Ted Nicholas

Magic words. Words to influence others in marketing. Important to incorporate these words into marketing lexicon. A product, when described in different ways, will yield various results. The hardest person in the world to be, is the best version of you. Success library - great past masters of copywriting, Robert Collier, John Caples, "Magic Words" by Ted Nicholas. Develop your <u>own</u> writing style. Don't try to sound like an English professor, but don't be afraid to be unique + stand out. Affirmations - change your emotional mood + state. For those that attend seminars, 95% of what was presented, is forgotten within 7 days. USP = unique selling proposition the best way to describe + build your brand + business, the most important <u>benefit</u> of your business. Example = 30 min or its free = Dominos "When it absolutely, positively must be there overnight = Fed Ex 73% of all buying decisions are made at the point of the <u>headline</u>. Write head line <u>first</u> and write many drafts to find the best one.

The headline has <u>five major responsibilities</u>

1) It attracts attention
2) Communicates the strongest benefit
3) It appeals to the prospects self-interests
4) It sets the tone for the offer
5) It selects the right audience.

One of the best people to write your headlines, is your <u>customer</u>. Testimonials are one of the best assets to writing great headlines. Always get permission of person, list name and city/town of person.

A great headline formulary to use is "How to". Difficult to outsell and very powerful. People want to know "How to". Example "How to Get Two Delicious Meals for the Price of One."

"How to Get/Have/Acquire/Own/Profit from the biggest benefit your produc Delivers. Write "How to" and fill in the blank with the largest + best benefit your product delivers. Every time you write copy, it's a new test. Do not focus on getting rich, but instead focus on the enormous value you can provide to customers, and the money wi follow. What can I give to help you the most?

- One excellent way of boosting sales is...
Offering free gifts. Valuable free gifts + special reports. Sell dollars for pennies. Valuable - proprietary info you can't get elsewhe

3 things that have to be in balance for any offer to be successful

- You have to have a good product
- Good copy to describe good product
- The RIGHT AUDIENCE

When creating a website intended to sell product, the most important thing to have first... is an opt-in list. Opt-in list of people that know you, trust you, love you. Create list before creating website or copy for website. Great way to MAKE opt-in list is... a free special report or E-zine/newsletter that you publish online. Every two wks or so, of info you cannot get anywhere else. NOT general info, but solid + helpful info.

The Magic of the Upsell

- Double sales by offering customer the opportunity to buy more of your products. "Would you like to hear about our special today? 60% say yes. Never pressure the person.

- Operate as a corporation to protect yourself. Talk with a lawyer, set up a company, and incorporate
- A secret to closing a sale is never giving opportunity for the answer NO. Word questions in a way where you give a choice but both choices are favorable to you. Never ask question that can be answered NO. People are used to saying NO. To get people to opt in online, get people to opt in by offering free gifts.

Formatting - When writing online sales letters. Short paragraphs, short sentences, "white space = easy to read." Indent 5 spaces. Paragraph = 5 sentences or less. Copydoodles, margin notes. Using contrast between yellow + black is best. Esp with things that are important, such as testimonials. Space ads = three columns. Bite sized pieces - easier to read.

- Headline w/ upper + lower case letters. Graphics people tend to use all caps, avoid this.
- Use quotation marks liberally b/c when they are around a headline, it is more memorable. Someone important said it
- Subheadline as strong as the headline
- Don't use sentences that are too long.

Selling is a sequential process. It is a seduction

- Most powerful word in the english language is FREE

- Always put copyright info on bottom of page. ©. Common Law Copyright protection.
- Never put a photograph without a caption.
- Photograph – eye contact with the reader for best results.
- Font - Times Roman typeface. Times New Roman. Let the ad be looked at as an editorial. More respectful. Never smaller than 9pt.
- From what frequency standpoint can you tell that your ad is a failure? If it's a flop, repitition will not help. Pull the ad.
- Try to deliver much more than promised. "In the unlikely event you're not thrilled with my product and it is not at least 10 times what I say it is please return it for a prompt and courteous refund. As long as your return rate is 5% or less, you are okay.
- 17 word limit on headline is helpful. The less the better if powerful. Sometimes headline needs to qualify and might require more words

* If you don't ask, the answer is always NO.
Don't ~~ask~~ ask whether, ask which

- When writing copy, write from the heart to speak to the heart. Write as if you are writing for someone you care about. Appeal to the emotions.
- The best investment you can make is in your own knowledge.

"The price of education is paid, the price of ignorance is paid forever."

Joe Sugarman

Whatever you focus your energy on, it expands, regardless of what it is, except for money. The way to grow money + success is to give more of yourself, focus on helping others, providing a great product + quality education.

Every problem has within it, an opportunity so great, that it literally dwarfs the problem.

"If you want to be a success, learn all of the rules + follow them one by one." "If you want to be a super success, BREAK THEM one by one.

- Direct marketing is very counter intuitive, the things you think will work, don't... and the things you think will not, do...
- Always TEST, never ASSUME. The internet is the greatest medium for testing.

"You could have the greatest product in the world, backed by the best science, but if you are missing one thing, you have NOTHING... and that is marketing."

"Success never hits you where you think it will. You'll be going along in life, doing the best you can, and all of a sudden an opportunity will present itself, taking you 90° away from where you were going, but that is where your next big hit will be."

- Re: Good writing - Master the personal message.

1) Develop a level of trust
2) Create an environment for selling
3) Trigger a sale

"If someone says something can't be done, that is a clue that it can be"

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The 17 axioms of Copywriting - Joe Sugarman

1) Copywriting is a mental process the successful execution of which reflects the sum total of all your experiences, your specific knowledge and your ability to mentally process that info & transfer it onto a sheet of paper for the purpose of selling a product or service.
2) All the elements in an ad are primarily designed to do one thing and one thing only: get you to read the first sentence of the copy.
3) The sole purpose of the first sentence in an advertisement is to get you to read the second sentence of the copy.
4) Your ad layout and the first few paragraphs of your ad must create the buying environment most conducive to the sale of your product or service.
5) Get the reader to say yes and harmonize with your accurate and truthful statements while reading the copy.
6) Your readers should be so compelled to read your copy that they cannot stop reading until they read all of it as if sliding down a slippery slope.
7) When trying to solve problems, don't assume constraints that aren't really there.
8) Keep the copy interesting and the reader interested through the power of curiosity.
9) Never sell a product or service! Sell a concept!

10) The incubation process is the power of your subconscious mind to use all your knowledge + experience to solve a specific problem, + its efficiency is dictated by time, creative orientation environment and ego.

11) Copy should be long enough to cause the reader to take the action that you request.

12) Every communication should be a personal one, from the writer to the reciplent, regardless of the medium used.

13) The ideas presented in your copy should flow in a logical fashion anticipating your prospect's questions + answering them as if the questions were asked face to face.

14) In the editing process, you refine your copy to express what you want to express with the fewest words.

15) The more the mind must work to reach the conclusion successfully, the more positive, enjoyable or stimulating the experience.

16) Selling a cure is a lot easier than selling a preventative, unless the preventative is perceived as a cure or curative effects + aspects of the preventative are emphasized.

17) Telling a story can effectively sell your product, create the environment or get the reader well into your copy as you create an emotional bonding with your prospect.