

Red Hot Bullets Blueprint Workshop

Bullet Taxonomy Cheat Sheet

This is a guide of the most common places to put your bullet sets so they have the most impact. *(Note: You can use a lot of creative license with bullet group placement.)*

- **Feature Bullets** are the templates to all future, cooler bullets. They are the DNA of all of your bullets but don't necessarily show up in the final sales copy.
- **Homing Device Bullets** identify that the prospect is in the right place. *Often used toward the OPENING of your copy.*
- **Fascinations** add curiosity and stoke the benefits of your product. *Sprinkled THROUGHOUT the body but they have the most firepower EARLY ON.*
- **Bird's Eye Bullets** summarize what's in the product. They can be a list of specs or pumped up to be a more exciting set of bullets. *Use these TO HELP INTRODUCE YOUR PRODUCT.*
- **Resume Bullets** are one way to highlight your credibility with experience and testimonials. *You can use these in the story of why you created the product you're selling EARLY ON in the copy. (Or add them at the END to seal the deal).*
- **Scorecard Bullets** explain the results of using your product. Testimonials can be morphed into Scorecard Bullets as well. *Use these AFTER you've revealed the product.*
- **Wedding Bullets** are the steps the prospect needs to take to commit to getting their hands on the product. They use future pacing to help your

prospect see themselves with the product in their hands. *Use these AFTER YOUR OFFER to bring the sale home.*

- **Unicorn Bullets** dispel myths about your offer. They do clean up work to overcome preconceptions. *Use them RIGHT BEFORE or RIGHT AFTER YOUR OFFER.*
- **David Letterman Bullets** rank the top 10 reasons to purchase in a list form. David Letterman was known for starting at 10 and counting down to the number one reason. These increase desire to own your product by listing options they may not have considered. *Use them RIGHT BEFORE or RIGHT AFTER your offer.*
- **Buzzfeed Bullets** are a numbered list of interesting facts about the product. These bullets are designed to get them excited about buying. *Use them RIGHT BEFORE or RIGHT AFTER YOUR OFFER.*
- **Han Solo Bullets** shoot first to overcome any lingering objections in their mind. *Use them right AFTER your offer.*
- **Bully Bullets**, the anti-bullets of the world that push them to NOT buy. They separate you as the gold standard. If they're already sold, Bully Bullets cement the decision in their mind. *They're used at the END of the copy to drive home who this product is really for.*

Subheadline (Credibility/Story)

[illegible]

- Resume Bullets
- Resume Bullets
- Resume Bullets

Subheadline (Proof)

[illegible]

- Scorecard Bullets
- Scorecard Bullets
- Scorecard Bullets

Subheadline (Steps to Purchase & Risk Reversal)

[illegible]

- Wedding Bullets
- Wedding Bullets
- Wedding Bullets

Subheadline (Dispel Myths)

[illegible]

- Unicorn Bullets
- Unicorn Bullets
- Unicorn Bullets

Subheadline (Deepen Desire)

[illegible]

- BuzzFeed Bullets
- BuzzFeed Bullets
- BuzzFeed Bullets

Subheadline (Deepen Desire)

[illegible]

1. David Letterman Bullets
2. David Letterman Bullets
3. David Letterman Bullets
4. David Letterman Bullets
5. David Letterman Bullets
6. David Letterman Bullets
7. David Letterman Bullets
8. David Letterman Bullets
9. David Letterman Bullets
10. David Letterman Bullets

Subheadline (Overcome Objections)

[illegible]

- Han Solo Bullets
- Han Solo Bullets
- Han Solo Bullets

Subheadline (Take-away Selling)

[illegible]

- Bully Bullets
- Bully Bullets
- Bully Bullets

Bullet Taxonomy EXAMPLES

Homing Device Bullets

HOMING DEVICE BULLETS - EX. GARY HALBERT \$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. KIPLINGER'S RETIREMENT REPORT

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.

HOMING DEVICE BULLETS - EX. 3 LIFE INSURANCE

If you died tomorrow, there could all kinds of bills:

- Doctor bills for final sickness
- Hospital bills for related expenses
- Funeral services
- Burial lot and monument
- Unpaid taxes
- Regular unpaid monthly accounts

And the list doesn't stop there!

Fascinations

FASCINATIONS EXAMPLE - Lorrie Morgan

- 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 EXAMPLE - CLAYTON MAKEPEACE COLLECTION

- 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 - EX. GARY HALBERT

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!

Resume Bullets

RESUME BULLETS - EX. 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

EXAMPLE 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.

EXAMPLE 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.

EXAMPLE 3

- Copywriting guru John Carlton's highest converting sales letters are flooded with more than 50% of his copy being bullets/fascinations.
- Parris Lampropoulous, one of the top active copywriters in the world, is known for spending 80% of his time on bullets/fascinations for his high-converting copy. Frequently he'll pump out close to 300 bullets for a single promotion.
- The legendary Gary Halbert himself stated that many of the successful ads at that time were nearly all bullets. He even recalled that a person will read an ad that's peppered with bullets and fascination and order simple because one appealed to them.

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.

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

 **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

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

EX. 2

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




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...

Someone said "30 years ago" and my mind went "ah yes, the 1970s" but they meant 1991 and now I need a lie in.

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




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

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

EX. 3

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.

Bully Bullets

EX. 1

Author: Gary Halbert

Subject: Financial

The Amazing Secrets of A Marketing Genius Who Is Afraid to Fly

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 (even the best marketing strategies will fail if your customers perceive you have an inferior product!)
3. You must be able to handle an almost overnight increase in sales. Here's why Mr. Abraham is very expensive; the bulk of his income comes in the form of commissions from your increase cash flow which will be generated by his expertise. Therefore, if you can't handle more business now, don't call him until you can!
4. You must have an open mind. Mr. Abraham's methods are unique to say the least. As he puts it, "I won't travel or spend time massaging anyone's ego. Therefore when it comes to money, I am forced to go right for the jugular."
5. Your operation must already be somewhat profitable. Mr. Abraham can help almost anyone with potential but even he cannot multiply zeros!
6. And finally, needless to say, if you crave Mr. Abraham's personal contact, you must go to him. Otherwise, you must be content to work via mail, telephone, Telex, telegram, telecopier, or carrier pigeon.

EX. 2 *Ali Brown - Creative Strategy Workshop*

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