

Sell to Women: How to Femme Up Bro Bullets

Ben Suarez

Unicorn Bullets - ORIGINAL

The 7 myths about weight loss and shaping up that will keep you fat and flabby

These 7 myths are:

- Myth 1 - I can lose fat by going on a low-calorie diet only. I don't need to exercise.
- Myth 2 - All I need to do to lose fat and shape up is minimal exercise such as walking or golf.
- Myth 3 - I can lose fat and shape up by eating vegetables and pasta and doing aerobic exercises such as jogging, tennis, treadmills, stair machines, exercise bikes, ski machines or aerobic classes.
- Myth 4 - I don't want to do weight exercise (anaerobic exercise) because I don't want to gain muscle, and when I stop exercising, the muscle will turn to fat.
- Myth 5 - Anaerobic exercises done with weights take too long and do not feel good.
- Myth 6 - I already have my own set exercise routine. I do the same thing each week and I'm comfortable with it.
- Myth 7 - I don't need professional help to lose weight and shape up. I get tips from other people in the gym.

Lorrie's Notes:

- Repetitive language "lose"
- Flat word choices
- No visual word pictures
- Not conversational or connecting

The 7 myths about weight loss and shaping up that will keep you fluffy and flabby

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These 7 myths are:

- Myth 1 - I can drop fat by just eating fewer calories. I don't need to exercise.
- Myth 2 - All I need to do to fit into my skinny jeans and firm up is light exercise like walking or golf.
- Myth 3 - The fastest way to melt off fat is to eat vegetables and pasta mixed with aerobic exercises such as jogging, tennis, treadmills, stair machines, exercise bikes, ski machines or aerobic classes.
- Myth 4 - I don't want to pump iron because I don't want to look like a muscle-bound bodybuilder...plus when I stop, the muscle will turn to fat.
- Myth 5 - Weight training takes too much time out of my already packed day and makes me sore.
- Myth 6 - I already have my own set exercise routine that I do each week and I'm cool with that.
- Myth 7 - I don't need professional help to lose weight and tone up. I get tips from my friends in the gym.

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Eugene Schwartz

At Last! A Plastic Surgeon's Diet!

- At the exact same time that you are carving almost a pound a day off your body, you are also performing "medical magic" on every inch of your face, your neck, your hands and your hair!
- Hollywood beauty secrets that can transform your entire appearance like this:
- How to simply "open your mouth" - and lose your double chin.
- How to suck pore-enlarging blackheads right out of your face, using nothing but ordinary breakfast cereal.
- A simple at-home treatment for thinning hair, requiring almost no effort and time! (Show this one to your husband - he'll thank you for the rest of his life).
- How to use ordinary sand as an instant-sedative.
- How cold water - yes, cold water - can often work apparent "miracles" on the shape and firmness of your breasts.
- How simple massage can de-contract vital facial muscles, and therefore discourage in a wink many of your most hideous wrinkles. (These ingenious little "finger-tricks" are especially effective against crows-feet and under-the-eye pouches.)
- Do-it-yourself cosmetics - fresh, organic, natural - and so effective that they may littleral cause you to throw away the expensive artificial ones you have on your bathroom shelf today!
- (As just a few examples: A simple fruit night-cream, that helps dissolve away the dead tissue from your skin, at the same time it protects the living. A super-gentle shampoo-rinse, that does not kill the natural oils on your skin when you rinse it off, and therefore does not make your face look older every time you clean your hair.)
- Plus Yoga made easy, for busy women who can't give it more than five minutes a day - and therefore have to have its benefits condensed.
- Plus Super-Exercises, that trim inches off your problem spots, quickly! (Some of them take only fifteen seconds a day - and show whistle-provoking results in a week!)
- Plus a complete guide to Super-Streamlined Plastic Surgery. That can be completed in minutes, requires no hospitalization, has you up and around instantly. And another method that simply "peels away" your deepest wrinkles, without the slightest trace that they had ever existed on your skin before!
- Plus Dozens Of Other "Plastic-Surgeon's Secrets" - All Yours To Read Without Risking A Penny!

Lorrie's Notes:

- Great visual word choices
- Curiosity
- Benefits
- Some judgmental language making it obvious a male wrote it

At Last! A Plastic Surgeon's Diet!

- At the exact same time that you are carving almost a pound a day off your body, you are also performing "medical magic" on every inch of your face, your neck, your hands and your hair!
- Hollywood beauty secrets that can transform your entire appearance like this:
- How to simply "open your mouth" to lose that double chin.
- How to extract pore-enlarging blackheads, using nothing but ordinary breakfast cereal.
- A simple at-home treatment for thinning hair, requiring almost no effort and time! (Share this one with your man and he'll worship you for the rest of his life).
- How to use ordinary sand as an instant-sedative to help you manage the stress monkeys or easily drift off to a peaceful sleep.
- How cold water - yes, cold water - can often work apparent "miracles" on the shape and firmness of your breasts.
- How simple massage can relax facial muscles, and smooth out fine lines, dropping years off your appearance. (These ingenious little "finger-tricks" are especially effective against crows-feet and under-the-eye pouches.)
- Do-it-yourself cosmetics - fresh, organic, natural - that are so effective you may want to introduce your expensive artificial ones to the trash!
- (As just a few examples: A simple fruit night-cream, that helps dissolve away the dead tissue from your skin, at the same time it protects the living. A super-gentle shampoo-rinse, that does not destroy the natural oils on your delicate facial skin when you rinse it off.)
- Plus Yoga made easy, for busy women who don't have more than five minutes a day to spare.
- Plus Super-Exercises, that trim inches off those problem areas, quickly! (Some of them take only fifteen seconds a day - you'll love your reflection in the mirror!)
- Plus a complete guide to Super-Streamlined Plastic Surgery that can be completed in minutes, requires no hospitalization, has you ready for action again instantly. And

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Gary Halbert

At last! China reveals her 1,300 year old stay-young health secret.

MORE AMAZING THAN ACUPUNCTURE?

Helping to control your weight is only one of TAI CHI's benefits.

Here are some others:

- It tones all of the muscles of the body, giving you a slimmer and younger looking appearance.
- It increases your blood circulation, giving you a less tired or nervous feeling.
- It stimulates better breathing, supplying more oxygen to your body tissues (It takes oxygen to burn up fat.)
- TAI CHI strengthens the muscles of your heart without straining them. (This may give you a much better chance against heart disease.)
- TAI CHI has a relaxing effect, almost like a mild tranquilizer, letting you sleep better at night and feel better in the morning.
- It strengthens the lower back muscles. (Weak back muscles are a major cause of backache.)

Lorrie's Notes:

- Storytelling opening/curiosity
- Lacking visual word pictures
- Benefits

At last! China reveals her 1,300 year old stay-young health secret.

MORE AMAZING THAN ACUPUNCTURE?

Helping to manage weight is only one of TAI CHI's benefits.

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Here are some others:

- It tones all of the muscles of the body, giving you a slimmer and younger looking appearance.
- It increases blood circulation, energizing you throughout the day and ousting any nervous jitters.

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- It stimulates deeper breathing, supplying more oxygen to your body tissues (It takes oxygen to burn up fat.)
- Tai CHI strengthens the muscles of your heart without straining them. (This may arm you against future heart disease.)
- Tai CHI has a comforting effect, almost like a mild tranquilizer, helping you drift into a deep, restorative sleep and waking up feeling like a warrior princess ready to take on the day.
- It bolsters the lower back muscles which can be a major cause of backache and hunched up posture.

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John Carlton

Carjacked. Beaten...Assaulted. WORSE!

She's your girlfriend. Your wife. Your daughter. Your sister, your mother, or your best friend.
She's a woman in danger.

And Her *Safety* Is YOUR Responsibility As A Man!

How do you explain to her you just *never had the time* to learn how to fight?

Here's just a "Taste" of what Jim West offers you (if you're ready to listen to him for just a short time):

- The nastiest streetfighting "tricks" you'll ever need... guaranteed to astonish (and defeat) almost every attacker within seconds!
- How to tap into a hidden resource deep inside you to relax under extreme stress. and - at just the right moment - use fear as the greatest motivator and fighting tool you could ever ask for!
- How to physically position yourself during a street fight! (You need radically different approaches when in an alley than when you're inside a bar. something 99% of "would-be" fighters don't even begin to understand!)
- How to pinpoint the number one knockout target on your opponent! (A sure-fire fight-ending strike that often opens up for you two-to-five seconds after a fight begins!)
- Finally! The perfect way to hold your hand when striking. for maximum "bite" (no matter how strong you are) and greatest accuracy (no matter how fast or slow you are)!
- Balancing secrets that allow you to move quickly and never risk being knocked down!
- The four "basics" of punching that are absolutely crucial in a streetfight! (And ignored by 90% of fighters who go down first!)
- An exact "map" of target areas on your opponent. especially the "single strike" knockdown areas of soft tissue and the "hidden" internal targets that will put a look of utter astonishment on his face just before his lights go out!
- Special "stomp" and low-line kicks you can use today that will drop Attila the Hun like a sack of potatoes!
- Why top streetfighters never have to use anything else but the four basics of "nasty" fighting! And they almost never have to throw a classic "punch"!)

Lorrie's Notes:

- Tons of visual word pictures
- Geared 100% to men
- Too many exclamation points
- My edits take into account that women are looking for self-protection, not to get in a fight

Carjacked. Beaten...Assaulted. WORSE!

You Can't Rely On Anyone For Your Safety But YOURSELF!

It's a rough world out there. And you never know when you might need to defend yourself unexpectedly.

Be Prepared. Not Scared!

Here's just a "Taste" of what Jim West offers to give you peace of mind:

- The stealthiest streetfighting "tricks" you'll ever need... guaranteed to leave almost every attacker slack-jawed and defeated within seconds!
- How to tap into a hidden power deep inside you to go Zen under extreme stress. And - at just the right moment - transform fear into the greatest motivator and fighting tool you could ever ask for!
- How to physically position yourself during a street fight. (You need radically different approaches when in a closed-off alley than when you're in a parking lot.)
- How to pinpoint the number one knockout target on your opponent. (A sure-fire fight-ending strike that often buys you an extra two-to-five seconds to make your escape.)
- Finally! The perfect way to position your hand when striking for maximum "bite" (no matter your level of strength with the greatest accuracy.)
- Vinyasa yoga balancing secrets that allow you to move quickly and never risk being knocked down to the ground where you're most vulnerable.)
- The four "basics" of striking that can fully protect you in a streetfight. (And ignored by 90% of victims who go down first!)
- An exact "map" of easy takedown target areas on your opponent... especially the "single strike" knockdown areas of soft tissue and the "hidden" internal targets that will knock his lights out while you get to safety.)

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- Special low-line kicks you can use today that will drop even giants like Attila the Hun like a sack of potatoes!
- Why you can model your training after top streetfighters who only focus on the four basics of self-defence. So you'll almost never have to throw a classic "punch".

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Dan Kennedy

By the way, in case you're curious, this call contains NO warm 'n fuzzies, NO academic theories: just hard core strategies from the real word trenches... for successfully selling your products, services and self to attract customers or clients for whom "price" is NOT a determining factor in their purchasing decisions.

Here's some of what Dan and Sydney will be covering on this "not-to-be-missed" free tele-seminar.

* Psychological and Emotional (not 'mechanical') Selling Strategies" and a more SOPHISTICATED approach to integrated advertising/marketing/selling

* The SINGLE BIGGEST reason customers don't buy or don't bond and keep coming back – which must be resolved BEFORE you work on better advertising, marketing, or selling

* The SUREST PATH to customers' Secret Desires....and to customers with such Desires that compel them to buy

* An ULTRA-sophisticated selling secret: How to "Reverse Engineer," position, package and present yourself in THE ONE WAY THAT THE PROSPECTIVE CUSTOMER OR CLIENT WILL FIND IRRESISTIBLE (and make price nearly a non-issue)

Lorrie's Notes:

- Yelling tone
- Doesn't read smoothly out loud
- Repetition of language
- Outdated capitalization and punctuation

By the way, in case you're curious, this call contains NO warm 'n fuzzies, NO academic theories: just hard core strategies that work from the real world trenches... for successfully selling your products, services and self to attract clients who don't buy based on "price" but "value".

Here's some of what Dan and Sydney will be covering on this not-to-be-missed free tele-seminar.

* A more SOPHISTICATED approach to integrated marketing using psychological and emotional selling strategies (rather than 'mechanical')

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* The SINGLE BIGGEST reason customers don't buy or don't bond – which must be resolved BEFORE you work on better advertising, marketing, or selling

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* The MOST DIRECT PATH to your customers' innermost secret desires that compel them to buy

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* An ULTRA-ELEGANT selling secret to "reverse engineer" position, package and present yourself in an elevated way that your prospective customer will find irresistible (and make price nearly a non-issue)

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Adil Amarsi

Little Black Business Book

5 Reasons You Can't Afford Not To Join The Little Black Business Book:

1. You can stop having to dig through 🗑️ to find the smallest speckle of gold
2. You can stand out and be seen as an authority... Even in massive Facebook groups
3. You can stop beating yourself up for not having the all answers or knowing the next steps
4. You can ditch the all-nighters Googling marketing techniques, unsure whether your headache is from the cabernet or head-banging the desk in defeat
5. The Little Black Business Book will show you how to get visible, get noticed, and get paid

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Lorrie's Notes:

- Some women might not appreciate cursing
- Full stops aren't necessary in short bullets
- Hits on women's Imposter Syndrome and inner shame without beating them up

Join The 5 Day UTL Challenge And...

Discover your style of leadership that creates the biggest impact (Even if you don't think you're a leader)

- Create a new foundation to attract new clients, raving fans, and die-hard supporters!
- Expand your circle of influence the way online moguls have been doing for years *by* uncovering the big secret behind how they *got there...* *And how you can too!*
- Master the art of profound confidence while commanding audiences to grow your influence, start your revolution, and inspire them to take the right action with you

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And *so much more!*

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Lorrie's Notes:

- Hit the benefits using femmed up language
- Full stops aren't necessary in short bullets (unless you use an exclamation or question mark)

The LBBB is for entrepreneurs who want to make an impact. It's for you if you:

- Have a message to share and you want to impact peoples lives positively
- Are starting a new biz or have an existing one in need of serious direction
- Desire to be an inspiring thought leader and THE go-to person in your niche but feel invisible in the online space
- Dream about unlimited income potential doing what you LOVE and helping others
- Want to be surrounded by other successful entrepreneurs to support you and hold you accountable to actually get sh*t accomplished in your business
- Don't just need more information, you need IMPLEMENTATION

Deleted: - Want to be known as THE go-to person in your niche and/or marketplace

Lorrie's Notes:

- Hit the benefits using femmed up language
- Read out loud for rhythm and cadence
- Disguised the curse word :)

Bully Bullets

That's right for only \$97 a month you get access to everything we put out on LBBB and all the archived content. Why only \$97 a month? I could easily charge \$197 or more a month for the amount of actionable training we provide BUT I put it at \$97 a month for 3 specific reasons, they are...

- I don't want money to be an excuse you give yourself to NOT invest in yourself, your business, or your future. So I made this affordable for you.
- I know what it's like when you want something but it could be too costly. LBBB is designed to deliver over \$1,000 of value in every training, every single month. So I want to make sure it's the greatest investment you ever make in your business.
- If you're not committed to your business then \$97 a month is a perfect way to separate action takers and action talkers!

Lorrie's Notes:

- Addresses the thoughts already in her head
- Girlfriend conversational but with tough love

Lorrie Morgan

Kettlebell Sales Letter

But there was no way my usual MAINTENANCE routine from the past was gonna hack it. I needed something cutting edge that WORKED and would fit into my busy schedule. I wanted to slash the fat off my body fast.

I needed a system that:

- Tones muscle FAST, especially on my thighs, butt and stomach, so I don't have to suffer for months with a body that bums me out
- Melts fat off my body in record time so I can fit into my sexy wardrobe faster
- Isn't some macho workout designed solely for men because, face it, women's bodies aren't built the same
- Dramatically increases my energy levels so I can get tons more done in less time
- Keeps me out of the stinky gym where muscle heads gawk at anyone with breasts. Ugh. I'm working out for ME, not them!
- Is convenient to my home office - in other words right next to my desk so I don't waste time driving all over town to get a workout in
- Increases the flexibility of my ligaments and joints safely because as a woman over 40, my body needs a little more tender care
- Complements my yoga and pilates routines so I get all-around stronger without joint-pounding aerobics
- Is weight-bearing so I can strengthen my bones and avoid osteoporosis
- Can work around my old knee injury from skiing so I can still work my legs out hard - without pain
- Doesn't require a PhD to figure out how to use it; I don't have time or patience for something that's too complicated to get off the ground
- Has a proven track record so I don't have to be someone else's guinea pig
- Is gentle on the pocketbook because *I work too hard to help provide for my family*

- And, most of all, gets results in LESS than a month!!

There. Now that's not so much to ask, is it?