

MAY 2023 BULLET WRANGLING CLINIC

Members Only Access:

<https://redhotcopy.com/redhotbullets/bullet-wrangling-clinics/>

TIME LAPSE TECHNIQUE

Step 1: Dig

Do your product and target market research. Make sure you know as much as you can about what you're selling and who you're selling to.

Step 2: Features & Benefits

Brainstorm as many features and benefits as you can think of.

Step 3: Draft the Bare Bones

- A. Craft **Homing Device Bullets** that show the reader they're in the right place
- B. Create **Benefit Bullets** that show the reader what they'll get
- C. Write **Bird's Eye Bullets** about the product itself
- D. Throw in **Fascination Bullets** if you've got 'em

Step 4: Put Bullets in Outline Form

YOUR DRAFT SHOULD LOOK SOMETHING LIKE THIS...

Step 1: Dig

Do your product and target market research. Make sure you know as much as you can about what you're selling and who you're selling to.

In this case, we are selling traditionally masculine kettlebells to the female market.

Who are they?

Women and mothers who are short on time.

What do they want?

- Muscle-toning
- Fat-burning
- Convenient
- Effective
- Improves energy
- Increases flexibility
- Isn't joint pounding
- Avoid overexerting past injuries
- Weight-bearing
- Easy to use
- Good reviews
- Good price
- Gets results

Step 2: Features & Benefits

Brainstorm as many features and benefits as you can think of.

Features	<i>so that</i>	Benefits
Solid cannonball-type weight with handle		• You can build muscle which burns more fat • You can improve energy levels • You can increase your flexibility depending on which exercises you focus on • You get more visible muscle tone so you look better naked • There's no assembly required • There's no breakage
Small size		• It's easy to store
Heavy		• It's weight-bearing • It breaks down the small muscle fibers to build up stronger
Inexpensive		• You don't need a gym membership • You can spend that money on something sexy to wear • One-time expense
Portable		• You can easily move it to where you'll use it most • Convenient
Saves time		• You can squeeze a quick workout in on breaks during the day
Thousands of positive reviews		• You know it has a proven track record

Step 3: Draft the Bare Bones

- A. Craft **Homing Device Bullets** that show the reader they're in the right place
- B. Create **Benefit Bullets** that show the reader what they'll get
- C. Put together **Scorecard Bullets** to show them results they can expect (future pacing)
- D. Write **Bird's Eye Bullets** about the product itself
- E. Throw in **Fascination Bullets** if you've got 'em

Step 4: Put Bullets in Outline Form

Homing Device Bullets (They're in the right place)

- 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!

Benefit Bullets (What they get)

- I got a complete body workout including strength, cardio, and flexibility in minutes
- I saved over 6 hours of my precious time by not driving to and from the gym to work out
- My energy soared through the roof so I was more productive than ever
- Smooth, tight thighs with a lot less cellulite! Woo hoo!
- Believe it or not, I had next to no muscle soreness after exercising
- It was easier to relax and go with the flow in stressful situations
- Bye bye PMS! (*yes, really*)
- Junk food cravings went away too; I actually WANTED to eat healthier
- My muscles looked leaner, more toned, and elongated as if I'd been stretched
- Even my breasts perked up

Scorecard Bullets (Results)

- Your muscles feel pumped up and ready to fry some calories
- Your heart beats hard and strong, flushing the flab from your system
- Your lungs pant for air to supply your cells with fresh oxygen, making your body more efficient at leaning up quickly

- Your muscles elongate, making you more flexible...that means less likelihood of injury and a more feminine physique!

Bird's Eye Bullets (What is the product?)

- Instructional book, ***From Russia with Tough Love - Pavel's Kettlebell Workout for a Femme Fatale*** by Pavel Tsatsouline, 8 1/2" x 11" Paperback, 184 pages (\$34.95)
- Prerecorded video or DVD ***From Russia with Tough Love - Pavel's Kettlebell Workout for a Femme Fatale*** by Pavel Tsatsouline, 1hr 12 minutes (\$29.95)
- **Kettlebell** that fits your current fitness level following this chart:

Women: Fast-Start Guide to Choosing the Right Kettlebell

"I'm out of shape but not for long!"	Get your Kettlebell Fat Loss Workout Now!	\$89.95
"I'm in ok shape and ready to step it up"	Get your Kettlebell Fat Loss Workout Now!	\$99.95
"I've been exercising for a long time."	Get your Kettlebell Fat Loss Workout Now!	\$92.95 (special deal)

Fascination Bullets (Curiosity)

- Targeted exercises to eliminate cellulite and firm your butt
- How the "Swing" melts your fat and streamlines your hips 'n thighs
- The real secret to great muscle tone without looking manly in a little black dress
- How to shrink your waist fast with the "Power Breathing Crunch"
- Thin your thighs to their sexiest shape with the "Deck Squat"
- The fat-zapping powers of the "Clean-and Press"
- How the "Overhead Squat" lifts your butt higher and tighter than it's been in years

- How to use the power of your mind to get the body you want much, much faster - *yes, really!*
- The high-speed route to a flatter stomach
- Exercise combinations that deliver an unbelievable muscular and cardiovascular workout in no time flat
- How to perform multiple mini-sessions for ultra-sleek fitness