

Bullets That Hook

Red Hot Bullets **Blueprint** - Session 4



IN THIS SESSION:

- PART 1: Homing Where the Heart Is
- PART 2: Strange Fascinations



The 3-D Bullet Blueprint

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

PART 1:

Homing Is Where the

Heart Is



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



Product Awareness

In Breakthrough Advertising, Eugene Schwartz identified five distinct levels of customer awareness.

- **Unaware** - These are prospects who don't realize they have a problem.
- **Problem Aware** - Know they have a problem but they may not completely understand it.
- **Solution Aware** - Know about solutions, but don't know your specific product or service.
- **Product Aware** - These prospects know your product, but haven't bought it.
- **Most Aware** - These are your best customers.



Reality of Success Seminar

In fact, if you are a business owner who...

- **Is plodding through life day by day just checking things off your 'TO DO' list** while secretly fearing you'll never even scratch the surface of your true potential;
- **Has taken in tons of self-help information already yet *still* find yourself** wondering if there is something more to life;
- **Has a lingering void inside** you haven't been able to fill no matter how much money you make or which goals you reach;
- **Is frustrated and exhausted with the way you're living your life** yet can't seem to find an easier path to manage it all;
- **Wishes you knew who you could trust to cut through the B.S.** and show you EXACTLY what to do to get the life you want to live...

If even one of those qualities sounds like you, then you're in the perfect place RIGHT NOW!



Fit After Fifty

IT WON'T MATTER IF...

- You **haven't exercised** a day in your life...
- Your **joints** feel like rust in the morning...
- You have 20+ pounds to lose...
- You're busy and have **little free time**...
- You believe you're "**too far gone**" to see results...
- You **don't have a lot of willpower**...

This NEW Exercise Method Can Work For You.



PART 2:

Strange Fascinations



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



Write your fascinations BACKWARDS by asking yourself the 6 basic information gathering questions (aka, *How and the 5 “W”s*) :

1. **How?**
2. **Who?**
3. **What?**
4. **Why?**
5. **When?**
6. **Where?**



How...?

- Most basic form of fascination
- Prospect wants to know something and you'll tell them how
- Play off the **innate desirability** of the withheld information
- *The art of exaggeration*: fascinating hooks vs. keeping promises



How Examples

- How to skyrocket your online sales... without... force, struggle or deceit!
- How to eliminate online shopping cart or order form bailouts! Roughly 50% of people who click to order will not complete the purchase unless you know the inside scoop.
- How to hit the passionate “sweet spot” of your reader and literally whip him into a buying frenzy even if he has to max out his credit card in the process!



How Examples

- How to "set up" the perfect sexual encounter with your lover... every time!
- How to guarantee every thought your lover thinks of you is supercharged with pleasure, excitement and... white hot anticipation!
- How to use a simple, but sneaky trick, to spy on your competitors web pages and have them show you tons of profitable keywords



Who...?

- Who should be reading this
- Play off of **human interest**
- Double-duty as homing device bullets



Who Examples

- 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?



What...?

- This one piece of information could help you, if you only knew what it was!
- Play off survival psychology to **seek reward** (and avoid punishment)
- We are creating an “itch” that the prospect will want to scratch



What Examples

- 10 Super Secret nutrients that you can buy off your grocer's shelves that may eliminate your desire for chocolate and carbohydrates forever!
- Learn which secret "fattening foods" will actually help you lose weight!
- A special place (and a special way) to touch a woman to guarantee mind altering sex! (This technique is so simple... and... so little-known... even 75% of all women don't know about it.)
- The 3 types of diets you must promise to NEVER begin...and what to do if you already have!



What Examples

- The single most important thing you must do before you sit down to write even one word of your sales message! Do this simple step and there will be an endless supply of buyers. Ignore it and you'll be winking in the dark.
- The #1 tool for maximizing your pay-per-click profits
- 3 magic words you can use in your pay-per-click ad to cause a stampede to your website. (Watch out for extreme traffic spikes after adding these words to your ads.)
- Discover the one thing you should never have on your website. Common sense says do it but your bank account will say ouch if you do.



Why...?

- Why your thinking is probably wrong
- Play off survival psychology to **avoid punishment** (and seek reward)
- People always want to know where they stand and if they are right
- Controversy increases engagement



Why Examples

- Why NEVER to trust the words “low fat” on the label!
- Why men almost always fail to understand a woman's "physiological signals"... even after years of marriage. (Just learning this one secret will take your love life into another world.)
- Why "pick-up lines" almost never work... and... the ONE "almost magic" way to approach a woman which works nearly every time!
- Why one person has the power to create a relationship miracle (even if you think your challenges are the other person's fault)



Why Examples

- The reason most websites fail! If you don't know this ingredient, you might as well turn in your domain name and give up your dreams of success.
- Why it's becoming almost impossible to giveaway free stuff online and what you must do to get more leads
- Why should always offer more than one type of package and what market research tells you that can fatten your wallet
- Why you should never let your web designer be “creative” when designing your site. This is a beginner's mistake and more common than you think. You'll discover the exact page layout to maximize sales.



Where...?

- Play off the **context** of your target market and their preconceptions
- Typically used together with other teases to deepen your prospect's itch
- Look to the story of your product or service for ideas



Where Examples

- Ancient Romans used this unusual oil to stoke their bravery before going into battle
- Italian chef shares the secret ingredient that has her restaurant booked for months in advance
- What an early 20 century beer salesperson had to say that is vital for doing business on the web
- Lessons you can learn from a simple walk through Wal-Mart
- This town in Australia looks totally deserted. But turns out their residents are just brilliant.



When...?

- You need to act within a specific time window to get the best results
- Play off people's **sense of urgency** and fear of missing out



When Examples

- Act now and your one time Early Bird investment of \$1995 (before January 31) can be split in 4 easy payments. (*Investment after February 1st is \$2,995*).
- Lumivella has fast become one of our biggest sellers and we're not sure if we can keep up with demand. Order today and erase fine lines overnight.
- When to tell your personal story during your sales presentation (and when you absolutely should NOT)
- Why most couples miss out on the searing, hottest peak of their "love clock" during the day... and... why they never even realize it!



Other Tips

- **Nameification:** Give your widget a cool, curiosity-provoking name



Other Tips

- Nameification makes you memorable. *Nobody had ever heard of phasers, warp speed or transporters before Star Trek. They made a unique universe and could add whatever words they wanted to their palette. Now we not only remember them but they're used in our everyday lexicon.*
- Nameification bonds you to your process.
- When you plant your flag in the ground and claim a method, it gives you credibility.
- Nameification makes your bullets more interesting and curiosity-provoking.



Nameification

Examples from this course:

- **Double Moon Rule:** The method of waiting for two days after writing your copy before editing
- **Tarket:** Extracting ONE ideal person out of your target market and writing a detailed bio
- **Han Solo Bullets:** Shoot before they do to overcome objections



Nameification

Examples from this Unleash His Inner Caveman:

- Trigger his **Firestarter Biochemical** to instantly activate this chemical in his body...and he'll feel as exhilarated when you're in the room as he would while tracking a saber-tooth tiger.
- **T-Rex Hard On Technique** –Just the thought of you will force him to pop a rock-hard boner like a 21 year old no matter how old (or young) he is now.
- Flip on his **Alpha Lust Switch** to get back that pull-your-hair-passion you had when you first got naked together.
- When his **Obsessive He-Man Hormone** is activated he's helpless to stop himself from giving you pleasing trinkets as well as chest-pounding protection (and orgasms).
- Learn the secret tool stores know about men with the **Home Depot Wimp Translator** to stroke their masculinity genes to basically control their thoughts and actions.
- **Porn Annihilator** – This Machiavellian trick will have him turning his nose up at porn and strip clubs because he can't get your sexiness out of his mind.
- **Cheat-Proof Chemical** – When you activate this, biologically he'll go limp when he even thinks of another woman.
- **The Rainbow Connection** - What gay guys know about men that you don't. Armed with this knowledge he'll feel as if you're reading his dirty mind.



Other Tips

- Rule of Threes



Rule of Threes

- The human brain is a massive categorizing computer
- When we hear a list of items, once we hit the magic number of three, that's enough for us to **identify a pattern** (and make a mentally “informed” decision)
- But if the list climbs up to four or more, it's suddenly more difficult to remember or compute



Rule of Threes

- There's a certain balance and cadence with a list of three

👉 ABC

👉 123

👉 Do Re Mi

- The rule of threes is time-tested
- A famous Roman Era proverb reads, “Omne trinum est perfectum” or... “All good things come in threes.”



Other Tips

- Avoid punctuation at the end of shorter bullets



Other Tips

The bullet itself serves as punctuation unless:

- You have more than one sentence in your bullet
- You're using a question or exclamation mark

When you see a period (full stop) in a sentence, it's a signal for your mind to pause. We don't want that when we're trying to create a trance-like state.



Other Tips

- Read it out loud



Idea Generators

- [Buzzfeed.com](https://www.buzzfeed.com)
- [NationalEnquirer.com](https://www.nationalenquirer.com)
- [Yahoo.com](https://www.yahoo.com)
- [Aol.com](https://www.aol.com)
- [DailyMail.co.uk](https://www.dailymail.co.uk)
- [Magazines.com](https://www.magazines.com)
- [ViralNova.com](https://www.viralnova.com)



10 Red Hot Templates

(Shamelessly Stolen from John Carlton)

- One **mistake** _____ make is....
- How **one small change** can do _____...
- How to **avoid** the problems of _____...
- **Exactly** where to use each of _____ steps to _____....
- **How to** _____...
- You'll always get a **repeatable result** with _____.
- **The truth** behind _____.
- Instantly **diagnose mistakes** with _____ so that....
- How to improve _____ **no matter how difficult** it was for you before.
- Do _____ **effortlessly and easily**.



Real World Bullet Examples from **Experience the Reality of Success**

- **The truth** behind WHY you aren't where you want to be in your life RIGHT NOW...*and what to do about it IMMEDIATELY!*
- Why even **beginners to wealth acceleration** are able to play alongside **more experienced** people using these truly life-shifting techniques...*what ever level you're at, you will learn invaluable tools to improve your life immediately!*
- Exactly where to **use each of my proprietary steps in your life to keep the cash rolling in** and continue fulfilling your desires long after this seminar is OVER!
- How to always get a **repeatable result in your manifestation** with this simple secret no one is talking about – *you'll be astounded at how fast you'll make changes when you add this ingredient!*
- How to improve your personal and professional manifestation skills **no matter how difficult** it was for you before - *(This stuff truly works 100% of the time!)*
- **Ways to** master your own mind and emotions permanently so you aren't a slave to your past blocks ever again – *this process is not only freeing, it is PERMANENT!*
- How to **avoid the problems of negative people and naysayers** when you get back to your own environment who want to see you as miserable as they are – *returning to your 'real world' is often the undoing of other trainings, but not “ERS”!*



Real World Bullet Examples from **The She Factor Marketing System**

- How to write using a formula that is **effortless and easy** (*I confess. I follow a specific blueprint that has gotten my copy in the limelight in a relatively short period of time and I'm going to hand it all over to YOU*);
- How to get a **repeatable result** when you follow my method for writing ANY COPY (*I boiled the volumes of information overkill on this topic into the best of the best techniques you can apply right away*);
- The hush hush resources you can use to **deeply SEGMENT the female market** to practically read their minds (*different groups of women respond to different marketing tactics*);
- How to LOWER SALES RESISTANCE and separate yourself from any other business in your marketplace through **compelling storytelling** (*women buy from those they bond with*);
- The use of **psychological hot buttons** and mental gymnastics that hypnotize her into buying (*your copy will practically put her in a trance*);
- And much, much more!



More Bullet Starters

- Protecting the XX
- The Advantage of XX
- Breaking the Silence About XX
- Promoting Healthy XX
- Busting the Myth of XX
- 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



Before You Start the Next Session...

Challenge Round:

- Create your own fascinations using one or more of:
 - How and the 5 Ws
 - Red Hot Templates
 - More Bullet Starters

