until the late part of the 20th Century, reading the classics for bullets isn’t gonna help you much. And it’s certainly not going to give you a system to write bullets for yourself like this workshop will.



DEMO OF HAN SOLO BULLETS:

- **“Bullets are only a small part of the copy.”**

A-list copywriters don't agree. In fact, many of them spend more time on the bullets than they do on the rest of the copy. They also can do double-duty as headlines, subheads, hooks, and subject lines. If you're ignoring bullets in your copy you're leaving a ton of money on the table.



DEMO OF HAN SOLO BULLETS:

- **“I don’t have the time.”**

Have you ever tracked how much time actually evaporates each day from bouncing around social media sites? Because I know I can get sucked into that too. In this course, you’ll create bullets **WITH** me instead of alone in a dark, silent room. By the end of it, you’ll not only have a hoard of your own bullets, but you’ll also have a system for creating them until the cows come home.



DEMO OF HAN SOLO BULLETS:

- **“I can’t afford it.”**

Listen, with what you’ll learn in this workshop, you can easily recoup your investment back before the series is over. I’ll even tell you how when you’re in the workshop. *Honestly, my mentors tell me the investment right now is embarrassingly low.*



BE A BULLET BOSS

Master your bullets.

Master your copy.

Period.

End of story.



**Knock \$100 with this
coupon code:**

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