

Red Hot Bullets **Blueprint**



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

IN THIS SESSION:

- PART 1: Meet Your Hosts
- PART 2: Intro to Bullets
- PART 3: Online Reading Behavior
- PART 4: Classifying Bullets



PART 1:

Meet Your Hosts





Lorrie Morgan

- Founder of **Red Hot Copy**
- A-list copywriter with **22 years** experience
- Mentored under **Gary Halbert, John Carlton, Dan Kennedy**
- Created her own style of emotionally-connecting copy called **The She Factor**
- Named in the **top 100 greatest copywriters** of all time, past & present
- *Crazy about horses, competitive shooting, and the Western lifestyle*





Chase Morgan

- Former corporate tech lawyer at **top 50** law firms
- Clients included **Facebook, Snapchat, Spotify, Cisco, Samsung** and more
- J.D. from **UPenn** and Cert. in Business Management from **Wharton**
- *Lifelong student of human behavior and singer-songwriting*



PART 2:

Intro to Bullets



Bullet Ballet

Bullets look deceptively simple to write. But so much more goes into them than what we see as the final product.

- Bullets perform together like a choreographed ballet
- When they flow, they seem effortless
- Each set has its own style and goals
- They create an emotional state
- They can hypnotize your prospect into a buying trance



So... what IS a bullet?

- A typographical mark that offsets text
- Usually based on a single idea
- Enjoys hanging out with its friends



Bullets As Ammo

“You want to ‘wound’ people with your bullets. And the cure for that wound is to get the product.”

Ken McCarthy



Bullets As Ammo

Diligentia Vis Celeritas

Speed Power Accuracy

- **Speed** - Must be easy-to-read and to the point
- **Power** - Dull, limp bullets don't get read
- **Accuracy** - Bullseye the emotional heart



A Brief History of Long Copy

- Master copywriters from before the 1960s did NOT use bullets the way we use them today (*Robert Collier, Claude Hopkins, John Caples, Victor O. Schwab, Rosser Reeves, Eugene Schwartz, David Ogilvy*)
- **In the early-to-mid 1900s**, “long” sales letters (*like the famous Wall Street Journal letter*) were in print and generally just 2-4 pages
- **In the 1970s**, the longer form sales letter gains popularity with the magalog (12-32 pages or more)
- **Today in the 21st century**, copy is largely consumed online with obscene page lengths (*John Reese’s Traffic Secrets sales letter was over 50 pages and set a new standard*)
- No shortage or printing space anymore...**just a shortage of attention**



The Modern Copywriter

- In the digital era, our eyeballs are glued to the screen and under constant assault
- 2.5 quintillion (2,500,000,000,000,000,000) bytes of data are created on the internet EVERY DAY
- Attention is a dwindling resource
- No one wants to hear from “marketers” anymore (if they ever did)
- **We are all content creators now**



PART 3:

Online Reading

Behavior



A Bullet to the Brain?

The research is out:

- No matter how brilliant you write, your target market is likely NOT reading your whole sales letter
- They aren't even reading it in order
- People want to pick out the information that is most pertinent to them and their current needs, and move on with their lives



How People Read Online...

“People rarely read online — they’re far more likely to scan than read word for word. That’s one fundamental truth of online information-seeking behavior that hasn’t changed in 23 years and which has substantial implications for how we create digital content.

[...]

Even when users do scan content in its entirety, they never scan it perfectly linearly. They still jump around pages, skipping some content, backtracking to scan what they skipped, and rescanning content they’ve already scanned.”



The amount of time any individual is willing to spend reading depends on four factors:

- **Level of motivation:** How important is this information to her? Does she know or trust the source?
- **Type of task:** Is she looking for a specific fact, researching a topic, or just entertaining herself?
- **Level of focus:** How focused (or unfocused) is she on the task at hand?
- **Personality:** Does she scan *even when highly motivated*? Or is she more detail oriented?



Scanning Behavior:

F-Pattern

vs.

Layer-Cake Pattern





Tigers in Crisis

Promoting the Fight of Endangered Tigers and the Efforts to Save Them

Home The Tigers The Tiger's Story Tiger Resources Tigers in Crisis News The Tiger Channel Searching for Tigers About



ENDANGERED TIGERS IN CRISIS

Endangered tigers are in a crisis. Over the past 100 years, the tiger population has declined by more than 90 percent. In some areas, it has been nearly wiped out. Conservation efforts are underway to protect the remaining tigers.

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ENDANGERED TIGER SUBSPECIES:

Bengal tigers (*Panthera tigris tigris*) are the most numerous tiger subspecies with its remaining wild populations estimated at around 2,500. The Bengal tiger roams a wide range of habitats including high altitudes, tropical and subtropical rainforests, mangroves, and grasslands. They are primarily found in parts of India, Nepal, Bhutan and Bangladesh. Bengal tigers are sometimes called Indian tigers and account for over half of all tigers remaining in the wild. Poaching for tiger parts is their major threat. The Bengal tiger is classified as endangered by the IUCN.

Indochinese tigers (*Panthera tigris corbetti*) are located in Thailand, Cambodia, China, Laos, Myanmar and Vietnam. The population of this subspecies had fallen by more than 70 percent in slightly more than a decade, and the total population of Indochinese tigers is estimated at fewer than 300 individuals. However, due to restricted access to areas where the Indochinese tiger lives, little is known about their population status. Human development, such as road construction is fragmenting habitats. And decades of poaching have reduced the population.



Latest Tweets

Tweets by @tigersincrisis

Search



F-Pattern Scanning

“In the absence of any signals to guide the eye, [the reader] will choose the path of **minimum effort** and will spend most of their fixations close to where they start reading (which is usually the top left most word on a page of text).”



...true potential of the internet — to connect humans and make us more tolerant, understanding and empathetic.

And if you want to see the impact of new technology in cities, transit is where you can get the most immediate and intense sense of it. People of all kinds — from digital natives to senior citizens, from financiers to refugees.

Transit authorities can get things done

There are many barriers to entry that make getting things done in cities hard. The competition is fierce, the regulatory environment is complex and regulations among a million committees, departments, community groups and contractors — plus, of course, it's what makes cities great. But it also means you have to move at the pace of technology.



But transit systems are different. They are generally operated, managed by a sole authority and act more like a corporation than a government bureaucracy. And because they are autonomous organizations, they have control over everything that happens inside them. Decisions and changes can be made quickly, and implemented with relative speed universally within the system. If you want a path toward accelerating innovation at city scale — transit is the place to do it.

Transit systems have what innovation requires to be successful — a built-in user base with massive scale

Transit already has built-in scale — millions of people use it every day, in every major city. And, unlike the complex web that makes up cities, transit is a cohesive, contained ecosystem. Every conceivable touchpoint of a journey exists, from planning to wayfinding, safety and security, from operational enhancements to advertising, communications and point-of-purchase.

This built-in user base and multifaceted journey opens the door for outside investment and innovation. Introducing even a small data-driven improvement that can be immediately deployed onto a flexible digital infrastructure can yield massive benefits.

There is an expectation gap

Getting around in cities took nothing more than five years ago, let alone 10. A single trip a few miles away can easily involve two or three modes. And the cockpit of the rideshare I took recently had seven interactive displays with real-time information and services — the number of the typical train car? None. We have choices, and we want information and convenience.

And this hasn't gone unnoticed by transit authorities. There's been a subtle but important shift in the way they operate: Users are no longer simply riders, but customers. Providing safe, reliable service is table stakes — transit authorities know they need to deliver an

Layer-Cake Scanning

“If the page layout **allows users to quickly identify the essential information that is relevant to their needs**, users will save a lot of effort and will be able to accomplish their goals fast. But, if... the layout does not emphasize the important information, people may miss it and they may end up leaving the site.”



PART 4:

Classifying Bullets



Bullets: A Taxonomy

- We poured through countless sales letters to find the patterns in how master copywriters wield bullets
- Like all copywriting, bullets are more art than science
- Our goal is to give you **guideposts** so you can control what kind of performance you want from your bullets



Bullet Placement Guideposts

Let's take a look at the handout...



Feature Bullets

- This is the naked bullet...the baseline of all your future bullets
- It includes the feature and a benefit
- Simply put, **what does your product or service offer & how does it help?**



Homing Device Bullets

- These are bullets that directly home in on your target market
- *Does this sound like you? Do you have this problem?*
- The implication here is: *we have the solution you are looking for*
- **Homing device bullets are often used near the OPENING to help draw readers deeper**



Homing Device Bullets - Ex. 1

- Are you a salesman who needs more leads?
- Are you a housewife about to get a divorce who needs a simple way to make a lot of money?
- Do you have a furniture store, restaurant, car dealership, hot dog stand or some other kind of establishment you'd like to see swamped with customers?
- Are you a manufacturer who would like to sell so many of your widgets you have to run extra shifts to meet the demand?
- Are you a marketing consultant who like to keep up with new ideas and techniques so you can better serve your clients?
- Are you an M.D., a dentist, chiropractor, an optometrist, a therapist, or any other kind of health care professional who would like to see your waiting room bursting with new patients?
- Do you have a house you'd like to sell? *A thousand* houses? A car? A boat?
- Do you have anything you'd like to sell? Consulting services? Products?



Homing Device Bullets - Ex. 2

On the other hand, if you've ever stayed up nights asking yourself ...

- “Can I live on my retirement savings without having to go back to work part-time?”
- “Will my retirement nest egg last me for the rest of my life?”
- “How will I pay for health care if I get sick with a long-term illness?”
- “What if stocks go down and wipe away even more of my retirement portfolio?”

... then I believe you'll find the special FREE offer I am about to make to you of particular interest.



Fascinations

- Sometimes called “teaser bullets” or “blind bullets”
- They WITHHOLD some juicy information from your reader
- Think of fascinations as a lever to *push* your prospect to the next stage in your funnel
- Used **ANYWHERE**



Fascinations - Ex. 1

- Why you should use the “Double Moon Rule” to morph limp bullets into dynamic forces of nature
- The deadly mistake even professional copywriters can’t seem to shake that drowns their copy like a palm tree in a tsunami
- Which two habits you already do on the regular you can harness to effortlessly crank out sizzling bullets like an overzealous influencer on TikTok
- Exactly which multi-sensory words and phrases to use that make your bullets pop off the page
- 5 ways you might not have thought of to easily bank a TON more money by becoming a bullet-writing whiz kid



Fascinations - Ex. 2

- How to use the secrets of "loading" your body for maximum power! (Traditional swings rob you of this potential power - while the Triple Coil Swing actually increases it two-fold!)
- How to make yourself safer than 89% of other car passengers
- The secret of "that schoolgirl complexion" revealed! This is the natural compound you must have for health, beauty and long life. Develops that youthful beauty from within.
- Why up to 70 percent of all poisonings happen to children under five. And the best prevention of them all.
- Why if this disaster strikes the US, you'll pay up to 15 times more money for cheap imitations of your favorite supplements - and why that's the good news!
- What you must do at once if you receive a mild shock when you touch an electric appliance
- What the Corporate Fat Cats don't tell you about their CoQ10 supplements



Bird's Eye Bullets

- Bird's eye bullets lay out the key features your product or service offers at a high level



- Use these **AFTER YOU INTRODUCE YOUR PRODUCT**



Bird's Eye Bullets - Ex. 1

Do you remember all those free reports and what they are about? Just to make sure, let me list the titles here to refresh your memory:

1. How To Have A Photographic Memory... At Any Age!
2. How To Stop, Reverse, And Prevent Heart Disease Now And Forever!
3. How To Stop Deadly Cancer Without Surgery Or Radiation!
4. Six "Insurance" Nutrients You Must Take To Prevent Disease And Premature Death!
5. How To Lower High Blood Pressure In 14-Days Or Less... Without Dangerous Drugs!
6. The Anti-Cancer Diet... 16 Amazing Superfoods That Prevent Cancer!
7. Miracle Age-Reversing Nutrients!
8. How To Cure Arthritis With A Simple Grocery Store Remedy!
9. How To Train Your Metabolism To Burn Fat 24-Hours-A-Day, 7-Days-A- Week And Lose All The Weight You Want... Without Weight-Loss Dieting!
10. Why Viagra (The Potency Pill) Might Not Be A Sexual Panacea For Every Man!
11. How To Have Maximum Energy In Minimum Time!



Resume Bullets

- Resume bullets are one way to highlight your credibility with experience
- You can use these in the story of why you created the product you're selling **EARLY ON** or add them at the **END**



Resume Bullets - *John Carlton*

- I've written for the biggest direct response outfits in the universe (like Rodale and Boardroom), after they sought me out solely from my reputation as a freelancer...
- I've been the "go-to freelancer" for huge advertising agencies (who snuck me in the back door to do the jobs their staff writers couldn't manage, because I figured out how to make *any* ad work, in any market)...
- I've worked closely with legends like *Gary Halbert*, *Jay Abraham* and *Dan Kennedy* (I was Halbert's confidant and partner for 20 years, had free run of Abraham's office, and was the *keynote speaker* at Kennedy's notorious Copywriting Bootcamp)...
- *And I've created my own hyper-successful marketing businesses (where we've completed multiple Web-rattling launches, and mentored thousands of entrepreneurs both off-line and online).*



Scorecard Bullets

- Scorecard bullets show the results of using a product or service
- Especially powerful in testimonial form
- **Use these AFTER you've revealed the product (or RIGHT BEFORE)**



Scorecard Bullets - Ex. 1

But don't worry. Because no matter what your age or financial status, *How to Retire Rich* can help you:

- Put your financial house in order.
- Increase your net worth 50% to 100% or more.
- Reduce debt and other expenses.
- Get your spending under control.
- Accelerate your rate of personal savings.
- Make back everything you lost in the recent 3-year bear markets.
- Unload under-performing and high-risk investments.
- Balance your portfolio for growth and income.
- Own only the best-performing stocks and mutual funds at all times.
- Diversify asset allocation to lower your risk.
- Eliminate excess management fees, commissions, and other expenses that eat into your profits.



Scorecard Bullets - Ex. 2

Here are a few examples of his advertising and marketing wizardry:

- He skyrocketed a tiny \$20,000 a year company to \$13 million in sales in just 18 months.
- He pulled \$570,000 worth of desperately needed cash out of a client's "dead" inventory in just four days.
- He co-developed nearly 20 million investor leads for several of the largest stock brokerage firms in the US.
- Because of his guidance, another client, a little jewelry firm, banked almost \$80,000 in blessed sales in less than one week using one of his more ingenious techniques.
- He took a medium-sized company from \$800,000 in annual sales to slightly over \$7 million in less than one year and this incredible increase was all internally self financed.



Wedding Bullets



- Wedding bullets list out each step your reader should take in order to accept your offer
- Future pacing helps your prospect see themselves with the product in their hands
- **Use these WITH YOUR OFFER**



Wedding Bullets - Ex. 1

YOU CAN'T LOSE ONE CENT—

IN READING THIS BOOK FROM COVER TO COVER AT OUR RISK.

Here's how it works...

1. To have this book delivered to your house, send in the No-Risk Trial Reservation in the enclosed postage-paid envelope.
2. Keep this advertisement. Every page of it.
3. Check off those benefits that you want to prove first. Check off the pages in the book in which they appear.
4. When the book arrives, turn to these pages. Test every word of the advertisement against its proof in the book.
5. We believe you'll be delighted. But if you're not, use the prepaid shipping label below to send the book back to us in its original carton. Tape the shipping label to the carton and return it. That's all there is to it!
6. In this way, there is no cost, and no risk, for you to get everything you want from the book. And, even better, you get many more benefits—hundreds more—than we have room here to tell you about.

You have nothing to lose. Why not send in the Postage-Paid Order Card... today.



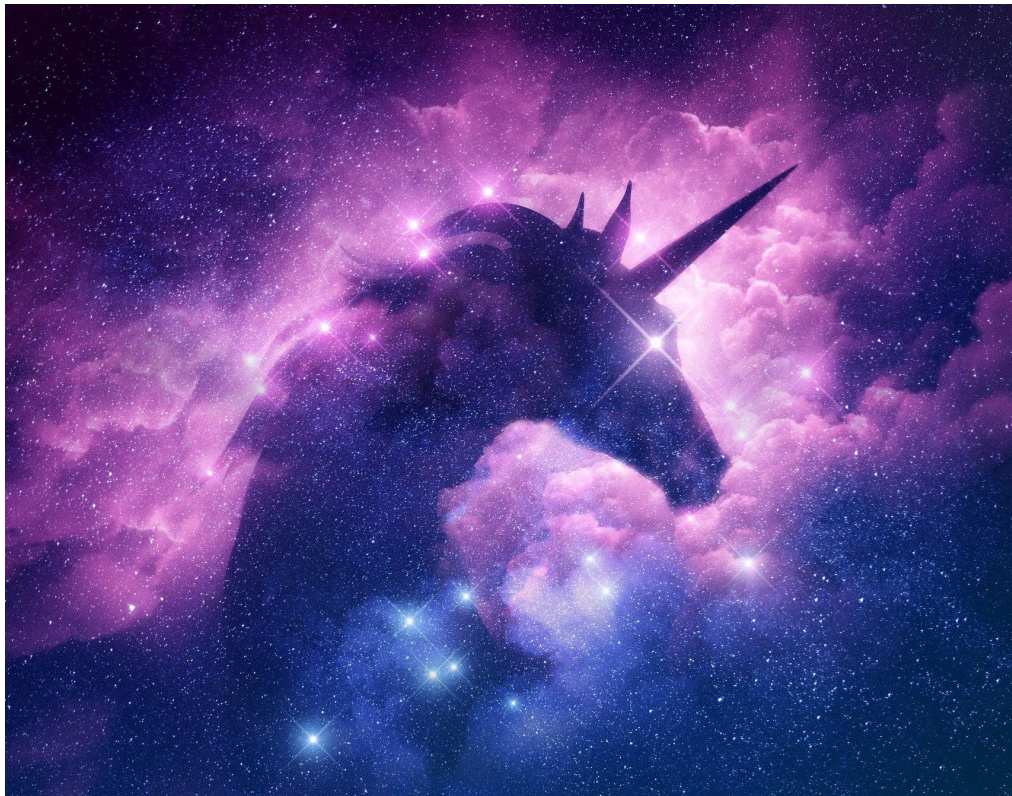
Wedding Bullets - Ex. 2

Say "Yes" (by sticking the proper button into place) and you'll be activating a series of happy surprises:

1. A gift announcement that you can sign as you wish will be provided with each subscription you order — if you order early. (We will send you an acknowledgment/invoice confirming your order.) If your order is not received early enough, we'll send an announcement to the children in your name.
2. The first issue of HIGHLIGHTS FOR CHILDREN will follow shortly, jammed with fun and learning for all children — interesting, fun-to-know, useful information.
3. Then, throughout the whole year, your favorite children will be reminded of you as a fresh, new issue of Highlights arrives — addressed to each child, given by you.



Unicorn Bullets



- Lay out a series of myths about your offer and dispel them
- They do cleanup work to overcome preconceptions
- **Use AFTER YOUR PRODUCT HAS BEEN REVEALED**



Unicorn Bullets



Myth #1: You can grab just about any course on copywriting and learn how to write bullets.

There's no shortage of courses on the market these days. And, of course, they all say they're the BEST. *I've bought 90% of them.* They all have their own spin on covering concepts of copy. But I have yet to see one share a failproof system of how to actually write creative bullets that sell.



Myth #2: If you already know how to write a sales letter, bullets are just the cherry on top.

Um...no. A sales letter (or email or just about any marketing message) is like a blob of ideas without a spine. Bullets are the connective tissue of that beast you're creating. They drive excitement. They make ideas memorable. They give your copy the oomph it needs.



Myth #3: Writing bullets is the easiest part of the message because they're short.

You've probably already heard the phrase, "If I had more time, I'd have written a shorter letter." Tighter, pithier copy requires more skill. It takes more research, more brainpower, and more creativity.



Myth #4: Your target market is too educated and high class to read bullets.

The busier your audience is, the more they crave bullets. And we're ALL busy, no matter how many degrees or pedigrees we have behind our name. Bullets make it easier to latch onto concepts. Remember, even though technology changes as fast as the Kardashians pop out kids, psychology never does.



Myth #5: Bullets are an unnecessary luxury if the rest of the copy is good.

The misconception of bullets being a "throwaway" part of the copy is one of the sad excuses why so many freelancers gloss over this section of their work...and their message suffers for it. Because they're so easy to absorb, bullets drill deep into the psyche of human nature and stick.



David Letterman Bullets

- Rank the top 10 reasons to purchase from lowest to highest
- These increase desire to own your product by listing options they may not have considered
- **Use them RIGHT BEFORE or RIGHT AFTER your offer**



David Letterman Bullets

LATE SHOW
**TOP
TEN**

Top Ten Things You Don't Want To Hear From Your Mom

10. I don't have a favorite child, but I do have a least favorite
9. I always had you pegged for prison
8. Why are you so mean to Regis?
7. Could you make my Mother's Day gift out to "cash"?
6. I'm not angry at the way you turned out, I'm just disappointed
5. Get off my property or I'll call the cops
4. You were so much cuter when we dressed you as a girl
3. I'm doing this Top Ten List for the paycheck
2. Don't just marry the first girl you live with for twenty-three years
1. Why can't you have a show at ten o'clock?

Thursday, May 7, 2009



David Letterman Bullets

After participating in this workshop you will...

#10 Have a no-fail system for writing bullets

#9 Churn out more powerful hooks and openings

#8 Build out your arsenal with different styles of bullets

#7 Do meaningful research to practically read your audience's mind

#6 Break your product down to concepts that are easily shared

#5 Overcome writer's block

#4 Always have a wealth of fresh ideas at your fingertips

#3 Uplevel any piece of copy, any time

#2 Command more respect

And the TOP reason to master bullets...

#1 Charge higher fees



Buzzfeed Bullets

- This bullet formula is shockingly effective at drawing readers in:
[# of items] that [will have an **effect on the reader**]
- These bullets are designed to get them excited about buying
- Use them **RIGHT BEFORE or RIGHT AFTER YOUR OFFER**



Buzzfeed Bullets - Examples



Just 40 Things Under \$50 You're Going To Want... Like Immediately

If you're looking for more cute and useful things, you'll probably find a few in this list 😊

 Amanda Davis



Starts with G...
@thismuchyel...



42 Facts That Will Make Every Single Millennial And Gen Xer Have An Existential Crisis

"Ben Stiller is now the same age as Robert De Niro was when he made Meet The Parents."

 Dave Stopera • 35 minutes ago



Buzzfeed Bullets - Examples



same couch...
from this

to this!

43 Decorating Tips That'll Make Renters Think "I Wish I'd Known About This Sooner"

Yes, there are seating *and* book storage ideas within for your "charming" (ahem, weirdly shaped) living room.

 Elizabeth Lilly • 5 hours ago



22 Photos Of Saint Lucia That'll Have You Saying, "Is This Place Real?"

A country of romance. Period.

 AnaMaria Glavan • 4 hours ago



HAN SOLO BULLETS



Han Solo Bullets

- Han Solo bullets shoot first to overcome any lingering objections in your prospect's mind
- A prospect's main objection to buying *anything* will tend to be:
 - Time
 - Money
 - Effort
 - Esteem
- **Use them right AFTER your offer**



Han Solo Bullets - Ex. 1

Agora Financial - "The Mattress Strategy"

Q-Wave's whole purpose is to make sophisticated, high-profit investing available to average investors in a way it's never been before:

- **You don't have to sit at a computer and trade all day long.** You can check your email or fax machine just two or three times a day. We'll even send the trades automatically to your broker.
- **You don't need much money to get started.** You can execute these trades with as little as \$500. Or if you want to invest \$500,000, you can do that, too.
- **You don't have to become an expert trader yourself.** Adam and Bryan do the research and analysis and send you step-by-step instructions.
- **You don't need to take high risks to make high returns.** In fact, we encourage you to risk only a small portion of your capital in our trading strategy. That's enough to earn you profits far greater than you're likely to make anywhere else. Meanwhile most of your capital is totally safe.
- **You won't have to depend on tips, rumors, breaking news, or cooked books.** The Q-Wave strategy is based totally on market prices — the only figures no one on earth can falsify.



Han Solo Bullets - Ex. 2

An Open Letter to Anyone Who Wants to Lose up to 20 Pounds in Two Weeks the Lazy Way
- Gary Halbert

But, best of all, it's based on science, factual science, not false claims nor empty promises, and I'll stick my medical reputation on it.

- No calorie counting
- No side effects (natural, gentle, safe)
- No caffeine or harmful stimulants
- No nervousness or irritability



Bully Bullets

- The anti-bullets of the world that push your prospect to NOT buy
- These can be an effective tool for stoking the ego of your target market
- These bullets also demonstrate that you are offering something serious and that you have standards
- **Used at the END of the copy to drive home who this product is really for**



Bully Bullets - Ex. 1 (*Jay Abraham*)

“Here then are the six minimum conditions that must exist in order for it to make sense for you to contact Mr. Abraham.

1. You must have enough money to finance a serious first-class sales offer.
2. You must have an ethical first-class product or service. [...]
3. You must be able to handle an almost overnight increase in sales. [...]
4. You must have an open mind. Mr. Abraham's methods are unique to say the least. [...]
5. Your operation must already be somewhat profitable. [...]
6. And finally, needless to say, if you crave Mr. Abraham's personal contact, you must go to him. [...]



Bully Bullets - Ex. 2 (Ali Brown)

Please note I lead ADVANCED workshops, and this is NOT for you if you:

- Are still in the startup phase of your business and income models (generating less than \$150K a year or in business less than 5 years)
- Don't have confidence in yourself or your ideas
- Want to be 'taught' instead of participate in elevated thought and conversation
- Are looking for formulas, templates, and 'done for you' anything
- Aren't willing to think for yourself or 'do the work'
- Are resistant to redirection or reinvention—if required
- Aren't in a position (financially or emotionally) to invest in yourself right now



Before You Start the Next Session...

Challenge Round:

Choose 3 different styles from the taxonomy to write 3 bullets each about this hammer (for a total of 9 bullets)

