



RED HOT BULLETS BLUEPRINT QUICK START GUIDE

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SESSION I:

All Bullets Are NOT Created Equal (A Taxonomy Guide)



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 what your product has done for others so they can see what it can do for them too. 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 objections. 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.

Bullet Placement Guideposts

Look at this section as if it were a 10,000 foot view. Just pay attention to the basic placement and flow of where bullets are located. Remember, these are guideposts, not a strict outline of where to place your bullets.

Sizzling Headline (or Your Favorite Bullet)

Kickass Subheadline

Opening copy that identifies the problem and who this is for goes here...

- Homing Device Bullets
- Homing Device Bullets
- Homing Device Bullets

Subheadline (Tease)

[illegible]

- Fascinations
- Fascinations
- Fascinations

Subheadline (Solution)

[illegible]

- Bird's Eye Bullets
- Bird's Eye Bullets
- Bird's Eye Bullets

Subheadline (Reasons Why to Buy)

[illegible]

- Fascinations
- Fascinations
- Fascinations

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)

Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah,
blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah,
blah, blah, blah, blah, blah, blah.

- Wedding Bullets
- Wedding Bullets
- Wedding Bullets

Subheadline (Dispel Myths)

Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah,
blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah,
blah, blah, blah, blah, blah, blah, blah, blah.

- Unicorn Bullets
- Unicorn Bullets
- Unicorn Bullets

Subheadline (Deepen Desire)

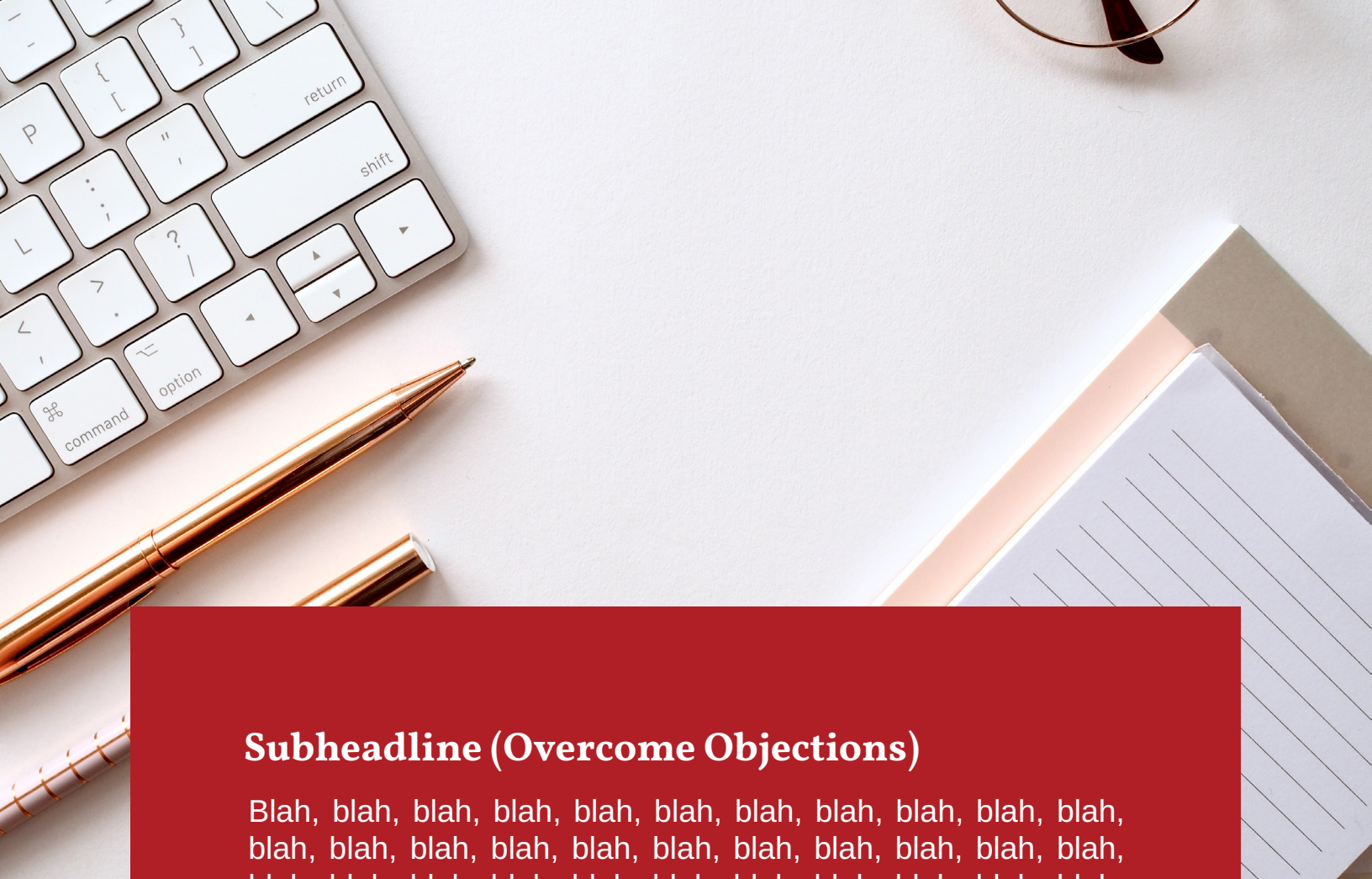
Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah,
blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah,
blah, blah, blah, blah, blah, blah, blah, blah.

- BuzzFeed Bullets
- BuzzFeed Bullets
- BuzzFeed Bullets

Subheadline (Deepen Desire)

Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah,
blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah,
blah, blah, blah, blah, blah, blah, blah, blah.

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)

Blah, blah.

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

Subheadline (Take-away Selling)

Blah, blah.

- 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. KIPPLINGER'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

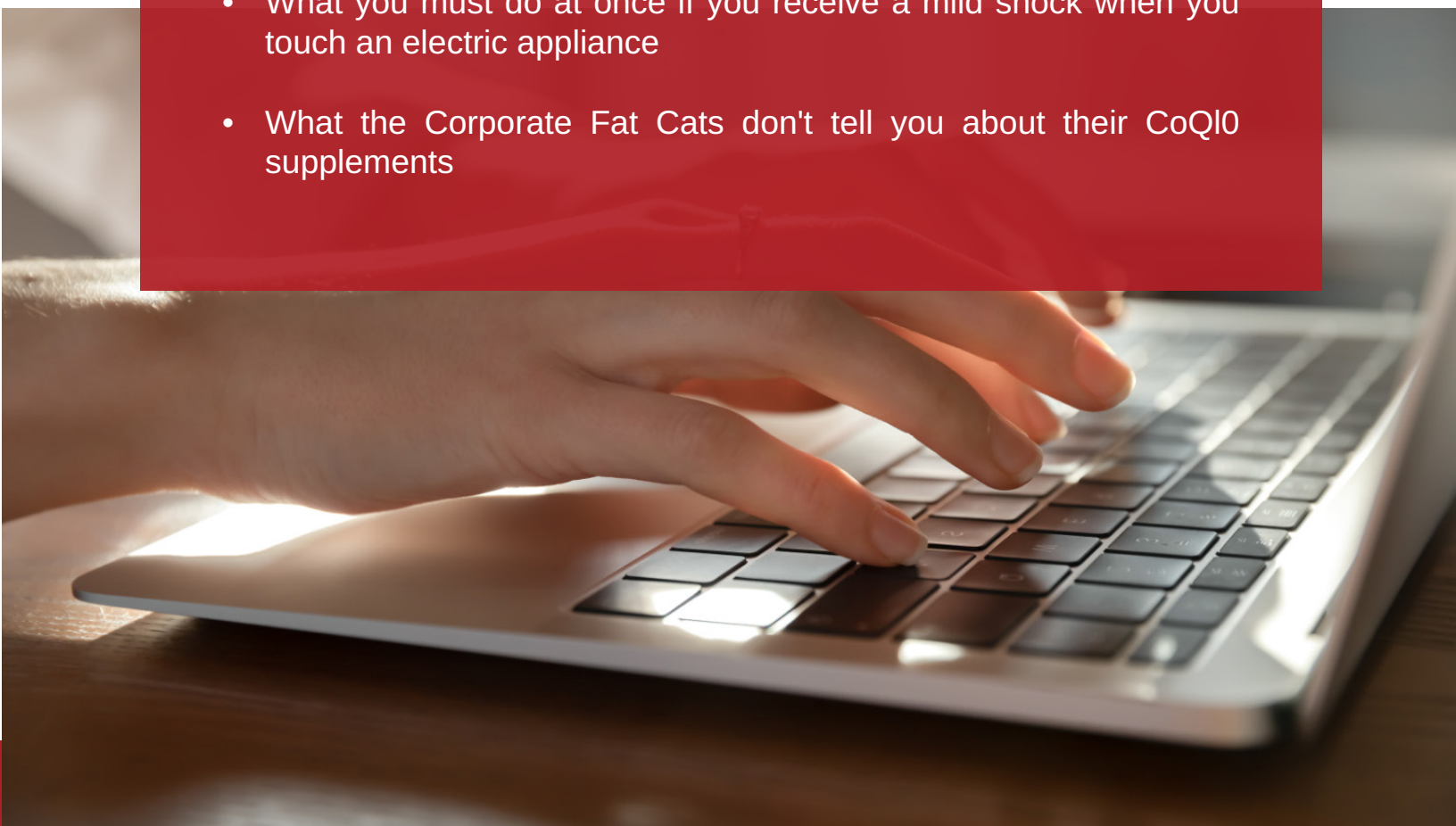
FASCINATIONS EXAMPLE - Lorrie Morgan

- 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.



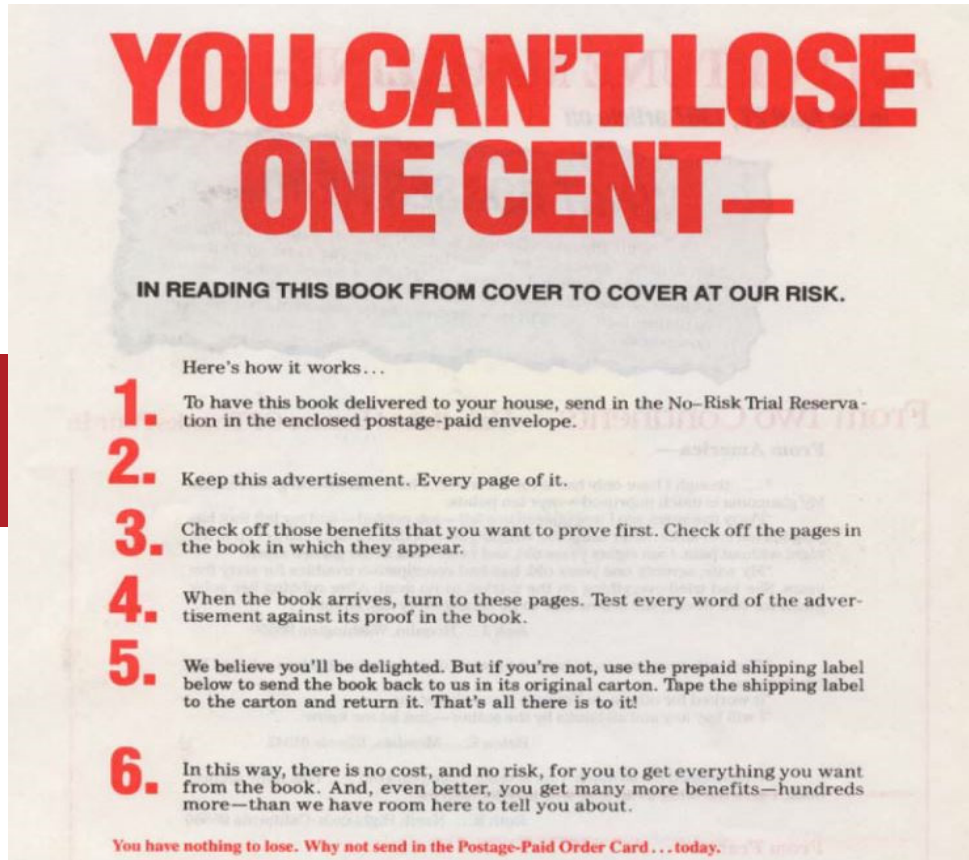
D I G I T A L
M A R K E T I N G

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

EXAMPLE 1



EXAMPLE 2

Say "Yes" (by sticking the proper button into place) and you'll be activating a series of happy surprises:

1. The first issue of HIGHLIGHTS FOR CHILDREN will follow shortly, jammed with fun and 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. 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.**

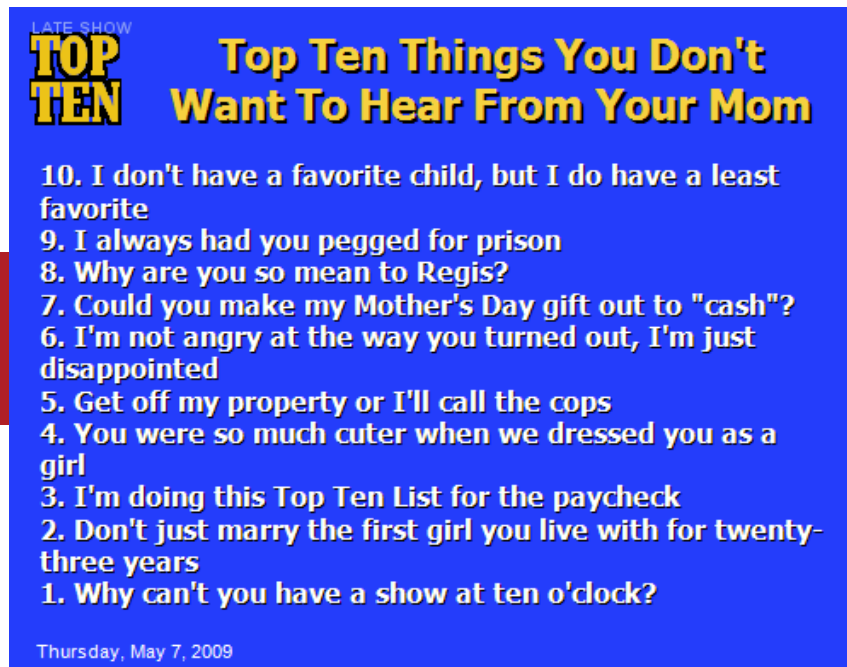
The busier your audience is, the more they crave bullets. And we're ALL busy, no matter how many degrees or pedigrees we have behind our name. Bullets make it easier to latch onto concepts. Remember, even though technology changes as fast as the Kardashians pop out kids, psychology never does.

- **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



EXAMPLE 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



same couch...
from this



to this!

43 Decorating Tips That'll Make Renters "I Wish I'd Known About This Sooner"

Yes, there are seating *and* book storage ideas within for "charming" (ahem, weirdly shaped) living room.



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

EXAMPLE 1

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

EXAMPLE 2

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

EXAMPLE I

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.



EXAMPLE 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



Your Challenge

Choose 3 different styles from the taxonomy to write 3 bullets each about this hammer (for a total of 9 bullets). Add your work to YOUR COPY of the Think Tank doc located here: <https://bit.ly/bulletsthinktank>.

SESSION 2:

Can You Dig It? (Secrets to Great Research)

The 3-D Bullet Blueprint

The three steps to creating dynamic bullets is deceptively simple. But they all begin the same way.

1. Dig
2. Draft
3. Develop



You always begin with the research or the DIG.

Next you DRAFT your first crappy bullet. (Don't worry, they only get better from here.)

Finally you DEVELOP your bullet into a tantalizing piece of copy you're proud of.

You may see a performance in a theater or a final piece of high-converting copy that looks flawless. But what you don't see are the hours and hours of sweat that went into creating them. That's where the art comes into play.

We're going to start at the beginning and build masterpieces. But it will take a little time and effort.

Market Research – The 3 C's

When you're starting your research, it needs to fit into each of these containers:

Company Research – That's who is giving the offer. If that's you, have someone interview you or a past customer about your business. If it's someone else, you do the interviewing.

Competitive Research – These are the other businesses looking for their slice of the market pie. They are also trying to reach your prospects. You need this intel. Check out their websites, newsletters, reviews, and any other information you can find on them. Pay attention to the language they use and how they try to reach your target market.

Customer Research – These are the people you want to sell to. And we have a medley of tools to help you find out more about them...



Market Research Strategies

Use the Coyote-Badger Method to orient yourself

Coyotes and badgers have a symbiotic relationship even though they are two completely different species. They hunt together. And the reason they hunt together is, because coyotes are quick and they're good at snapping and chasing things. But badgers really know how to get into a rabbit hole and flush things out.

In the case of research, you are the coyote. Before you go chasing down a rabbit hole in your research, you don't want to waste a lot of time. Maybe you're not an expert in this particular field, this isn't your wheelhouse. So, you want to orient yourself to find an authority.

You find someone who's been down this road already. They are the badger. This could be a friend. This could be a colleague. This could be some stranger on Google.

So instead of continuing to run your own searches which can be a time suck, you listen to what the main points the authority has to say and who they're citing. And suddenly you have a trail to track instead of getting lost in a rabbit hole.



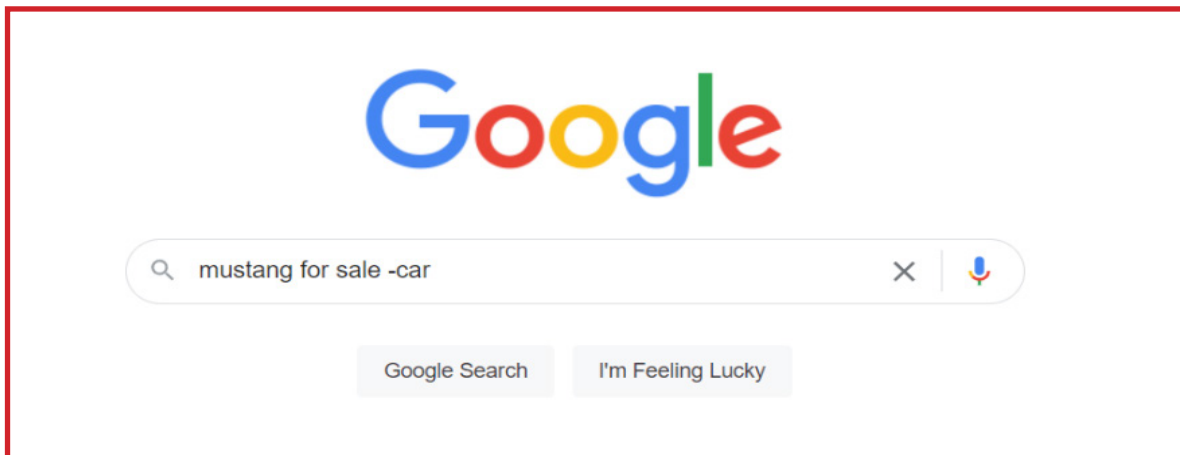
- Send surveys to your email list and others
- Check out online reviews and comments
- Lurk on Reddit and other social media
- Spy on your competitors, including their funnels and copy
- Download media kits from publications of interest



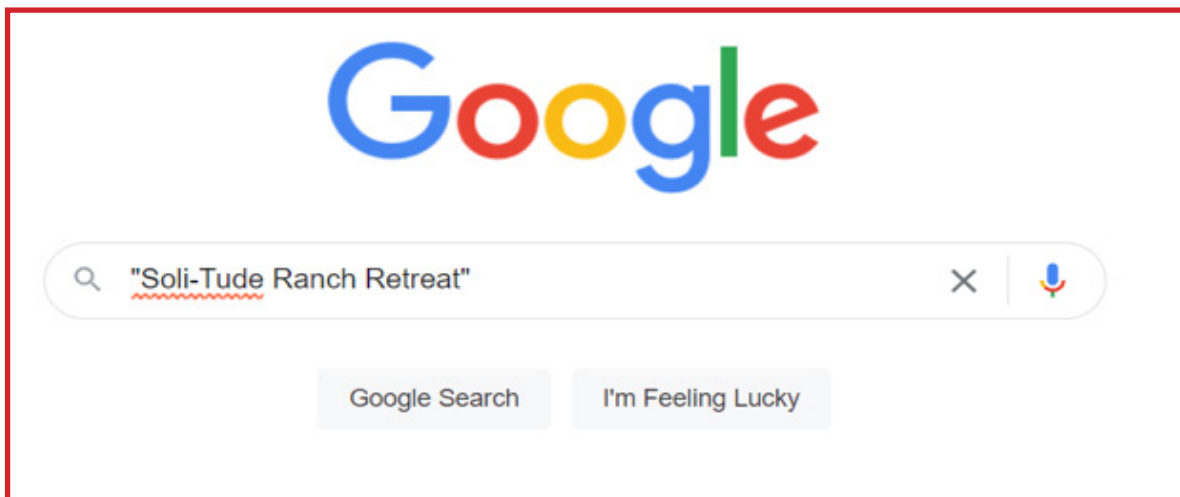
- Visit www.magazines.com
 - Find periodicals that would interest your target
 - Go directly to that magazine's site and look for their advertising section
 - Find their Media Kit or Advertiser's Kit
 - Strike gold with the demographics they've already collected
-
- Leverage online research tools to your advantage:
 - Google Trends: <https://trends.google.com/>
 - AnswerThePublic: <https://answerthepublic.com/>
 - Semrush: <https://www.semrush.com/>
 - SparkToro: <https://sparktoro.com/>
 - Data USA: <https://datausa.io/>

Google Wizardry & Witchcraft 101

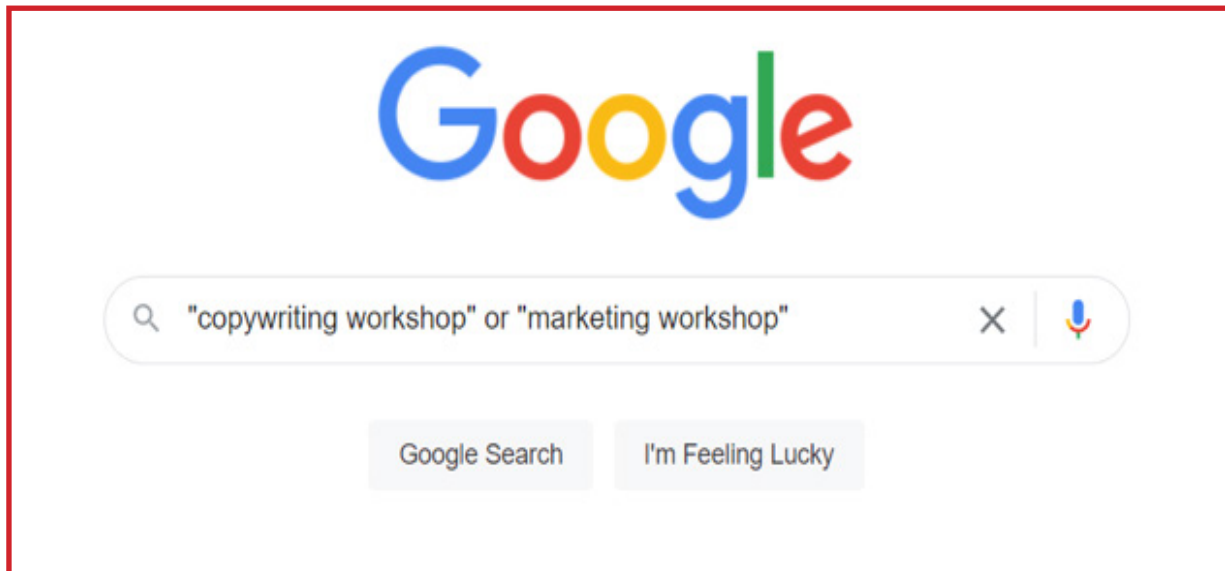
1. Use a hyphen (-) to exclude terms



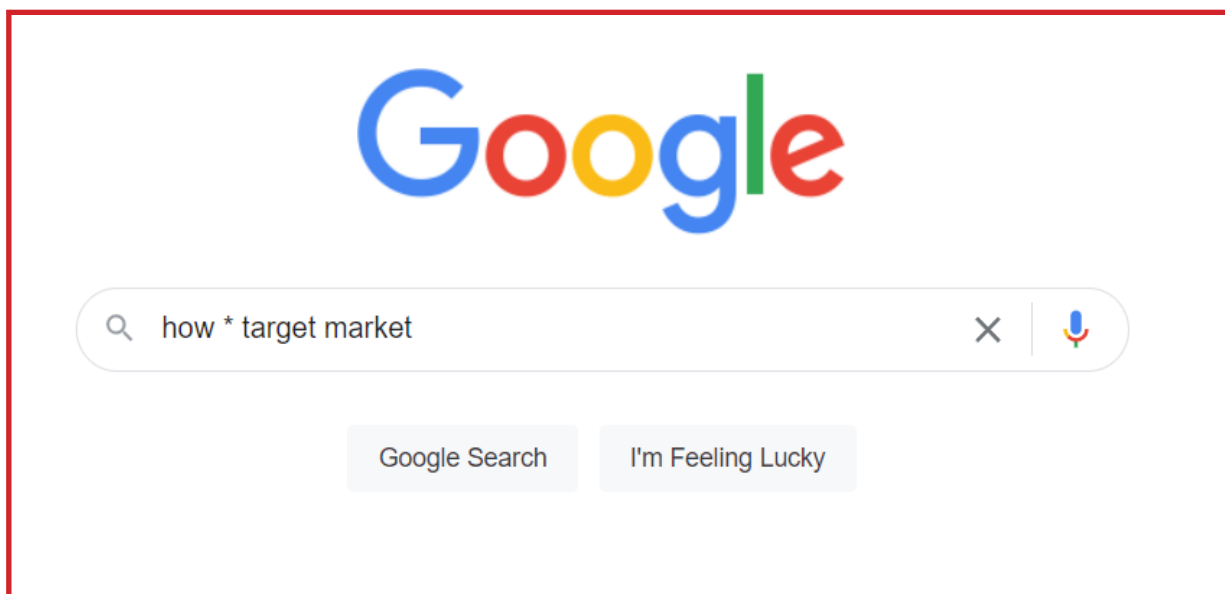
2. Use quotes (") to find an exact phrase



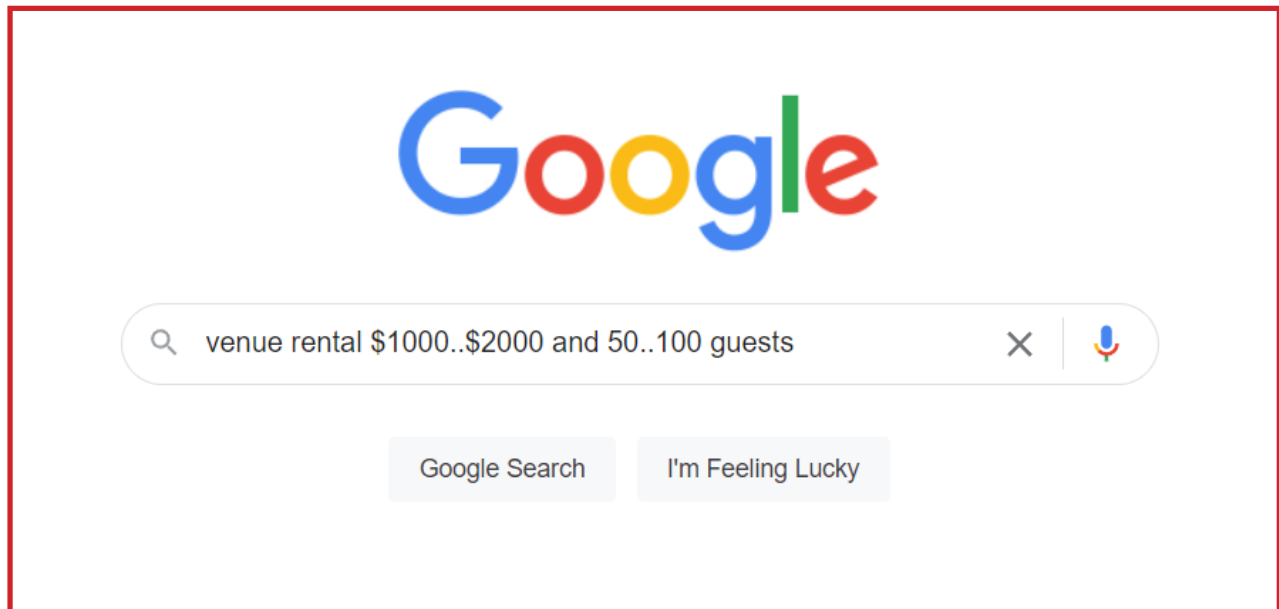
3. Use OR to search alternate phrases



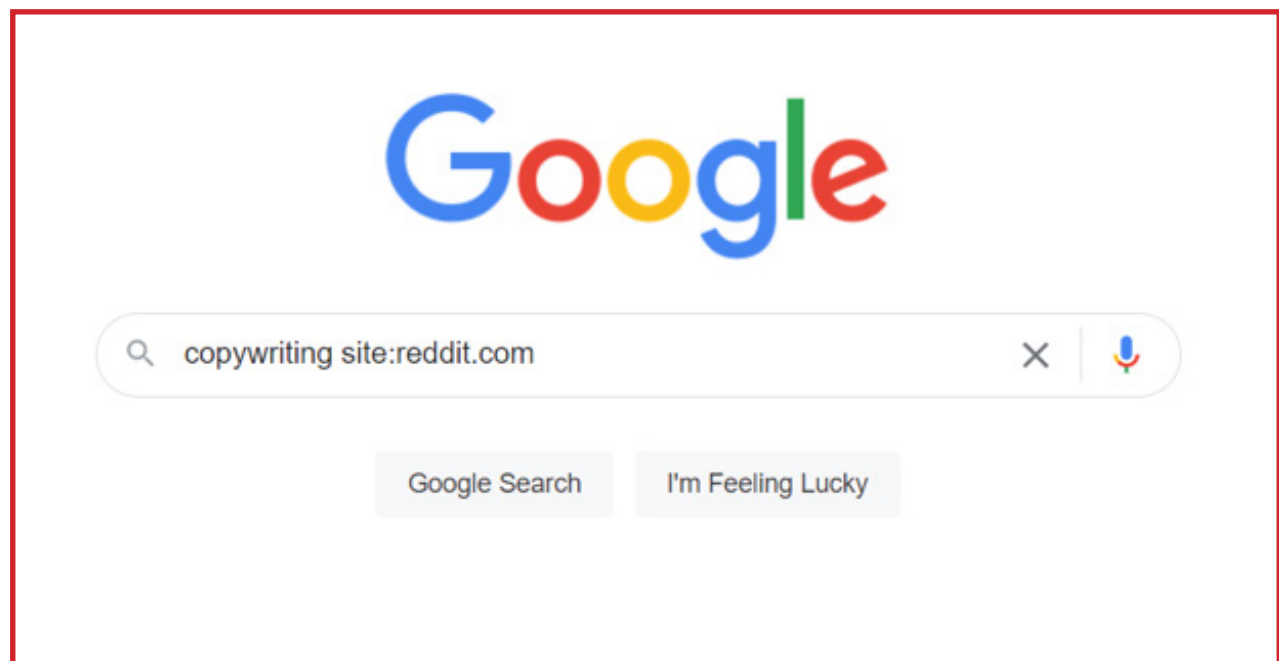
4. Use an asterisk (*) when you need a wildcard (i.e., any word)



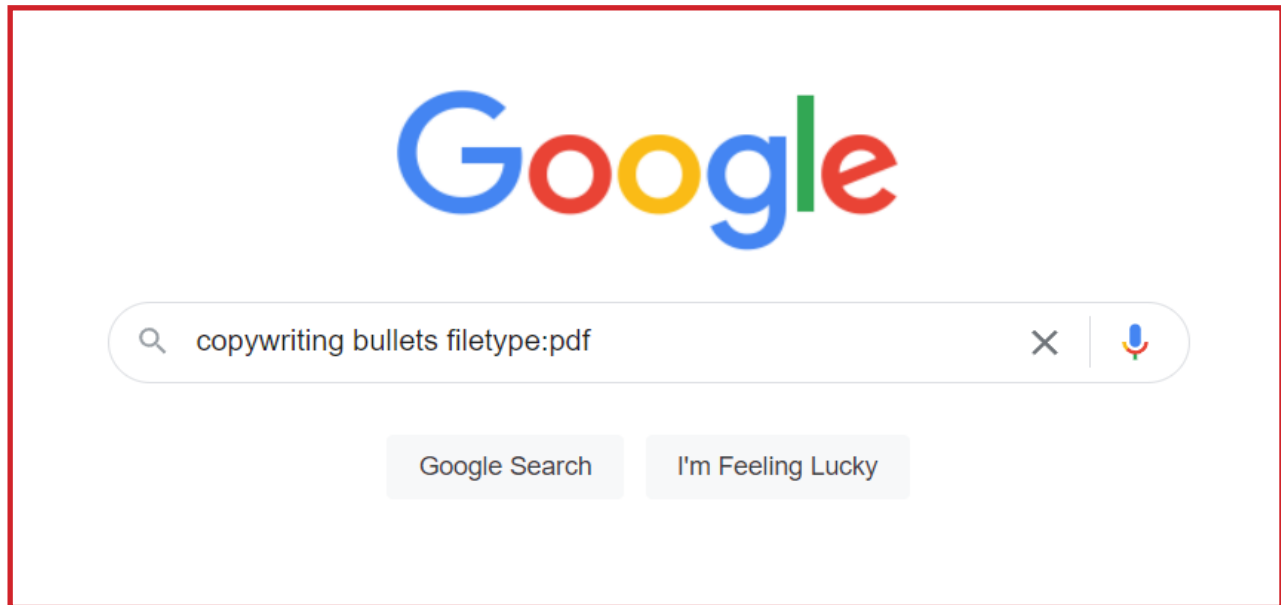
5. Use two dots between numbers (#..#) to search the whole range



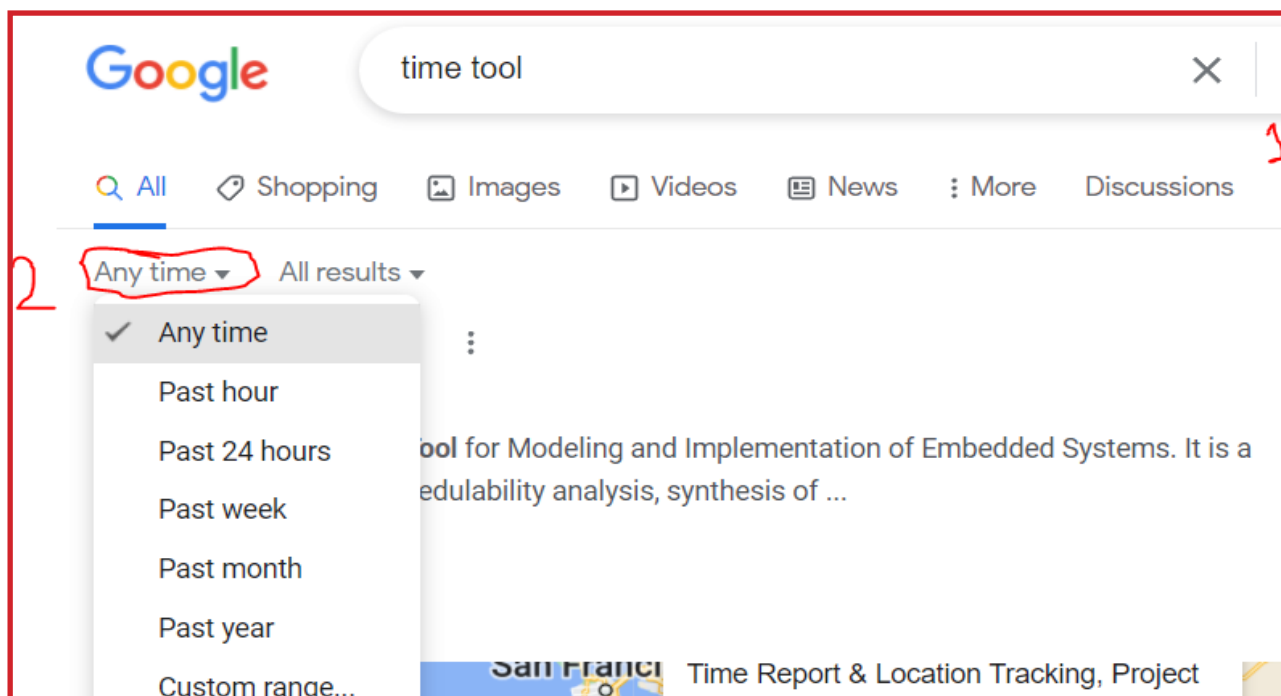
6. Use site: to search a specific website



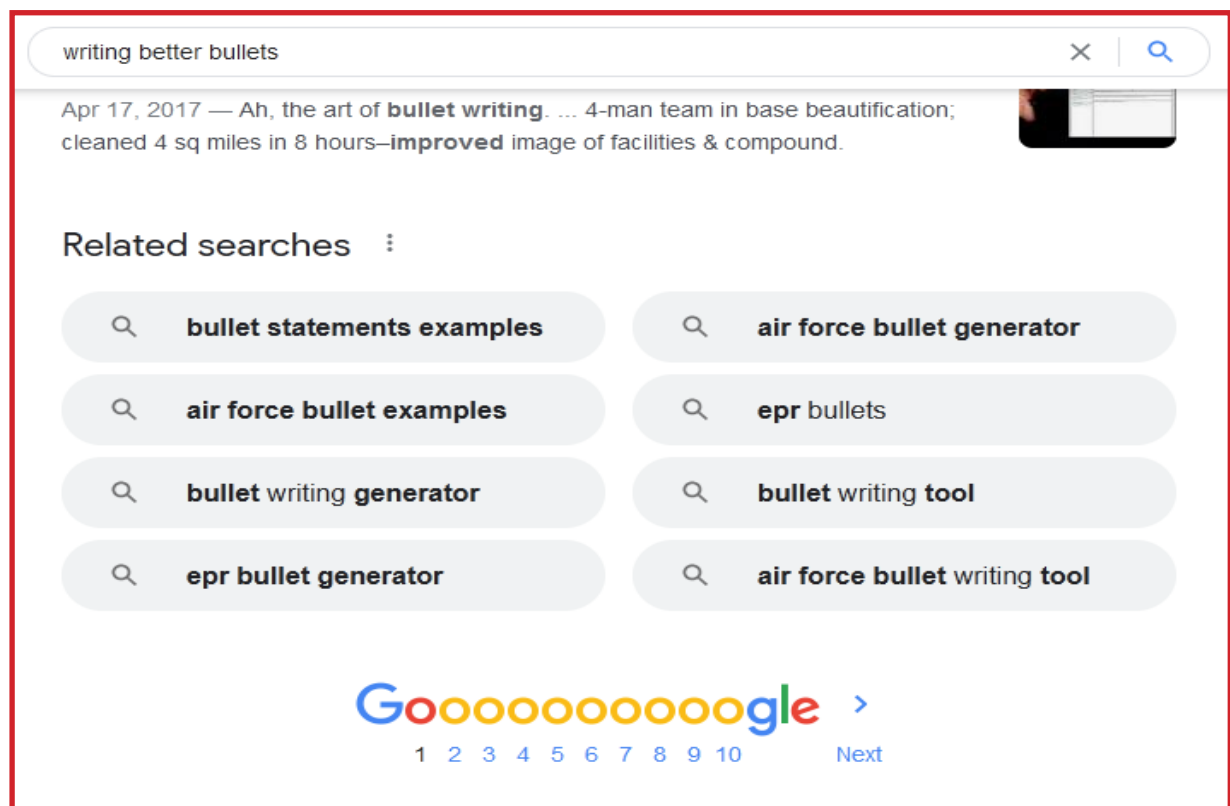
8. Use filetype: to find results using a specific file type



9. Use the time tool to search for recent (or older) results



10. Check out related searches



Your Challenge

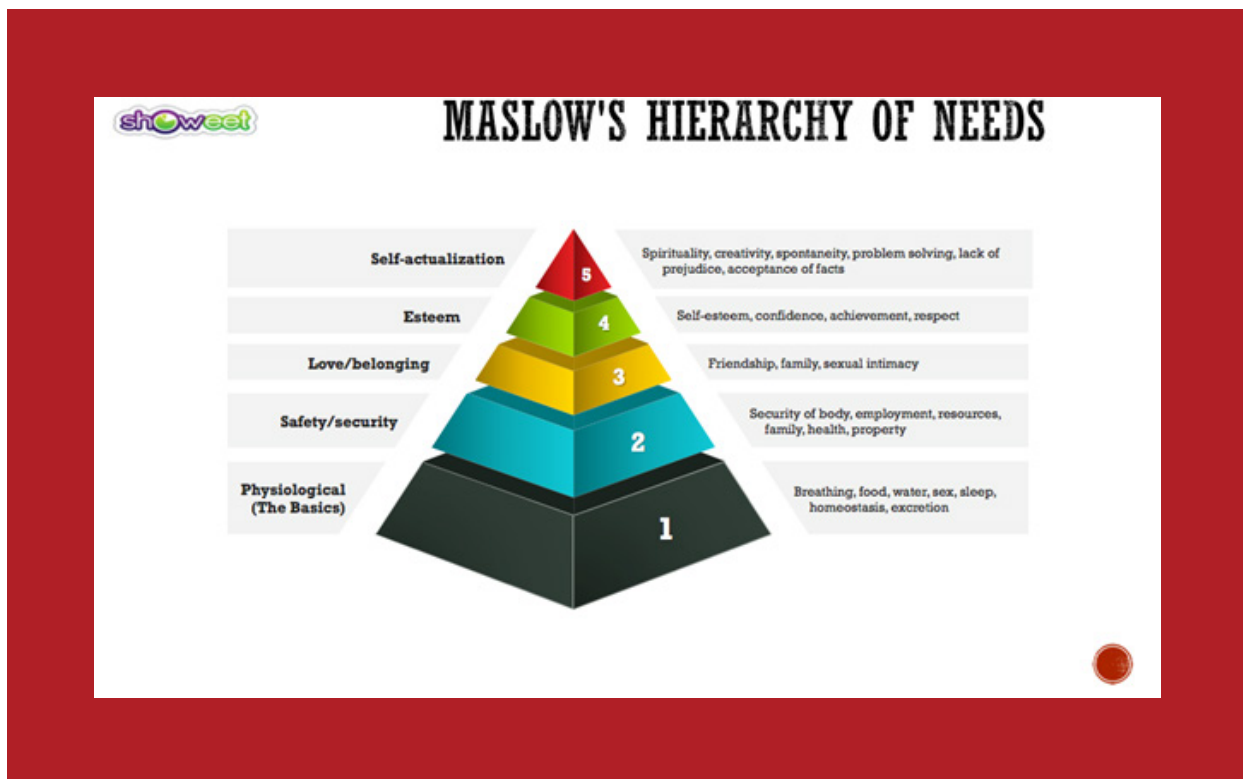
Do your own research. Add your work to YOUR COPY of the Think Tank doc located here: <https://bit.ly/bulletsthinktank>

Bullseye Your Tarket

You've probably heard of Maslow's Hierarchy of Needs. And it's super useful when you're trying to get inside the head of your Tarket.

Abraham Maslow was a psychologist who theorized that people have different needs that have to be met before they can even think about more complex needs. And it shows up in a pyramid form that people use emotionally and instinctually to climb up to the top. Basically, you have to meet your physiological needs before you can meet your safety and security needs.

The way you use this info in marketing is to look at what the rawest emotion (or need) is on the left. Craft your bullets to speak to that part of your Tarket.





Thrive Like a Cave Dweller

So even though the basic premise is that human nature doesn't change, even though we now have fast cars and electronics and satellites and cell phones and all that, the copy that works a hundred years ago will still work on us today.

The language has changed a bit, but the, the emotional components haven't changed.

And that's because there are instincts that we have as animals (even if we aren't aware of it), that developed hundreds of thousands of years ago so we could survive as a species. There is always this program running in the background. So when you think of your target market as cave dwellers, you're going to tap into that deep emotional state and connect more deeply.

- Basic needs lead to “greed” and gain for survival
- Social acceptance improves your chances
- Higher social status leads to more security (and cooler things)
- Procreation is in our DNA so sex & attractiveness are baked right in
- Sense of duty and reciprocity to help the tribe thrive

Red Hot Bullets Blueprint Tarket

Defining Your Tarket

Once you have a grip on your average target market, you're ready to eliminate all but one. Don't worry. No one gets hurt. It's just for your copy.

You're going to narrow your target market down to a specific Tarket. Your tarket represents your ideal prospect.

The word Tarket comes from combining the words "target" plus "market". I coined the term because it's CRITICAL you think in the singular, not plural.

Target market sounds like a mob so it implies plurality.

When you gather up intel on people who may be interested in what you're selling you're talking to a group...like a presenter at a seminar. They might all be interested in what you have to say but that personal tête-à-tête isn't there.

Whereas a Tarket is a singular person.

It's always more impactful to have a direct convo with your prospect so they have an emotional response. Having a personal relationship with your ideal client is paramount



That's why imagining a Tarket is more powerful than thinking in terms of a target market.

When you write copy, think of it this way...only one person at a time is reading your copy.

They feel as if they are the only person in the world in that time and space. It's a one-to-one relationship (even though you're not physically there).

That relationship lasts only as long as you keep your reader engaged. Make her feel like you're speaking directly to her and you'll keep her attention.

Now you might have also heard this technique described as an "avatar" or a "persona." Same thing.

I like saying "Tarket" because it's clearly talking about one person.

And we always want to write to just one person. That's how you make your copy get inside their head and feel like they're having a one-on-one convo with just the two of you.

Once you've gathered up some sources for info, mentally go through the following checklists. Add other questions that are relevant to your offer. See which questions you can answer about YOUR Tarket.



Demographics

This section covers the broad strokes you would use to identify your market. This is the end to research road for a lot of people, but we're going to dig deeper...

- Age
- Gender identification
- Marital status/history
- Kids
- Aging parents/grandparents
- Education
- Occupation(s)
- Pets
- Hobbies
- Fitness level
- Physical attributes



Psychographics

It's important to understand her FEELINGS when you're trying to connect with your target. Because we all make decisions of what we're buying based on emotions.

Like Mark Twain said, "There are two reasons a person buys anything - the reason they tell you and the REAL reason."

We need to justify a purchase to ourselves mentally before we pull the trigger.



- What magazines or books does she read?
- What home entertainment does she like?
- Who does she admire?
- Who are her favorite celebrities?
- What religion does she identify as?
- What are her EMOTIONAL frustrations, fears, anger?
- What are her innermost hopes, dreams, and desires?



Financial Life

Since ethically we wouldn't want to separate our tarket from their last dollar, it's important to understand how she views and interacts with money. Imagine you're her financial advisor and discover her inner consumer behavior.

- What kind of dwelling does she live in?
- Does she lease or own her residence?
- What kind of transportation does she use?
- Does she lease or own a vehicle?
- Does she take vacations? How often? Where?
- Where does she like to shop?
- What credit cards are in her wallet?
- Does she have any investments?
- What did she hear at top of the stairs as a child when her parents talked about money?
- If she lost her source of income, how long could she survive before needing another source?



Daily Living

When you understand her habits, you might be surprised what sort of connections can pop up between your product and her need for it. Here's where you can really get inside her head.

- What time does she wake up each day?
- When does she go to bed at night?
- What websites does she visit daily?
- What's her average workday like?
- What does she like to do on her days off?
- Does she belong to any professional organizations?
- What is her fitness regime, if any?
- Does she have any health issues?
- How often does she go out to eat?
- What kinds of foods does she prefer?
- What does she do for entertainment?

Dialogue

Some people have their own words and phrases that are distinct to a certain group.

For example, a younger person might say something is “sick” in a positive way. But a nurse would likely use “sick” as health-related.

If you’re going to bond using insider language, make sure you’re proficient at it. If you’re outed as an outlier, you’ve broken the trust and lost the sale.



- What jargon does she use?
- Are there unusual words she would use in conversation?
- What ideas and words does she respond to?
- How would she describe her life to her BFF after a couple of drinks of alcohol?

Inner Fears

These emotions are at the core of her pain. As a savvy marketer, you need to know what keeps her up at night. Keep in mind, these might not be things she shares with ANYONE.

But what does she worry about privately with her:

- Significant other?
- Relatives?
- Close friends
- Neighbors?
- Co-workers?
- Clients?



Historical Perspective

You gain a lot of insight into behavior if you take into account some of these things:

- Where did she grow up?
- Childhood experiences?
- Childhood pop culture?
- Family life?
- High school?
- College?
- Presidents in her lifetime?
- Wars in her lifetime?
- Family work life?
- Family money life?



Once you've answered these questions, and whatever else that seems relevant to your specific offer, you're ready for the crucial next step...to create your own Tarket into a flesh and blood person.

At the end of this mental exercise, you should have an imaginary friend to sell to. You should go as far as to name your Tarket. It really makes your copy sound personal when you envision somebody real.

Your Tarket can be based on someone you actually know or she can be completely fictional like mine is.

Here's the Tarket I use for Red Hot Copy...

Nikki Stanton, a 38-year-old divorced entrepreneur with a public relations firm she runs out of her home. She's Internet and business savvy. Invests most of her profit back into the business. Lives in San Diego in a gated community with her 10-year-old daughter, Madison. Involved in her daughter's school and drives her to dance classes. Has a home office making approximately \$117,000 per year. Jogs 3 times a week in the neighborhood. She loves to find bargains on designer clothes. And dreams of visiting Italy with her daughter someday.

When I'm writing my copy, I have Nikki pull up a chair and I tell her what's on my mind in a way she can hear me. Then I write it out.

That doesn't mean I don't have male clients or women who are either older or younger than Nikki. It's just a powerful trick to get me to focus on marketing to ONE person – MY Tarket.

And that, my friend, is the fail-proof way you connect with your audience. Don't shortcut this section.



Your Challenge

Create your own Tarket. Take the time to dig deep into their emotional life and write it all down. Add your work to YOUR COPY of the Think Tank doc located here: <https://bit.ly/bulletsthinktank>.

In order to have some consistency in your bullet creation training, we suggest you start off using this product as a framework. Examples will be built around this product. But you're welcome to start with your own product if you have one.



Red Hot Bullets Blueprint Product

Soli-Tude Ranch Retreat

- You are the main speaker of an intimate 3-day on-site workshop in rural Arizona.
-
- You decide the topic and goals of the event.
-
- This gives you the opportunity to start crafting bullets about your expertise.
-
- If you don't want to be the main speaker, you can write this for a client of your choosing.

A hand holding a black pen is positioned over an open notebook. The notebook has some faint, illegible handwriting on the left page. In the background, a red book is visible on a dark surface. The scene is softly lit, suggesting an indoor setting with natural light.

Overview

- The workshop is at a private residence in Pearce, AZ.
- Attendees will lodge and eat at the bed and breakfast next door called the Dreamcatcher Inn.
- Maximum capacity is 12.

Facilities

- Laid back living room interior
- Large presentation screen
- Buffet area
- 14 acres of rustic landscape for outdoor activities

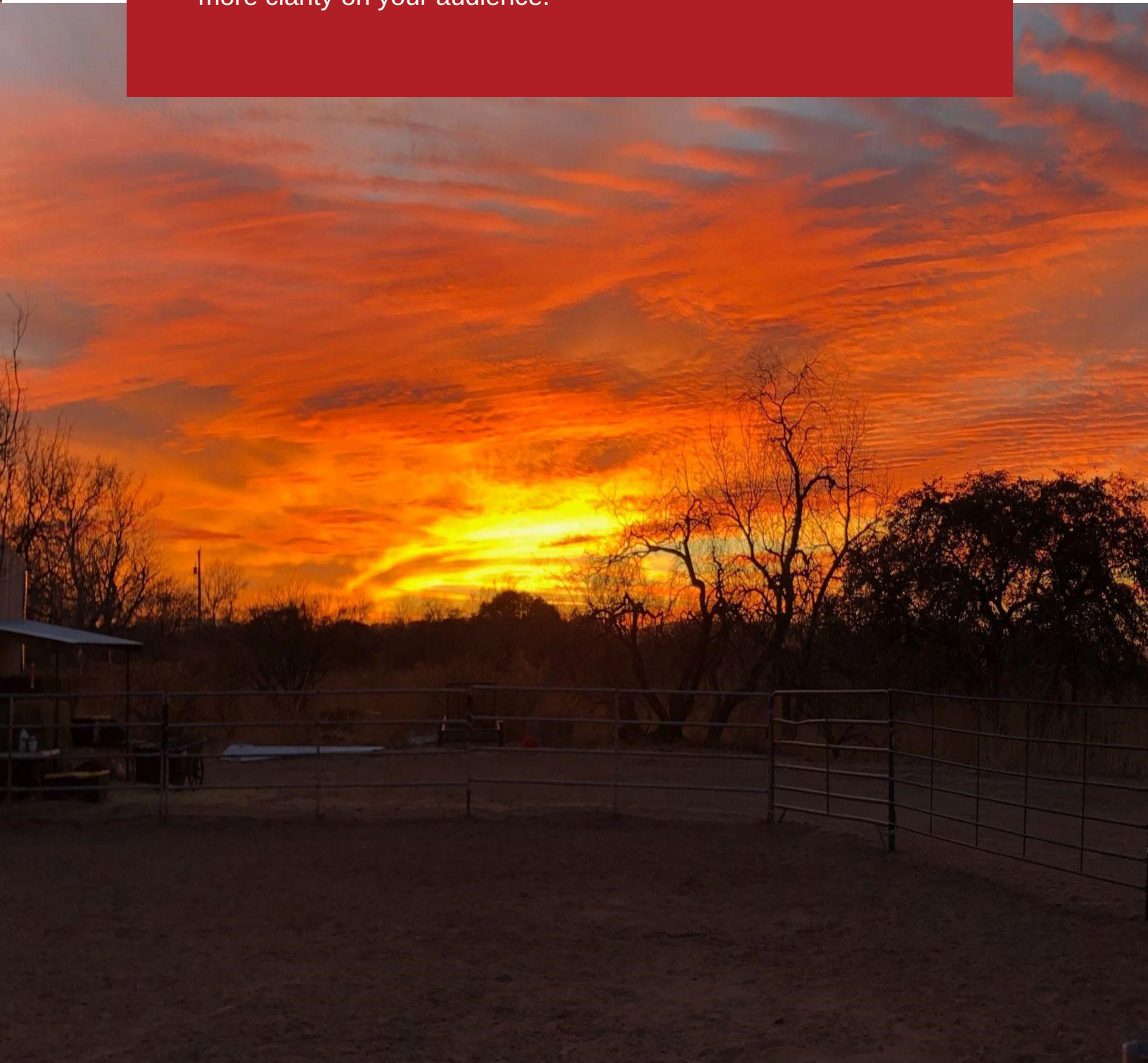
Local Highlights

- Solitude
- Hiking in the Chiricahua Mountains
- Birdwatching
- Biking
- Hunting
- Horseback riding
- Western history
- Sunsets



Your Challenge

Start designing the logistics of your own retreat. What will you speak about? Who is the audience? Use this next section for more clarity on your audience.



SESSION 3:

Drafting Your Masterpiece Framework

Great bullets are written in three stages, which we call writing in 3-D:

1. Dig
2. Draft
3. Develop

Most of your bullets will tend to start off as Feature Bullets.

- Feature bullets are the baseline of all your future bullets
- Each one includes a feature and a benefit
- Simply put, what does your product or service offer & how does it help your prospect?

When you're stalking your product or service, imagine it's a wild creature you know nothing about. We call this our Creature Feature.



Feature Bullets

To write your Feature Bullets, create a table like the one below (preferably by hand) and fill it with all the features of your product and at least one corresponding benefit.

Feature => So That => Benefit

Feature (what your product/service IS)	...so that...	Benefit (what your product/ service DOES)

Drafting Tips

- Be like Elsa and “Let it go!” You’re in the DRAFT stage. We’ll polish the turds later
- Use a timer in 15 minute chunks
- Invoke the Double Moon Rule when possible (Let your copy sit for 48 hours...that’s how long it takes for short-term memory to move into longer term storage. Long-term memory is physiologically when connections start to spark.)

Fill In Your Features/Benefits Table

Feature (what your product/service IS)	...so that...	Benefit (what your product/service DOES)
Location is quiet, remote, scenic	...so that...	Get in touch with your inner thoughts & creativity
No city lights	...so that...	Sleep more deeply
No noise pollution	...so that...	Increase focus
Home cooking with fresh garden ingredients	...so that...	Non-processed foods give your brain a boost
Horses	...so that...	Raise endorphin levels
Fresh air and exercise	...so that...	Increase oxygen level to brain

First Set of Draft Bullets

Use the contents of the table you created to string together your first set of draft bullets.

- Quiet setting supports free-flowing thoughts and higher creativity
- Sleep more deeply with natural light
- No noise pollution means your brilliant ideas aren't drowned out
- Think more clearly when you feed your brain good nutrition
- Being around horses raises endorphin levels
- Unpolluted air and movement increase the oxygen in your brain



Your Challenge

Create a features & benefits table and fill it out. Next, draft Feature Bullets using your table. Add your work to YOUR COPY of the Think Tank doc located here: <https://bit.ly/bulletsthinktank>

SESSION 4:

Bullets That Hook

Homing Device Bullets

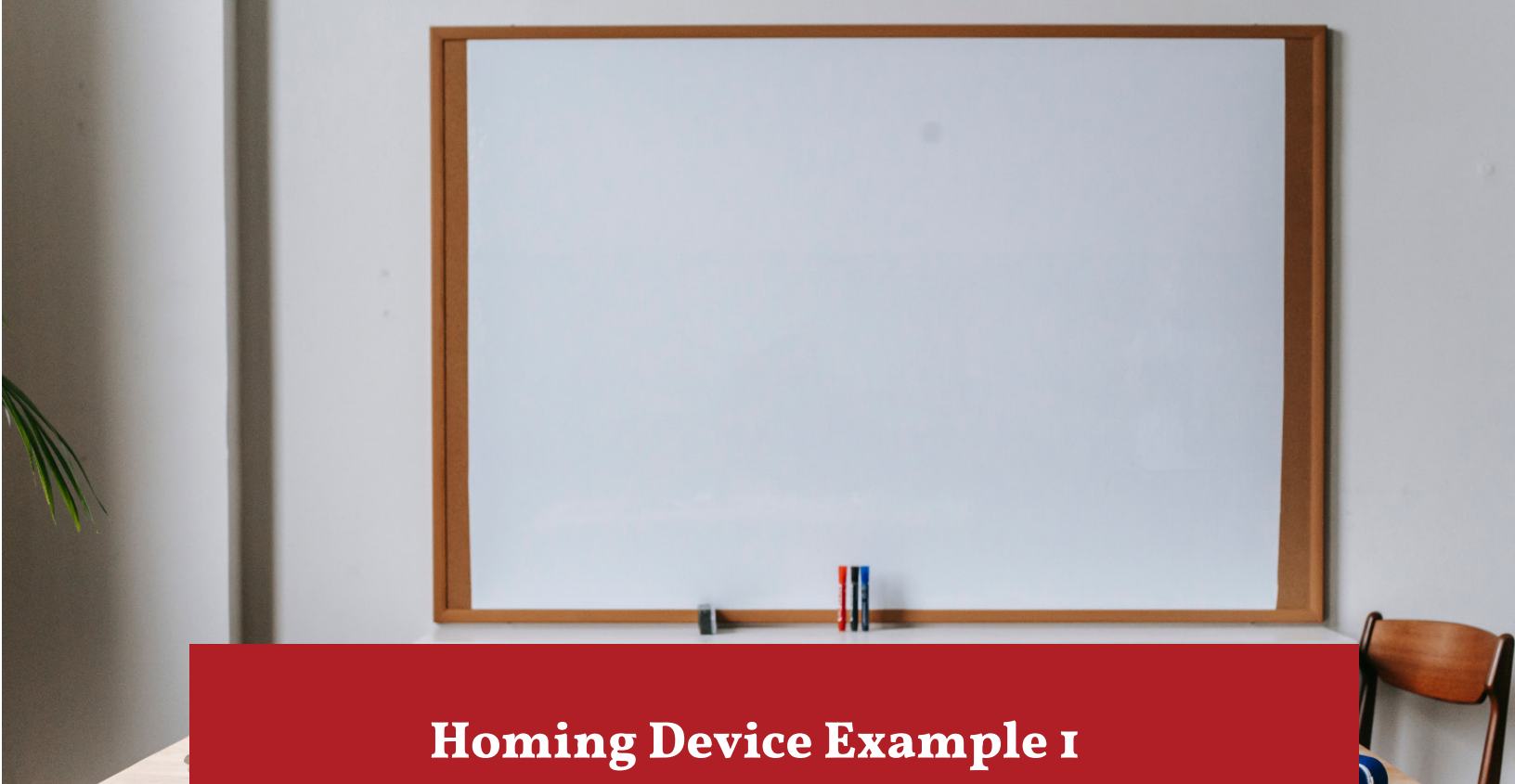
- These are bullets that directly home in on your target market. Does this sound like you? Do you have this problem?
- The implication here is: we have the solution you are looking for
- Homing device bullets are often used near the OPENING to help draw readers deeper



Product Awareness

Be aware of where your customer is mentally in the buying process. In Breakthrough Advertising, Eugene Schwartz identified five distinct levels of customer awareness.

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



Homing Device Example 1

From Reality of Success Seminar (Lorrie Morgan)

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 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!

Homing Device Example 2

Fit After Fifty

IT WON'T MATTER IF...

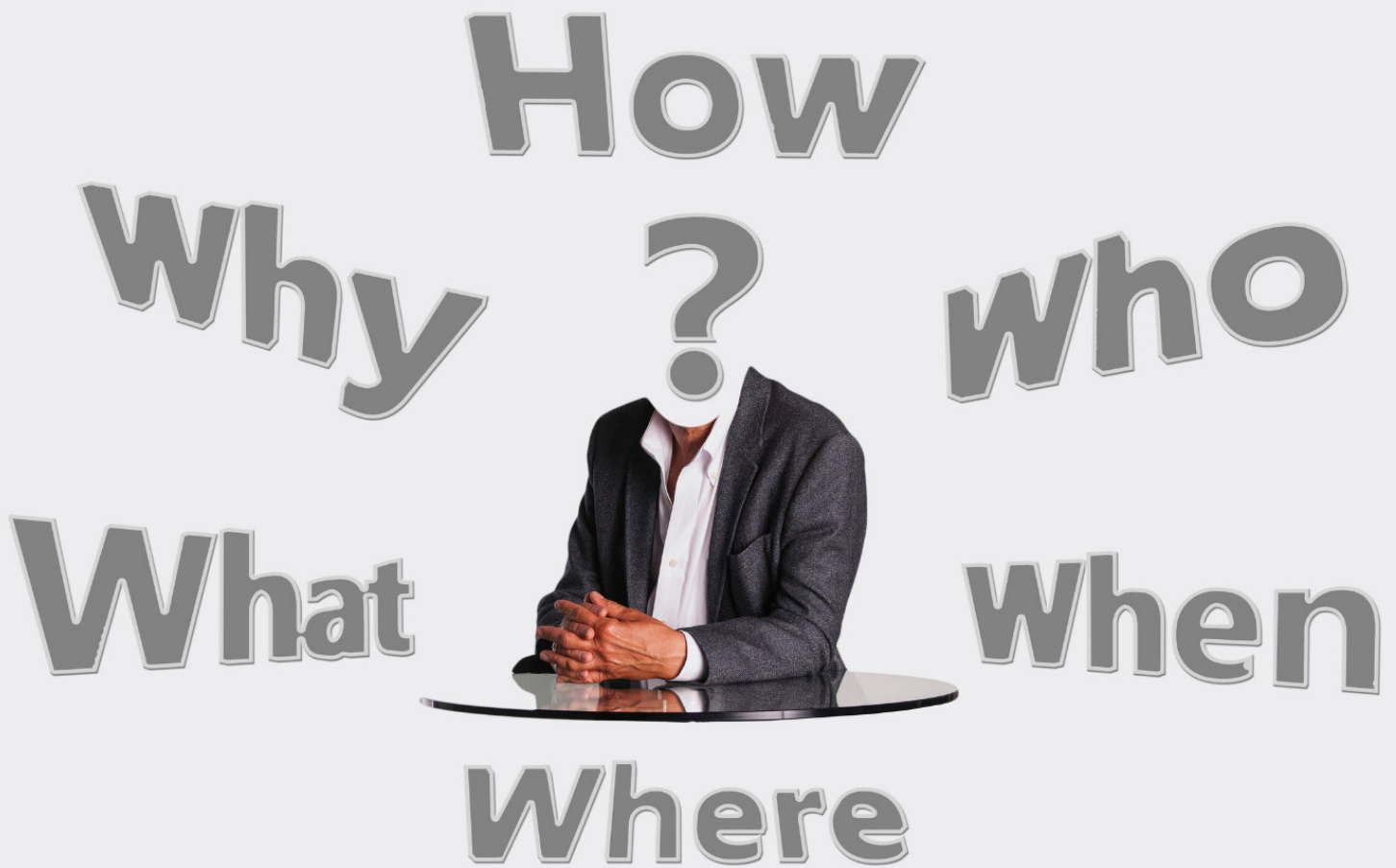
- You haven't exercised a day in your life...
- Your joints feel like rust in the morning...
- You have 20+ pounds to lose...
- You're busy and have little free time...
- You believe you're "too far gone" to see results...
- You don't have a lot of willpower...

This NEW Exercise Method Can Work For You.

Strange 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





Fascination Methodology

Write your fascinations BACKWARDS by asking yourself the 6 basic information gathering questions (How and 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 1

- 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 2

- 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 thing could help you or hurt you
- Play off our survival psychology to seek reward and avoid punishment
- We are creating an “itch” that the prospect will want to scratch

What Examples I

- The 3 types of diets you must promise to NEVER begin...and what to do if you already have!
- The 2 words on a food label that are “code” for “poison”?
- 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!
- 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.
- The #1 tool for maximizing your pay-per-click profits



What Examples 2

- 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.
- What you must pay attention to if you want to make maximum money from your online business! (It's the most important element... and... you must know it before you write even a single work.)
- The "one" word at the core of your online business. If you don't live by the word, you're not really in the game... and you're making 1/10 the money you could be!
- 5 new realities in doing business online today! Master their simple tricks and your competition will eat your dust.
- 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 the common wisdom is wrong
- Play off of people's preconceptions and held beliefs
- People always want to know where they stand and if they are right
- Controversy increases engagement

Why Examples 1

- 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 2

- 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?

Where?

- Play off the context of your target market and their preconceptions about a place
- Used situationally
- Works together with other teases to deepen your prospect's itch

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?

- Play off people's sense of urgency
- Your prospect has a limited time to act to get this great deal (FOMO)

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!

WHEN

Other Tips

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

- 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 I

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 2

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.



Rule of Threes

- The human brain is a massive categorizing computer. We look for things that are similar so we can catalog them mentally.
- This was a useful tool when we were fighting saber tooth tigers 300,000 years ago.
- We'd group things together to calculate what to avoid... and what to get more of...for survival.
- So when we hear a list of items, once we hit the magic number of three, that's enough for us to identify a pattern.
- Then we can make a mentally "informed" decision.
- But if the list climbs up to four or more, it's suddenly more difficult to remember or compute.
- 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."

Avoid punctuation at the end of shorter bullets

The bullet itself serves as punctuation unless:

1. You have more than one sentence in your bullet
2. 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.

Read it out loud

You'll find missing words, mistakes, and rhythm when you read out loud instead of just reading in your head. It's easy to skip this step. Don't.

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 I

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”!

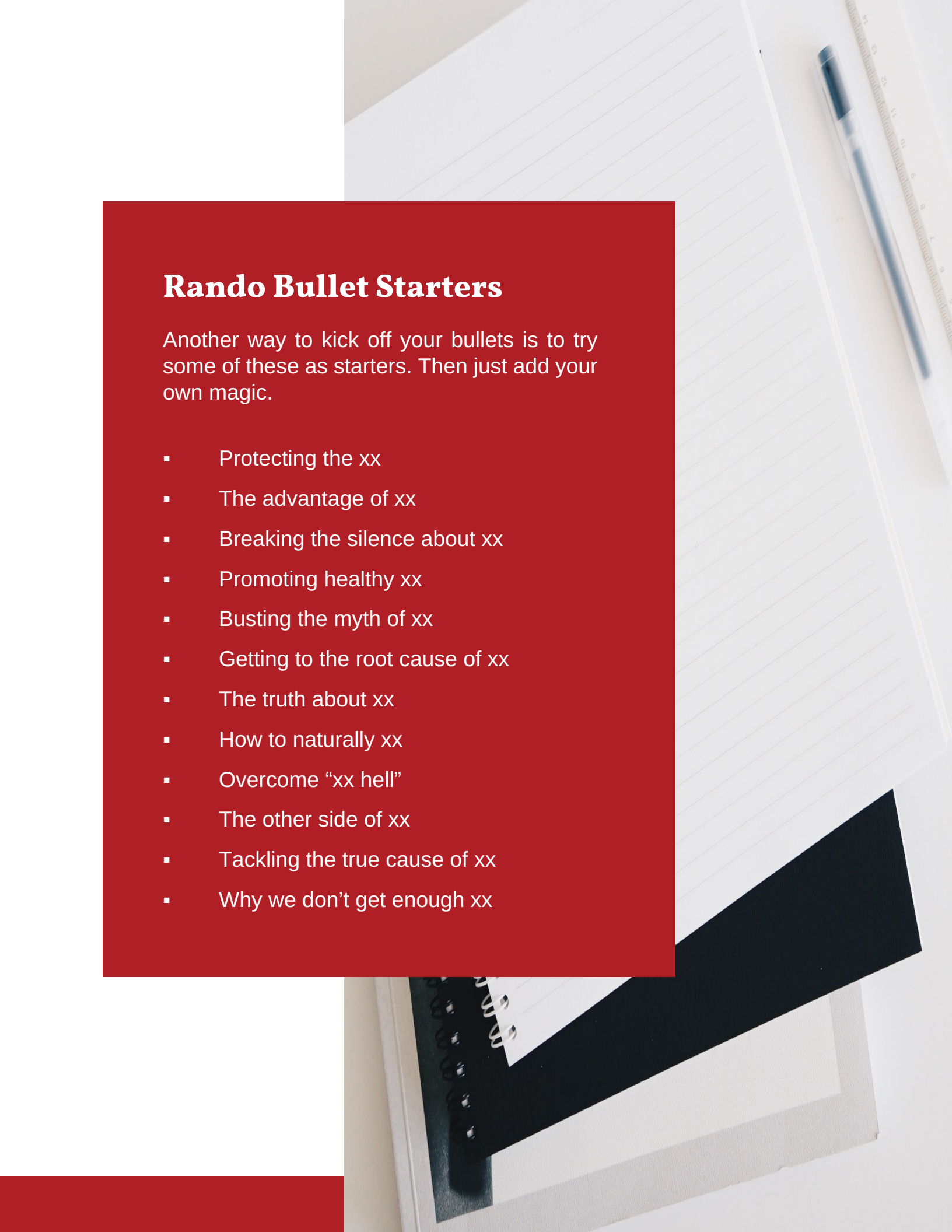




Real World Bullet Examples 2

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!



Rando Bullet Starters

Another way to kick off your bullets is to try some of these as starters. Then just add your own magic.

- 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

A top-down view of a desk with a magnifying glass, succulents, a smartphone, a keyboard, and a tablet.

Your Challenge

Create a minimum of 3 Homing Device bullets and 3 Fascinations. Add your work to YOUR COPY of the Think Tank doc located here: <https://bit.ly/bulletsthinktank>

SESSION 5:

Bullets That Close

Your mindset and framing before writing your bullets are crucial. To easily get there, think of marketing like sex. There are 5 factors to getting laid on the regular and there are 5 factors to marketing.

5 Factors of Marketing

- **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 taken 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 target.



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

Be sure to address all three in your closing bullets (and throughout your body copy) for maximum conversions. Here's how to address them:

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

Wedding Bullets

1. Wedding bullets list out each of the steps your reader should take in order to take advantage of your offer.
2. They use future pacing to help your prospect see themselves with the product in their hands.
3. Use these WITH YOUR OFFER.

Wedding Bullets Example 1

Eugene Schwartz - Letter for "Book of Internal Exercises"

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.

Wedding Bullets Example 2

"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:

Pandora's Box

<http://3questionsgetthegirl.com/>

Add To Cart >>

Wedding Bullets Example 3a

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 Example 3b

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

Han Solo Bullets

1. Han Solo bullets shoot first to overcome any lingering objections in your prospect's mind.
2. Use them right AFTER your offer.

Most often you'll use Han Solo Bullets to overcome one of these common objections:

- Time
- Money
- Effort
- Esteem

Han Solo Bullets Example 1

Let me see if I can help out. You might be thinking...

1. **“Hmmm, 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.
2. **“Hmmm, 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.
3. **“Hmmm, 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. If you’re ignoring bullets in your copy you’re leaving a ton of money on the table.

4. **“Hmmm, 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.

5. **“Hmmm, 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. But this is a Beta workshop. The next one will be significantly higher. Get it on the ground floor now.

Han Solo Bullets Example 2

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.

Han Solo Bullets Example 3

Craig Proctor - "3 Day SuperConference"

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 Example 3

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 Example 1

From 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,



Craig Proctor

Bully Bullets Example 2

From Lorrie Morgan

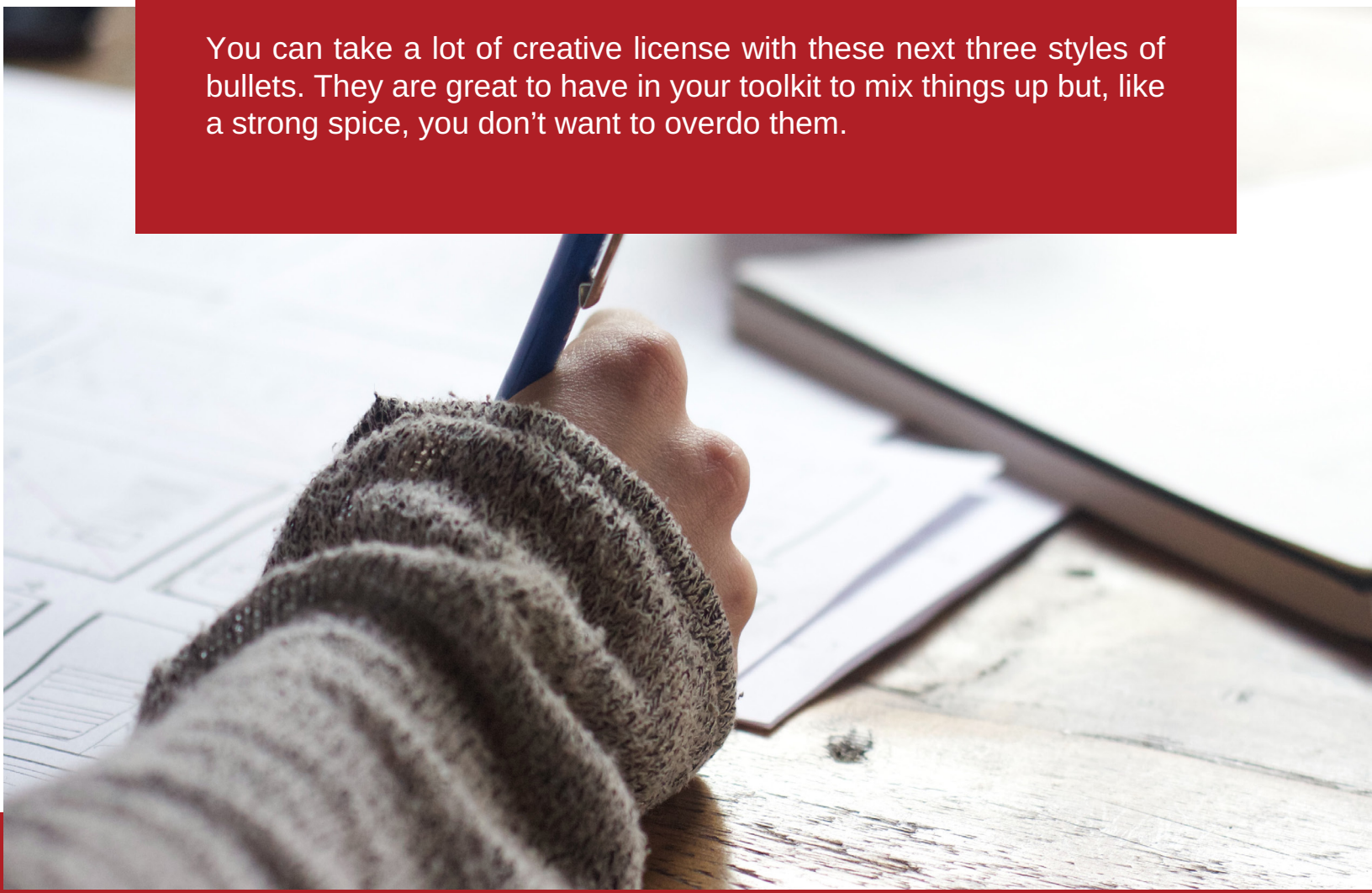
I'll be honest, the Red Hot Bullet Blueprint isn't for everyone.

- 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'!

The Weird Trio

You can take a lot of creative license with these next three styles of bullets. They are great to have in your toolkit to mix things up but, like a strong spice, you don't want to overdo them.





Unicorn Bullets

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

Unicorn Bullets Example 1

From Lorrie Morgan – Red Hot Bullets Blueprint

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.

Unicorn Bullets Example 2

You're backing into dispelling a myth but dispelling it nonetheless.

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!!!

Unicorn Bullets Example 3

This is an example of disrupting beliefs.

WARNING

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

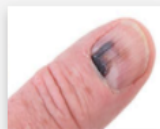
According to WebMD, Advil, Motrin, Aleve, generic Ibuprofen, Acetaminophen and Naproxen can have harmful side effects, including:



**Stomach
Pain**



Heartburn



**Internal
Bleeding**



**Headaches
and Dizziness**



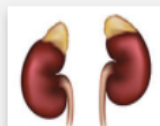
**Ringing in
the Ears**



**Rashes,
Wheezing and
Throat Swelling**



**Liver
Damage**



**Kidney
Damage**



**High Blood
Pressure**



Confusion



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.

David Letterman Bullets Example 1

From Lorrie Morgan – Red Hot Bullets Blueprint

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

David Letterman Bullets Example 2

Even though the traditional style lends itself to using a list of 10 bullets, you can make your own rules. Here there are only 4.

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

This bullet formula is shockingly effective at drawing readers in:
[# of items] that [will have an effect on the reader]

Buzzfeed Bullets Example I

From Nightingale-Conant - The Entrepreneurial Challenge

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.

Buzzfeed Bullets Example 2

From AquaFlexin

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 Example 3

From Nightingale-Conant - I Know What To Do

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.

Your Challenge

Develop at least 3 of each of these types of bullets:

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

Add your work to YOUR COPY of the Think Tank doc located here: <https://bit.ly/bulletsthinktank>.

“So Who’s Running The Show?”

I’m glad you asked. Here are your co-hosts:

Hey, I’m Lorrie Morgan of Red Hot Copy.

Growing up in North Carolina, all I ever wanted to do was be an actress. But my parents thought studying drama in college was a waste of time and money. They were right. So I studied Journalism.

But as soon as I graduated with my B.A. I hot-footed it to Los Angeles to be discovered as an actress anyway. The truth is, I was a terrible actress...but I was a terrific waitress! Instead, I ended up getting married and being a full-time mama to two amazing sons.



Being a mother is everything to me. I was able to stay home and raise my kids for the first 5 years. Then, unfortunately, I got divorced and I had to get a regular job. I became an executive assistant to the CEO of a marketing firm. It was a good job, but I was miserable. I went from spending all day with my kids to just a few waking hours.

So, in 1999 when my boss retired, I decided not to get another job. I was going to be a freelance writer. I mean, how hard could it be, right? With the Internet exploding, it didn’t really matter where you lived. You could have clients all over the world.

I struggled at first, doing virtual assisting and writing press releases. Then one day I landed a client who wanted me to write a 52 email autoresponder series. (I didn’t even know what an autoresponder was!)

I learned quickly though. Soon I was writing long-form sales letters...but I didn't have a clue what I was doing at first. Then the heavens opened and I discovered some of the greatest legends to ever hold a pen...and I got to mentor directly with them. I'm talking about Gary Halbert, John Carlton, and Dan Kennedy.

Since those early days, I've gone on to write in all kinds of niches: personal development, finance, real estate, survivalist, dating, education, commerce, nutrition, martial arts, firearms, medical, coaching, non-profits, entertainment...sheesh, there have been a lot of others too.

But I've been doing this for over 22 years now. It's hard to remember them all.

I've also held my own live copywriting events and mentoring programs over the years. I've developed my own marketing products and launches. I love learning and go to masterminds and marketing events as often as I can. I was recently named as one of the Greatest Copywriters of All Time (Past and Present) and among The Top 20 Copywriters Who Make the Most Money And What You Can Learn From Them.

When I'm not engulfed in copywriting world, I'm enjoying the cowgirl lifestyle on a 14-acre ranch in rural Arizona. I share it with my partner in crime, 2 dogs, 7 horses, and 8 chickens. To round out the western vibe, I'm also an actual bullet expert...as in firearms ammunition. We shoot handguns competitively (and I'm a damn good shot!)

Hey, I'm Chase Morgan (Bonus points if the name sounds familiar... and no, I don't mean the financial institute. Spoiler alert: I'm related to THAT Lorrie Morgan.)



I am a recovering corporate/tech attorney coming off of a nearly 3-year bender in the BigLaw world. For a while, it seemed like I was living a dream, but one day I woke up and realized that the dream wasn't mine. The high salary came at too high a personal cost as I said goodbye to any free time or close relationships that I had. And I wasn't even enjoying what I was doing! Simply put, I was losing my soul to the job.

Money is supposed to give you freedom, so I figured... why not cut out the middle man? Growing up with a copywriter in the family, I already knew first-hand the kind of flexibility and freedom that being a copywriter can afford you. Not to mention, copywriting scratches that creative itch I had been ignoring and lets me focus on real people instead of dizzying legal conundrums.

And I thought, that doesn't sound like too bad a gig!
I've been working side-by-side with that Red Hot Copy person for the past year on creating this program and learning from the best. The benefit of having me co-host is I still see copy from a fresh (younger) perspective. I also can't help but set my legal mind to work finding patterns and weighing strengths and weaknesses in all sorts of copywriting methods and materials. So I can explain things in different ways to see what clicks with you.

What else is there to know about me? I studied psychology and anthropology at NYU and law at Penn Law (which my Jewish mother wants you to know is the Ivy League Penn, not the football-pedophile-scandal Penn). I grew up in Los Angeles, where I sang on the same stage as Tony-award winner Ben Platt and peed in the urinal next to Tom Hanks...twice.

I am currently living in Silicon Valley with my beautiful wife and our chihuahua-mix Sunny. In my free time, I write and play indie-folk music on my guitar. I also admit I am a gigantic nerd who is into video games, tabletop roleplaying, and Japanese anime. I've avoided getting shoved into a locker so far.

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