

Bullets & Design - The Codependent Marriage

Red Hot Bullets **Blueprint** - Session 6



PART 1:
Special Guest...
Lori Haller



Lori Haller, Rockstar Graphic Designer

Award-winning creative business strategist and top-notch designer

Clients include Hyatt Hotels, Kay Jewelers, Forbes, The Motley Fool, The Agora Companies, National Geographic, Oprah Winfrey, and more

Designs magazines, logos, branding, premiums, newsletters, ads, magalogs, mailings, brochures, package design, emails, websites, landing pages, books, cookbooks, and more

Created dozens of control-beating promotions for publishers and supplement marketers such as Boardroom, Soundview Publishing, StreetAuthority, Healthy Directions, Uniscience Group, Dr. Al Sears, Phillips Publishing, Nutri-Health, KCI Communications, and Agora

All-around friendly introverted extrovert

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PART 2:

Recap of Session 5



Think Tank Challenge...

Develop a few of each of these types of bullets (in any order):

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



Post here: <https://bit.ly/bulletsthinktank>



Bullet Taxonomy

- **Feature Bullets** are the templates to all future, cooler bullets.
- **Homing Device Bullets** identify that the prospect is in the right place.
- **Fascinations** add curiosity and stoke the benefits of your product.
- **Bird's Eye Bullets** summarize what's in the product.
- **Resume Bullets** are one way to highlight your credibility with experience and testimonials.
- **Scorecard Bullets** explain what your product has done for others.
- **Wedding Bullets** are the steps the prospect needs to take to commit to getting their hands on the product.
- **Unicorn Bullets** dispel myths about your offer.
- **David Letterman Bullets** rank the top 10 reasons to purchase in a list form.
- **Buzzfeed Bullets** are a numbered list of interesting facts about the product.
- **Han Solo Bullets** shoot first to overcome any lingering objections in their mind.
- **Bully Bullets**, the anti-bullets of the world that push them to NOT buy.



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