

Drafting Your Masterpiece Framework

Red Hot Bullets **Blueprint** - Session 3



IN THIS SESSION:

- PART 1: Stalking the Feature Creature
- PART 2: Flip the Bird
- PART 3: Settle the Score



The 3-D Bullet Blueprint

1. Dig
2. >>**Draft**<< (*you are here!*)
3. Develop

PART 1:

Stalking the Feature Creature



Feature Bullets

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



The Feature Creature



Image source: "Here Be
Monsters" by Los
Paseos (2015)



People Buy for APES

- **A** - Appearance
- **P** - Performance
- **E** - Economics
- **S** - Social Status



Create three columns with these headings:
FEATURE, so that, BENEFIT

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



DRAFT

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



Drafting Tip #1:

Be like Elsa and “Let It Go”

- This is the DRAFT stage
- You can polish your turds into gold, but *only* if you get them on the page
- (There is a reason we separated draft and develop in our 3-D Bullet Blueprint)



Drafting Tip #2:

Use a Timer

- Set a timer for 15 minutes and write as much as possible
- When the timer dings, STOP
- Take a short break and start again
- This will help trick your brain and tease the creative juices into flowing out



Drafting Tip #3:

The Double Moon Rule

- Whenever possible, wait TWO days between steps
- It takes about 48 hours for your brain to move things from short term memory into longer term storage
- That's where most of our connections happen and things being to “click”



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

Feature (what your product/service IS)	<i>...so that...</i>	Benefit (what your product/service DOES)
Location is quiet, remote, scenic	<i>...so that...</i>	Get in touch with your inner thoughts & creativity
No city lights	<i>...so that...</i>	Sleep more deeply
No noise pollution	<i>...so that...</i>	Increase focus



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

Feature (what your product/service IS)	<i>...so that...</i>	Benefit (what your product/service DOES)
Home cooking with fresh garden ingredients	<i>...so that...</i>	Non-processed foods give your brain a boost
Horses	<i>...so that...</i>	Raise endorphin levels
Fresh air and exercise	<i>...so that...</i>	Increase oxygen level to brain



Soli-Tude Ranch Examples

- Quiet setting supports free-flowing thoughts and higher creativity
- Sleep more deeply with natural light
- No noise pollution means your brilliant ideas aren't drowned out
- Think more clearly when you feed your brain good nutrition
- Being around horses raises endorphin levels
- Unpolluted air and movement increases the oxygen in your brain



PART 2:

Flip the Bird



Bird's Eye Bullets

- These bullets lay out the key features your product or service offers at a high level
- Think of these as a curated **FEATURES** list or the **specs** of your product
- This is where great market research comes in handy



Flock together

You want your bird's eye bullets to hit all the high points expected by your target market of similar products and services in your field.



Green And Clean Electric Air Blower Sustainable Deep Cleaning

- **Never Lose Its Power**
- **No Static Electricity**
- **No More Freezing Hands**



The odd duck *in*

You also want to distinguish yourself from the competition. What do you offer that others may NOT?

(Your unique value proposition does not have to be 100% unique—perception is everything.)



Schlitz Beer Case Study

- In early 1900s Schlitz Beer was in trouble & hired Claude Hopkins
- Hopkins toured the plant and saw:
 - Glass rooms with filtered air
 - Expensive filters that were cleaned 2x daily
 - Bottles were sterilized 4x
 - 4,000 ft deep artesian well with pure water
- All beer companies brewed their beer that way but Schlitz talked about it



The Home Beer

Let your home beer be Schlitz because of its purity. Get the good without the harm.

In our brewery, cleanliness is carried to extremes. Even the air in our cooling rooms is filtered.

Every bottle of Schlitz beer is sterilized, to insure freedom from germs.

And all Schlitz beer is aged for months, so that it cannot cause biliousness.

Be as careful of your beer as you are of your food. Order Schlitz and be sure of it.

Schlitz

*Ask for the Brewery Bottling.
See that the cork or crown
is branded Schlitz.*

The Beer
That Made Milwaukee Famous.

Purity is Supreme

The materials we use are the best we can buy. And a partner in our business selects them.

The goodness of Schlitz is due largely to them.

But the supremacy of Schlitz as a home beer has been gained by the fact of its absolute purity.

Purity is not so conspicuous as some qualities in beer, yet it is very expensive. That is why it is rare.

But what does it matter how good a beer is if it is not a pure beer? If its use is unhealthful? If its result is biliousness?

Schlitz beer is known as the pure beer the world over.

Schlitz

*Ask for the Brewery Bottling.
See that the cork or crown
is branded Schlitz.*

The Beer
That Made Milwaukee Famous.

Bird's Eye Bullets - Soli-Tude Retreat

- Distraction-free zone in rural western town
- Intimate 12 person limit for elevated insights
- Laid back in-home atmosphere to create in comfort
- Innovative lessons from gentle horses to shift your perspective
- 14 acres of rustic landscape to awaken your muse



PART 3:

Settle the Score



Scorecard Bullets

- These bullets show the **results**, i.e. what using a product or service has done for others
- So they believe they can do it too
- Think of these as a curated **BENEFITS** list



Examples from Kettlebell Workout

Here's what I experienced just in the **first week by working out just 7 minutes flat, twice a day.**

- I got a **complete body workout** including strength, cardio and flexibility in minutes
- **I saved over 6 hours of my precious time** by not driving to and from the gym to work out
- My **energy soared** through the roof so I was more productive than ever
- **Smooth, tight thighs with a lot less cellulite!** Woo hoo!
- Believe it or not, I had next to **no muscle soreness** after exercising
- It was easier to relax and go with the flow in stressful situations
- **Bye bye PMS! (yes, really)**
- Junk food cravings went away too; **I actually WANTED to eat healthier**
- My muscles looked leaner, more toned, and elongated as if I'd been stretched
- **Even my breasts perked up**



Examples from Soli-Tude Ranch

In this distraction-free zone, Lorrie will teach you her proprietary content creation methods. When you leave, you will have...

- Unusual perspectives on creating fresh content
- Meditations to access your new mindset at will
- Exercises to shake up your creative juices
- Clarity on your hallmark marketing DNA
- Rituals to recreate your creative experience anywhere, any time



Before You Start the Next Session...

Challenge Round:

- Create a features & benefits table
- Draft feature bullets using your table
- ***Extra credit:*** flip your draft bullets into (a) bird's eye bullets and (b) scorecard bullets

