

Bullets That Close

Red Hot Bullets **Blueprint** - Session 5



IN THIS SESSION:

- PART 1: Getting Closer
- PART 2: Bullets That Close



The 3-D Bullet Blueprint

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

PART 1: Getting Closer



**Your Mindset and Framing Are
CRUCIAL**



Marketing Is Like SEX





5 Factors To Selling

- Flirt Factor
- Trust Factor
- Close Factor
- After Factor
- Rave Factor



Flirt Factor

Romance:

Figure out the preferences you desire in a mate and target a person like that

Marketing:

Do deep research on your market and narrow your findings down to your Target



Trust Factor

Romance:

In this courtship phase, you create more intimacy by building rapport and connection

Marketing:

Write empathetic and emotionally-charged bullets to build confidence. Relate to her problems (you've been there too). Anticipate her objections.



Close Factor

Romance:

You've laid the groundwork before your proposal (*whether it's a date, sex, or marriage.*) Now get that commitment!

Marketing:

Lay out your clear, compelling offer by letting her know exactly what she's in for. This includes your product/solution, bonuses, and guarantees.



After Factor

Romance:

One-night stands aren't where it's at (unless you're into that kind of thing - no judgment.) You need to follow up with texts, phone calls, and flowers if you don't want to start from scratch all over again.

Marketing:

Follow up consistently after a sale with messages explaining what to do next and offering unexpected value to keep her attention (and hopefully keep her as repeat customer.)



Rave Factor

Romance:

You're a keeper. She's gonna brag about you to everyone who'll listen. (*Flip side, if you hurt her, she's gonna tell everyone too.*)

Marketing:

Getting social proof in the form of results or testimonials from customers is critical to continue selling. You can repurpose this info in your bullets.



Cialdini's 6 Principles of Persuasion

1. **Reciprocity**
2. **Scarcity**
3. **Consistency**
4. **Authority**
5. **Social Proof**
6. **Likability**



Reciprocity

When you do something nice, people feel obligated to return the favor.

For example, offer a freebie to turn up your prospect's internal pressure to buy (*especially if you can make it seem personal*).



Scarcity

When there's LESS of something available, people tend to want it MORE.

For example, consider:

- giving a limited time to act on a deal
- limiting the number of available offers
- highlighting demand for your product



Consistency

Once you get someone to commit to something (*even in a small way*), they are more likely to continue (*even with increasingly larger stakes*).

For example, get your prospect to commit to buy by reversing the risk, then hit them with an upsell.



Authority

People tend to follow the advice of knowledgeable and credible sources.

For example, boost your prospect's trust in you by dropping some resume bullets.



Social Proof

When in doubt, people look to the “herd” to figure out what to do.

For example, boost your social proof by showing how many people have already accepted your offer and been helped.



Likability

Finally, people follow the lead of people they like.

People tend to like those **who**:

- like them *too*
- are similar to them
- want to work together

For example, boost your likability with your prospect by bullseyeing your tarket.



PAC - Mental Shortcut

Eric Burns was a psychologist in the 50s who said there are 3 people in every convo

- Parent - Skeptic
- Adult - Logical
- Child - Dreamer



PAC - The Mental Shortcut

In closing bullets we want to touch on all 3 voices

- Parent - Proof of success
- Adult - Explain the process to achieve outcome
- Child - Remind them of the benefits



PART 2:

Bullets That Close



Wedding Bullets



Wedding bullets list out each of the steps your reader should take in order to take advantage of your offer.

They use future pacing to help your prospect see themselves with the product in their hands.

Use these **WITH YOUR OFFER**.



"Best Of All: You Can Use Pandora's Box, Right Now! Sign Up Today And Get Immediate Access To This Extraordinary New System..."

When you click the "Add to Cart" button below, it will take you to a secure order page. Simply fill in your information and I'll sign you up for Pandora's Box. You'll get the option to customize your Pandora's Box so it fits your needs and learning style.

You'll go straight to your members-only system access page.

This whole process can take as little as one minute, so you can tear into Pandora's Box in under 60 seconds.

You could get your first phone number, first date or even first kiss as soon as tonight.

Or you could master this system before this weekend's parties. It will only take you an hour or two.

Just click the button below to order, right now:

Wedding Bullets - Ex. 1

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: Pandora's Box

<http://3questionsgetthegirl.com/>

Add To Cart >>



Here's What To Do...

Your 2 basic choices are...

Option 1. Attend the Advanced Covert Hypnosis program only; **OR**

Option 2. Take advantage of the opportunity to attend the "Conversational Hypnosis Professional Hypnotherapy Certification" program and then (after a 1 day break) continue on to the "Advanced Covert Hypnosis" event.

Here are the details again...

OPTION 1 (Outstanding Value)

The Advanced Covert Hypnosis - Mind Bending Language Training With The Bonus Group Covert Hypnosis Day (18th-22nd November)

- You get an **\$800 Discount** for this advanced training and a bonus day **worth another \$297**
- This is an **ADVANCED** training and that if you are a "hypnosis newbie" or have very little experience then you must attend the **FREE PREPARATION** "**How To Hypnotize Anyone Crash Course**" that will be held the day before the advanced course on the 17th November.
- You have a **100% Money Back Guarantee** before the end of day 2 of the main training

Your Investment is JUST \$495

To reserve your place, GO TO www.AdvancedCovertHypnosisTraining.com

OR...Complete the enclosed YELLOW FORM and return via Fax, Mail or Phone

Wedding Bullets - Ex. 2a



OPTION 2 (Best Value)

 The Conversational Hypnosis Professional Hypnotherapy Certification Training (11th-16th November) AND The Advanced Covert Hypnosis Training With The Bonus Covert Group Hypnosis Day (18th-22nd November)

- You get a \$1000 Discount on the usual \$1695 investment for the certification training and a further \$800 Discount for the Advanced Covert Hypnosis training and a bonus day worth \$297 and **because you are attending both trainings you get a further \$195 Discount**
- You also get the bonus recordings of the "Non-Awareness Set" Master Class and the "Secrets of Hypnosis Revealed" course so you are fully prepared to get the most out of the certification training (**worth a further \$224**)
- You get a day off between the Trainings (17th November) to relax and recharge your batteries at the 5 star resort **OR** you can attend the optional "**Learn To Hypnotize Anyone Crash Course**" that is being held on the 17th November.
- You have a **100% Money Back Guarantee** on EACH training before the end of day 2 of that training

Your Investment JUST \$995

To reserve your place in BOTH trainings AND the bonus day...

GO TO www.AdvancedCovertHypnosisTraining.com

OR...Complete the enclosed YELLOW FORM and return via Fax, Mail or Phone



**Wedding
Bullets -
Ex. 2b**



Han Solo Bullets



Han Solo bullets shoot first to overcome any lingering objections in your prospect's mind.

Use them right **AFTER** your offer.



Han Solo Bullets

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

- Time
- Money
- Effort
- Esteem



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.*



Han Solo Bullets - Ex. 2

Craig Proctor -
"3 Day SuperConference"

May I remind you -

1. You are protected by my GUARANTEE, you attend at my risk, not yours.
2. You get everything from a real "doer", not just a "teacher": NOTHING here is "theory" or "ideas". It's what I'm doing to generate almost \$4-mill in commissions WORKING LESS HOURS and EXERTING LESS EFFORT than you probably are!
3. This is NOT a "sell-a-thon", with a dozen speakers getting up one after another trying to get more money out of your wallet. I'm PERSONALLY teaching about 30 of the 35-or-so hours.
4. The fee is less than ONE commission. If you can go home from this and not increase your earnings by the equivalent of one commission thanks to information gained here, you're brain dead, I'm incompetent and I'll personally apologize to you. In fact, if you honestly can't attribute at least two deals directly to this SuperConference within 90 days, I'll invite you to the next one free - so you can keep coming back until you "get it".
5. This SuperConference is PROVEN POWERFUL beyond any argument. Read the comments from attendees on the enclosed pink sheets.
6. **Last, remember, this IS about MUCH MORE than just making more money. It's about HOW you make the money. About your personal satisfaction, prestige, stress vs. sanity, home life, lifestyle. THAT is THE most compelling reason NOT to miss this.**



Han Solo Bullets - Ex. 3

Arthrix HA - joint supplement for dogs

Arthrix® HA is obviously a supplement you can trust and give to your dog without fear or concern. Here are FIVE reasons why:

1. **Arthrix® HA is made by Kala Health Inc. a respected and trusted manufacturer of premium quality supplements for people and pets for over 20 years.**

Our mission is simply – quality research plus quality ingredients plus quality manufacturing yields improved quality of life for our customers.

2. **The BEST QUALITY SCIENCE.** We believe it is impossible to develop and produce the best nutritional supplements in the world without first starting with the best raw materials. That's why we spend 90% of our time researching and developing the highest quality raw materials to use in our products.

3. **Sourced and Made in the USA.** We are dedicated to using only the highest quality ingredients right from the USA.

We wouldn't risk our pets health on poor quality, potentially fatal ingredients from China and we won't subject you to that either!

We think it's absolutely disgusting that some supplement companies are deliberately conning consumers in an effort to cut costs. When you buy from us, you buy the best; from the U.S.

4. **FDA Licensed Facilities!** All our products are manufactured in a certified Rx and OTC FDA drug-licensed facility in accordance with Good Manufacturing Practice (GMP).
5. **Fully Audited by the National Animal Supplement Council** (NASC) allowing us to use the NASC seal on our pet supplements

labels.



**"... It is amazing how well
Teddy Bear does on this! He
thanks you too!!"**

"Teddy Bear, a Pembroke Welsh Corgi, was diagnosed with severe bilateral hip dysplasia at 10 months of age. At night, he could barely walk or get up from a lying position. Changes in his routine and Arthrix Plus made such a difference. He has required pain medication very rarely and continues to do well at 5 years of age. I have recommended Arthrix Plus to many pet owners and will continue to do so. I am very, very happy with the product! It is amazing how well Teddy Bear does on this! He thanks you too!! **He's the one on the left!!** "
-- P. Herberhoiz, Tucson, AZ



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 (Lorrie Morgan)

I'll be honest, the **Red Hot Bullets Blueprint** isn't for everyone.

- ☐ It's not for you if you're just starting out
- ☐ It's not for you if you're allergic to group interaction
- ☐ It's not for you if you're closed to new concepts and out-of-the-box thinking
- ☐ And it's not for you if you think you "already know that"

If you're still in then let's get rockin'!



Bully Bullets - Ex. 2 (Craig Proctor)

One very blunt comment: if you determine that you are NOT ready for this, then you DO lose any and all rights to any “poor me-ing”. You lose the right to whine or complain about how tough it is. You lose the right to envy the agent in your office who somehow seems to get better leads. You lose the right to feel sorry for yourself. You choose to keep working very, very hard to eke out your living. You deserve no sympathy.

Do the right thing, for yourself, your family: register now.

Sincerely,

A handwritten signature in black ink, appearing to read "Craig".

Craig Proctor



The Weird Trio



Unicorn Bullets



Lay out a series of myths about your offer and dispel them. They do cleanup work to overcome preconceptions.



Unicorn Bullets - Ex. 1

DMSO Is NOT A Fad Or Hype Or A Natural “Foo-Foo” Healer That Doesn’t Have Solid Proof Behind It.

WebMD says a form of **DMSO is FDA approved** for a certain type of pain relief — no other “natural” supplement you can buy has this FDA approval —

✗ Turmeric does NOT

✗ Boswellia does NOT

✗ Curcumin does NOT

✗ Bioperine does NOT

✗ Glucosamine does NOT

✗ Capsaicin does NOT

✗ Chondroitin does NOT

✗ MSM does NOT

✗ Hyaluronic Acid does NOT

...but **DMSO DOES** have this FDA approval!!! Just think about this huge difference in proof!!!



WARNING

The Pain Relievers You Are Taking Now **ARE **NOT** Safe Or Harmless.**

According to WebMD, Advil, Motrin, Aleve, generic Ibuprofen, Acetaminophen and Naproxen can have harmful side effects, including:



**Stomach
Pain**



Heartburn



**Internal
Bleeding**



**Headaches
and Dizziness**



**Ringing in
the Ears**



**Rashes,
Wheezing and
Throat Swelling**



**Liver
Damage**



**Kidney
Damage**



**High Blood
Pressure**



Confusion

Unicorn Bullets - Ex. 2



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.



Is one of 10 common
excuses preventing you
from doing what you know
you need to do in order
to get what you want?

Find out what the exciting science of psychoneuroimmunology has revealed about the surprising biochemical causes of inaction ... and the simple solutions that will free you from your excuses and empower you to achieve ANY goal easily – without struggle or resistance.

**David
Letterman -
Ex. 1**



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.



7 More Reasons Why AquaFlexin is Better, Safer, and More Effective...



1. Only top pharmaceutical grade ingredients are used, consisting of clinically tested and standardized Paractin and ultra high purity Biofermented Hyaluronic Acid (HA).

2. The two AquaFlexin ingredients are precision blended and packed at a superior rated laboratory which meets every quality standard for Good Manufacturing Practices.

3. Extensive and rigorous testing is performed at every step of the manufacturing process, with purity, potency, freshness, and accuracy of dosage guaranteed for each batch.

4. Independent laboratory testing is conducted from start to finish, and a Certificate of Analysis is awarded on every batch.



5. Gold Standards safety measures are followed at all times - every single capsule is screened and certified to be free of moisture, bacteria, heavy metals, and other contaminants.

6. There are no fillers or binders added - each capsule is fully digestible and easy to swallow.

7. Every single bottle of AquaFlexin comes with a money back and satisfaction guarantee for a full 30 days. No questions asked - your satisfaction and good health are our top priorities.

Buzzfeed Bullets - Ex. 1



4 Biggest Tax Preparation Mistakes to Avoid

If you don't take every single deduction and credit you're entitled to on your income tax return, you'll pay more tax than necessary. Why pay a penny more than you *have* to? Here are some costly mistakes you'll learn to avoid as a TAX HOTLINE reader:

▶ **Mistake #1: Confining charitable deductions to cash or check.** Millions of taxpayers donate items to charity each year. But many underestimate the value of their donated items—or they leave them off completely. You'll want to use *this* recommended method to determine the value of your donated items—so you get the biggest deduction possible!

▶ **Mistake #2: Cutting corners on car contributions.** More people are donating autos and other vehicles to

charity these days. But they often don't follow through with the necessary paperwork. If you don't have *this* signed document attached to your tax return, the IRS will disallow the deduction *entirely*.

▶ **Mistake #3: Not taking mortgage deductions.** If you refinanced your mortgage last year, go over your settlement papers. Some of your settlement expenses may be deductible right away—others may be deducted over the life of your loan. Surprisingly, many taxpayers overlook these plump deductions. *You* don't want to be one of them!

▶ **Mistake #4: Overpaying Social Security taxes.** If you received paychecks from two or more employers last year, and earned more than *this* amount, you may be able to file



a claim on your return for the excess Social Security tax withholding. And that could mean “found money” for you!

Bottom line: The best way to take full advantage of the deductions and credits to which you're entitled is to read TAX HOTLINE each month. This newsletter is America's #1 source of tax-saving inside information for taxpayers and tax professionals alike. Return the Reply Card today to start your risk-free subscription and claim your FREE gifts!

Buzzfeed Bullets - Ex. 2



Buzzfeed Bullets - Ex. 3

3 Stages of Entrepreneurship — Where Are You?

Paul realizes that each of you might be at different stages of entrepreneurship in your life. No matter what level you are, Paul has something invaluable for you...

- **New Entrepreneurs** — Paul will help you find the right business that fits you perfectly. He will also show you what you need to do to get started and when the best time is to begin.
- **Existing Entrepreneurs** — It is very likely that you have built your business on the “Ron Coase Model.” If so, you may have given up your freedoms unnecessarily. Paul will guide you in reorganizing so you can maximize your profits, survive in this tough economy, and gain your freedom in the process.
- **Intrepreneurs** — You may have never heard this expression before, but it identifies savvy entrepreneurs who know how to apply their entrepreneurial thinking within their existing company. Paul will show you how to leverage your company’s resources, create partnership deals, and ensure that you never get fired... because you’ll be safely running your business within their business. A true win-win for both parties.



Before You Start The Next Session...

Challenge Round:

Develop at least three (3) of each of these types of bullets:

- Wedding Bullets
- Han Solo Bullets
- Bully Bullets
- Unicorn Bullets
- David Letterman Bullets
- BuzzFeed Bullets

