

It's not just the copy that makes the difference; it's the whole strategy and Andre lays this out in a crystal clear, "no punches pulled" format. As we say in Australia, "Good onya, mate!"

James Yuille

Sales and Marketing Consultant, Australia
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Andre presented some "real world" concepts that I have been using and exploring (and been making money from) ever since. I've been a business professional for more than 15 years and this information still blew me away!

Mark Brown

Business Professional and Consultant, USA

How To Make Your Sales Promotions More Profitable

Here's an incredible opportunity for you to...

- **uncover elements in your current sales copy that have until now remained hidden**
- **increase your sales and get better results from the customer and client relationships you've already established**
- **get persuasive sales copy that actually sells!**

Dear Friend,

No matter what business you're in, you can no longer settle for "good enough".

Your target market is **flooded with offers** of everything from cheap toothpaste to high-priced travel plans. Your prospects rarely (if ever) notice you or your offer buried in all that noise.

The result is that your sales suffer.

And to make matters worse... every "monkey" ad agent claims he can write "pretty" sales copy for you. And then robs you blind with ads that go nowhere.

Madison Avenue Ad Agents Can Kill Your Business

I know, because I've been there too.

I thought I had tried everything to build a successful business of my own. I ran radio and print ads, conducted seminars, attended other people's seminars, joined one civic organization after another, studied nearly 2,000 books on every subject under the sun, invested thousands on bogus marketing materials, cold called, gave away "free" services, and wasted tons of money that went nowhere, then finally drained my bank accounts and ran myself into debt to the tune of \$238,000.

After all that, nothing seemed to work for me. In the end **I was defrauded by one company after another.**

Greedy ad agents robbed me blind, just so they could get a commission check. People I did work for were so

desperate for help (and I was so desperate for money I wanted to believe in them) they lied about their company's stability and never paid me for services rendered.

They ran their companies into the ground. They embezzled. A few fled the country. And all forced the companies they worked for to go belly up -- and they all took my money with them.

Trying to get ahead with so much against me was like trying to stack dominos only to have some evil person run up and kick them down before I could ever finish.

I was "broke" financially and emotionally. Near homeless and more than 200 miles separated from my family.

I was ready to throw in the towel. Not just on my business, but on life itself.

There I was **standing along the railroad track in Simi Valley** as a train came barreling towards me. (I could feel the ground trembling and still remember the look of terror on the conductor's face. He was white as a ghost... and you could see the fear on his face as he frantically waved for me to move off the track.

...the train was traveling too fast for him to stop even if he tried.

I Saw My Life Pass Before My Eyes

It's really true you know...

Your life really does flash in front of you at moments like this. I saw my friends. Past co-workers. I saw failed struggles and conflicts that didn't go smoothly as I had wanted.

And I saw my kids.

My kids! How can I do this to them? How could I leave them with a final example of a man who "quit"? I'm not a quitter. I've never been a quitter. I'm a fighter and I've NEVER given up before... and I wasn't about to start now...

I stepped aside just a second before the train reached me.

It was close enough I could lean forward and almost touch it with my nose.

I say "almost" because the force of the passing train was so strong that it knocked me off balance... away from the train.

At that moment, through the tears and all, I knew there had to be a better way. I didn't know what it was but I knew I'd find it. Or die trying.

I now have a life of freedom I had only dreamed about. And I have the contentment of knowing whether I "go" tonight in my sleep or "go" years down the road, my kids will have the memory of a dad they could be proud of. A dad who never quit.

What made the difference for me? Getting my head on straight and discovering what really mattered most in life. And learning to write great copy. Learning to write copy that tells a story and 'sells' literally saved my life by boosting my self-esteem and by putting money into my pockets. I was no longer at the mercy of greedy ad agents or scam artists.

Open Your Eyes And See The Truth

If you've done any advertising, you probably realize by now that any "ad agent" (some 'punk' kid with no copywriting experience hired straight out of high school) knows how to cut-and-paste your info into *the very same "professional" pre-written ad templates that every other "ad agent" across the country is using* -- and then have the arrogance to call it professional sales copy.

Don't bother!

You know more about your business than anyone else on the planet.

And only you know what really keeps your prospects up at night craving a solution to their problems. You've invested a lot of time, energy, and effort into getting that knowledge.

Let's talk about how to **draw upon your unique knowledge and experience** to easily **push through all that competing noise and clutter** -- so your business produces the kind of sales you dream of.

Here's Why Cut-and-Paste Approaches *Never* Work

Skill, intuition, experience, and knowledge of *your product or service* and *your market* are necessary to write a profitable cash-producing sales message. Every message you write **MUST** align with the **EXISTING** desires and beliefs of your target market. Nothing else will *ever* work.

Sales letter templates and off-the-shelf copy written months (and sometimes years) in advance will not align your offer with the biases, desires, beliefs, and fears of your market.

The same is true for commissioned ad agents. They don't know your market -- **AND THEY DON'T WANT TO "WASTE" TIME LEARNING!**

All they care about is "closing" the sale and getting a commission.

That's why your ad agent will *never* guarantee success for your offer.

Instead, they want you to believe all that's required to gain success with your sales copy is to let them create "pretty" ads. They use lies such as "cumulative effect" and they try to convince you to buy a "package" of ad templates or marketing books and seminars.

I can tell you right now that 99% of ad agents, "gurus," and their "systems" are total frauds.

Warning: No generic sales letter template written months (and sometimes years) ago can align your offer with the specific biases, desires, fears, and beliefs of your target market. It's impossible for any writer of sales letter templates to know those concerns without studying *your* market and *your* company. Ad agents will never spend the kind of time necessary to really know your business inside and out -- because they have too many business people and charities to deal with. They make their money in volume (quantity not quality).

Who Am I And Three Reasons

You Should Believe What I Say

ONE: My own entrepreneurial history reaches back 27 years. In 1995 I began helping other business owners improve their online and offline marketing.

I've advised more than 500 business owners and professionals from South Africa, New Zealand, Australia, the Netherlands, Canada, and all throughout the UK and the United States on how to improve their marketing and increase their sales. Though every business is different, there's a pretty good chance I've seen what you are struggling with--and no how to overcome it.

TWO: I've created marketing plans and copy for businesses ranging from one-person kitchen table operations as well as large internationally known multibillion dollar corporation, and many businesses in between.

THREE: Finally, after dedicating 27 years to studying over 2,000 books on every business subject under the sun, and picking apart thousands of offers, and studying thousands of case studies I've managed to see patterns that get people to buy. Patterns that you may be overlooking right now.

Help! I've Fallen And I Bought Junk Products

Maybe you've already fallen prey to one of those scam artists selling you their latest "sales-attracting" templates or software. Me too. I've bought so many books on making money with words, advertising schemes, "**guaranteed**" **copywriting formulas**, copywriting courses, ebooks, seminars, teleseminars, cut-and-paste headline generators, and paste-and-click sales letter creators that I can't even recall how many.

Finally, after literally reading over 2,000 books on every business subject under the sun and picking apart thousands of offers, I managed to see patterns in the methods these scammers were using to sell their wares. Well, **I was disgusted with 99% of what I found.** Many of **the "authors" claimed to provide usable how-to information** that was "guaranteed" to work. They lied...

Here's What *Does* Work

These "insider" copywriting "secrets" will guarantee success for your next campaign:

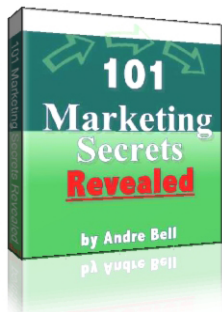
- Effectively communicate **benefits**
- **Persuasively** present your offer
- Compellingly explain your **guarantee**
- Speak believable **testimonials**
- Position yourself and your company as **credible**
- Present an **irresistible offer**
- Capture and **maintain attention**
- Keep your audience **glued to your message**
- Draw your target market in with **magnetic headlines**
- Use enough **emotional impact** and **logical reasoning** to justify the sale
- Use hypnotic language to magically "draw" your target market into your copy

Then there's the questions of **persuasion**:

- Should you use an underdog **tone**, authoritative tone, or a layman's tone, or some other approach?

- What **voice** is the best for your offer and market?
- What **psychological persuasion strategies** will you use to align yourself to your audience?
- What **emotions** will force people to give their last dollar to buy from you?
- How will you **make them want what you're selling** more than the money it costs?
- What hypnotic language patterns will 'hypnotize' them into buying over and over again?
- What do screenwriters and NLP practitioners know about persuasion that you don't know?

"Free Marketing Course Shows You 101 Secrets Of How To Attract More Business Online And Offline"



Receive the Marketing Course, *101 Marketing Secrets Revealed: The Secrets To Multiple Streams Of Marketing Income* **free** today and discover how you can generate **multiple streams of income** for your business **RIGHT NOW!**

Uncover 101 Proven Marketing Secrets that you can use to immediately attract greater wealth, prosperity, and happiness for yourself virtually overnight.

This Free Marketing Course reveals such things as:

- The five biggest marketing mistakes 99 out of 100 companies are making
- 101 strategies to increase sales, bring back clients that have drifted away, and sell more to existing clients
- Sample sales letters, promotions, templates and advertisements that have earned over two billion dollars in sales--that you can emulate to produce more sales in your business.
- Online and offline copywriting secrets you can use today to sell more of what you're selling
- The most profitable marketing strategies to quickly get you from where you are to where you want to be
- And more!

...and the best part is that this valuable and free Marketing Course (\$595 retail) is **yours 100% absolutely FREE as part of an internet marketing test!**

100% FREE Online. No Lame "Enrollment" Required

Click here to get my **Free** Marketing Course



How To Format Your Sales Letters

Then comes the **structure** of your marketing materials...

- Do you use a sales letter **format**, editorial layout, magalog, traditional web page layout, catalog format?
- Will you use envelope copy, a lift note, SASE, BRPE?
- What type of postage will produce the best response and profit combination for your offer?
- How should you format your headline to maintain flow? How do you format your subheads, prehead, and other elements to keep attention and interest high?

And once you've decided the structure, you must then determine what **visual elements** to use:

- Should you use graphics?
- Should you omit graphics?
- What impact do graphics have on overall conversion?
- Is the offer more profitable and responsive without graphics?
- If your offer will not sell without graphics what is the best placement for your graphics ?
- How should you format bullet points for highest profit?
- What color ink will sell best?
- What color paper will sell best?
- What weight of paper will sell best?
- And so on...

Then comes **tracking** response.

- How do you track each offer?
- What elements can you tweak to get better results?
- When do you test headlines?
- Why should you test headlines?
- When should you not bother testing headlines?

...A Secret Revealed

I'll answer the question of **when not to bother testing** headlines for you right now...

Testing headlines is ineffective in sales letters when your offer is **perfectly aligned** with people who *already* have a love for what you're selling.

Powerful headlines are unnecessary when selling to people who'll buy nearly anything as long as it is something they're **already fanatical about**. I have two wealthy friends who are fanatical about golfing. They'll buy anything golf-related at the drop of a hat. Changing your headline when marketing to them is unnecessary because they buy anything as long as your offer is on target.

Another area unnecessary for testing your headline is if you have a dog of a product that no one wants. No matter how strong you write your headline no one will buy a dog of a product (unless you stoop to Enron levels and lie).

How To Hit Pay Dirt

Here's a secret most copywriters won't tell you (at least not for free).

Half of your copywriting success comes from a measure of creativity and research.

The other half is based on copy **formulas** discovered over the past 100 years.

Those formulas still work today...

That's because human nature never changes. What motivated people to action 100 years ago still affects them today. Only two things have changed; a higher number of people are educated and because of the increased pace of life, people communicate differently today.

It's All About The Words You Use

They 'text' each other, email each other, talk anytime and from anywhere with cordless devices that were once the stuff of science fiction just 40 years ago.

And more significantly, **people are flooded with offers** of everything from cheap toothpaste to high-priced travel plans.

They're overwhelmed with offers.

Your challenge is to **get through all the noise and clutter** and make your target market notice you.

You can get through all that noise **without standing on top of a building with a bullhorn screaming for people to look at you**.

How? **Learn everything you can** about communications and copywriting from the old masters and current researchers, study fiction writing and story telling, human psychology, communications and language skills, NLP, market planning, and the 'mechanics' of copywriting formulas proven to produce sales.

Then all you need to do is **write like crazy, learn** from your mistakes, and finally **get good at copywriting**. That level of study will put you heads above your competitors. It will however take some time.

How To Get Great Copy

I've tossed **tens of thousands of dollars** into the 'success furnace' trying to learn what works in copywriting and

advertising and marketing. I've attended and conducted seminars, bought and read *hundreds* of books, videos, ebooks, paid for radio advertisements, invested in direct mail, and done everything the "gurus" promised would work... only to end up burned.

That's why as a small business owner you need to **use free** and low-cost **proven copywriting strategies** that rely on imagination, energy, and even the efforts of other people.

Here's The Secret To Getting More Business Quickly

Though there are hundreds of individual direct response copywriting *secrets*, they all fit into just a handful of foundation principles that you can use to easily gain fast growth and increased profits quickly.

You must include each of these foundation strategies into your copy.

You've probably heard it before, **insanity is doing the same thing over and over again, but expecting a different result**. This is especially true of copywriting. Doing more of what you've been doing will only produce more of what you've already been getting.

If you're not getting all the success you want, my advice to you is to take advantage of copywriting principles *proven* to **boost sales, attract more clients, and generate repeat business**.

A Penny Saved...

What are these principles?

Here they're ...

First, lets talk about the one copywriting principle that **won't cost you a penny** more than you're now spending: **increasing the effectiveness of the copywriting you're already doing**.

Despite what ad agents might tell you the greatest success in direct response copywriting and advertising **does *not* involve spending more money on ads**. And it doesn't involve running the same unresponsive ads repeatedly in hopes they some day work.

Ad agents will tell you if an ad isn't working spend *more* money to make the failing ad *bigger*. that's like telling a drowning person to drink *more* water until the water becomes air.

That's just plain stupid.

The truth is **if it isn't working you track why it isn't working and you fix it -- or get rid of it altogether**.

Whether you seek to get clients through advertising, promoting seminars, internet copywriting, or some other method, **you must use responsive and persuasive sales copy every time you communicate**.

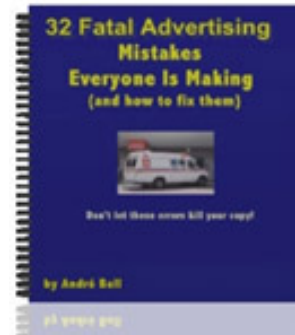
By doing little more than focusing on making each copywriting communication *more effective* we can **double or even quintuple your sales, leads, and customers** -- without increasing your ad budget a single penny.

It Keeps Getting Better And Better

How do we improve the effectiveness of your copywriting communications?

There are three steps:

First we must **eliminate from your copy the 32 fatal copywriting mistakes everyone else is making**. When I write your sales copy you get my report the *32 Fatal Advertising Mistakes Everyone Is Making and how to fix them* -- absolutely free (a \$47 value).



Second we replace your failed or inadequate copy with persuasive and compelling words and layout that **force people to buy from you**. We move people to **take immediate action**.

We do this by "tweaking" your advertisements and your copywriting communications to get a greater response from the work you're already doing -- **without wasting more money unnecessarily on advertising**.

And the **third** part of boosting the effectiveness of what you're already doing involves creating effective *systems* for developing good relationships with your customers and business contacts so you **maximize the effectiveness of all your letters, Yellow Page ads, and other promotions**.

So It Adds Up To This

Eliminating the common copywriting mistakes, **improving** your *existing* copywriting communications, and **putting effective direct response copywriting systems in place** are the first steps in attracting more business and increasing sales with the time and money you're already investing.

And the beauty is, most likely **these copywriting efforts won't cost a penny more than you're already investing in marketing your business**.

Running And Getting Nowhere

If you're like most business owners you're so **busy** with the day-to-day tasks of running your business you find it hard to get a moment to enjoy life.

Add to that the **stress** of sorting through the hundreds of promises for improving your copy and you just want to **scream** for someone to come and **put your mind at ease**.

That "someone" is me.

When You Give A Man A Fish...

You know the story of the value of teaching a person to fish for themselves compared to doing the fishing for them. The adage is, if you give a man a fish you feed him for a day. If you teach him to fish you feed him for a lifetime.

Most clients just want the dang "fish" (improved copywriting) without doing the actual work themselves. Why?

Because hiring someone else to do the "grunt work" of "fishing" for you is always more efficient.

You free up time to **focus on areas of your business that only you can do.**

Besides, no one ever was born behind the wheel of a car and immediately got up and drove perfectly. For a time we all relied on others to get us to our destination. Often we still do.

When you need to get to your destination quickly you rely on a "pilot" or "taxi" or limo driver. It's faster and less frustrating to rely on someone who knows the terrain.

Running a successful direct response copywriting campaign is no different.

Of course you could spend the next 10 to 20 years studying marketing and copywriting yourself until you get good at it...

There is a faster, easier, and better way...

Let me help you finally ...

- Get persuasive sales copy that actually sells
- Get powerful and compelling sales copy that gets results
- Discover the "inside" direct response copywriting secrets that turn words into money overnight

Here's how:

I'll write your copy for you. And I'll stack my copy against the copy you are now using or have ever used. If I don't come out on top I will re-write your copy at my expense until you do make money -- or else I refund everything and you owe me nothing. Zip. Zero. Nada.

I openly challenge you to find a better offer.

Push Me Pull You

I'm here to collaborate with you and assist you.

I'm ready to "get behind the wheel" and **help get you from where you are to where you want to be.**

Why should you look outside your own company for copywriting assistance?

I offer you an objective view.

You've probably seen how most companies imitate each other when it comes to marketing. What one competitor says and does, they all do.

Those companies may be great at providing the product or service they sell but when it comes to copywriting, they have success-limiting blinders on and can't see beyond the copywriting they or their competitors are currently doing or the outdated copy the 'monkey' ad agents suggest.

This leaves a **HUGE hole of opportunity for you.**

By working with a broad range of industries I have a unique perspective on copywriting that probably none of your competitors have.

Besides having had experience being employed in ten different industries and owning businesses of my own for nearly three decades, **I've advised over 500 independent business owners in seven countries** on how to market their businesses without wasting a single dime on poorly executed copywriting or unquantifiable advertising.

That experience coupled with studying some 2,000 books on copywriting, psychology, sales, communication, and many other business subjects gives me the experience and the knowledge to show you how to get people to **take action and become a client today.**

More Than A Set Of Templates

Also, when you work with me I consider **more than creating just a simple sales letter.**

If you'd like, I will help you put together a complete marketing campaign based on a series of cash-pulling sales letters, lift notes, display ads, publicity campaigns, web copy, and so much more. My campaigns are a complete marketing package designed to fit *your* budget.

Warning: Do NOT hire any copywriter unless he meets the following 6 criteria

There is a lot of confusion surrounding my field. I want to give you 6 criteria or elements you absolutely, positively must find in any copywriter you hire:

- Guarantees your copy will make money -- or YOUR money back
- No long chain of command or excessive internal meetings
- No "outsourcing" of your copywriting to junior copywriters
- Accepts no commissions and no "kick backs" from advertisers
- Willing to re-write your copy at his expense
- Is affordable with realistic fees compared to the level of workload (and not a penny higher)

If my copy doesn't produce sales for you I will rewrite it -- **At My Own Expense** -- until you profit above and beyond any fees I may quote for you. Why? Because I want your repeat business.

Some consultants focus on getting as much money as they can upfront. They have the "hit it and forget it" mentality. I want your repeat business.

I NEVER sacrifice your long term confidence for short term gains in my own pockets.

And I also want to make sure you see an IMMEDIATE PAYBACK from using my sales copy.

That way you recoup your investment with only one 'test' of my copy or one new client or sale. You will have made your money back immediately. That's impossible if you were paying \$35,000 to \$50,000 as some of my competitors charge.

101 Ways To Boost Your Copy Conversions And Profits

Those are just some of the hundreds of considerations proven to affect sales response I've collected over the years and added to my **copywriting checklist**. I review my checklist before starting any copywriting project I work on.

Tell me something...

How many of the above copywriting elements are new to you? How many do your marketing *staff* know? How many do you think are used in generic sales letter templates or even considered by untrained writers?

Even educated 'professionals' with marketing degrees get these wrong. Here's a bit of proof.

Monkeys (don't) See...

I asked the following questions of **seven marketing executives who held senior positions at their respective companies**:

- How can you track exactly how much return is generated on every dollar spent on an ad?
- How do you boost response to your offer if few people respond?
- What design layout for display ads in print advertising generally works best?
- What design layout in web pages work best for selling?

Can you believe every one of those high-paid executives was stumped?!?

This surprised me because a couple of them worked for a billion dollar privately-owned corporation. It's no wonder their marketing department had one of the highest turn over rate of any department in that company. These marketing graduates don't know what they're doing!

Never rely on marketing graduates or ad agents for success of your copy -- you'll go broke.

No Magic Wand Needed

Why do I do this? Because we've all heard **horror stories** of consultants who come and take up huge amounts of the client's time, make grandiose promises, charge huge advance fees and in the end do nothing to improve the client's condition.

Look around.

Most consultants believe in hedging their bets *in their own favor*. They make certain *they get paid* for their time and efforts *regardless of the actual results for the client*.

I don't do business like that.

My guarantee is a **HUGE difference** from anything else you will ever see. Others cleverly disguise that they really charge for their time, effort, and "experience" but not for **results**.

How can you tell if you're being charged for efforts and not for results?

Here's an example of what one very successful high-priced copywriter guarantees (I've been told he charges \$15,000

to \$35,000 per sales letter). He says if, "*your copy isn't profitable... I'll re-write it up to two more times, at no extra cost to you at all.*"

That's his whole guarantee.

Peer Through The Looking Glass

Give me a break!

That's a trick to keep your money in exchange for his efforts should his advice fail. Think on this, lets say you hire him at \$15,000 per advertisement or sales letter...

The ad bombs.

He rewrites a second copy. It also bombs.

He writes a third copy. It too bombs.

So what happens to the \$15,000 to \$35,000 you paid for his effort? You lose it. All of it!

Those kinds of 're-write guarantees' are so valueless it's laughable.

"Experts" like that will *never* stand behind their work enough to **guarantee** you will make more money **or your money back.** They only guarantee to re-write your copy. Period.





Think about it. If the ad copy isn't working do you *really* want to get more of the same risky, un-guaranteed writing? No way. I'm betting the farm that **you want guaranteed results.**











That's what I offer when you **become my client.**

Before you **click the survey button below to tell me about your project** let me put this another way...

I insist on **accountable marketing.** Handing you a set of documents when we are through does not constitute success. **Increased profits** and an **actionable system** that you can continue to use independent of my help when the project is completed does.

Here is a summary of the benefits you receive from working with me

-  I handle all copywriting myself: You get answers for your questions direct from one person (me) without having to wait for a committee to reply or adjust to your objectives
-  Low overhead: You save money because of avoiding markups on your advertising
-  I never accept commissions from advertisers: You're guaranteed completely unbiased recommendations
-  You get an objective view: You achieve results you wouldn't have reached otherwise (or perhaps not as quickly)

- 
- More than just a simple sales letter: My campaigns are a complete marketing package designed to get your profitable quickly
- 
- Free Initial Consultation: Remove all feeling of risk and feel comfortable working with me
- 
- Attract more business and make more money** from the efforts and money you've already invested in building your business
- 
- Uncover elements in your current sales copy** that have until now remained hidden or overlooked
- 
- Increase your sales and get better results** from the customer and client relationships you've already established
- 
- Market your services and products to produce immediate profits**
- 
- Increase market share**
- 
- Become more successful and wealthy** from the advertising and copywriting you're already doing
- 
- Use new and fresh copywriting ideas** to promote your business in ways you haven't considered before now
- 
- ...and more

How I Guarantee Success When Others Won't

When I take on a project, a huge amount of my time is tied up in that project because I do things most other consultants won't do. Here's a *typical* overview of what you can expect from me:

- Study your company
- Study your products/services
- Research your competitors and their products and marketing
- Study your market itself (the people who buy what you sell)
- Read all of the marketing you've ever done
- Read a year of back issues of your industry's official publication so I know your industry as an 'insider'
- Write over 100 headline combinations until I find the *one* that best matches the existing desires, wants, and fears of your target market
- Follow a carefully constructed 70-point **stealth persuasion copywriting checklist** I developed over the past 27 years of writing sales copy
- And much more...

Only then will I feel I've gained enough knowledge of the desires and emotional and psychological triggers that will **make people buy from you**.

And of course, I will include many of the proven formulas and creative elements that make people buy.

Pay No Attention To

That Man Behind The Curtain

For years Madison Avenue ad agents made their money by withholding information from people like us.

They created an image of being members of an elite group possessing arcane, inherited talents that few could understand, and even fewer even know about.

...it's all smoke and mirrors

Aside from the "secrets" that copywriters have tested, developed, and "hidden" from the general public, there is nothing that makes the copy that's written by a professional copywriter any better or more powerful than copy written by anyone else--aside from experience.

I should know...

I launched my first direct response marketing "business" and started writing my own copy when I was only 13 years old. I made tons of mistakes--but always had money in my pockets.

So I'm leveling the playing field...

If you are a do-it-yourselfer looking for info, you will love this quick 'cheat sheet' copywriting checklist.

free is good...

Don't make the mistake of thinking because this is free it must be worthless--how wrong you'd be!

Hopefully you recognize this for what it is, my desire to show "open palms" how I create copy that rocks and show I have nothing "hidden" up my sleeves.

So lets go...

[Here's the list that will make you a better copywriter than any crappy ad agent](#)

"Drink Me"

However, this bottle was NOT marked 'poison,' so Alice ventured to taste it, and finding it very nice, (it had, in fact, a sort of mixed flavor of cherry tart, custard, pine-apple, roast turkey, toffee, and hot buttered toast,) she very soon finished it off. 'What a curious feeling!' said Alice...

Lewis Carroll - Alice In Wonderland

Ok, that checklist is just a *start* to writing good copy.

The list doesn't even cover hypnotic language patterns, NLP, psychological triggers, order devices, structuring offers, structuring guarantees, and a few other copywriting persuasive tidbits.

Still, if you use those 95 elements your copy will be stronger than any copy you can get from Madison Avenue ad guys--even if you paid them \$250,000 (*minimum*) per year as most ad agents want you spending on ads.

Hey, I get nothing for sharing these tips with you. You can "drink" them in and benefit or you can reject them. The choice is yours.

Why do I share these tips knowing full well *most* people will selfishly download the list and not so much as email me a "thank you"?

Stupidity I guess...

Or maybe I just want to test that "universal giving" theory 'new agey' people talk so much about (the theory where they say the more you freely give to others the more the 'universe' will give to you in return). Maybe I'm a just hopeless dreamer... or maybe I'm a realist. Only time will tell.

whoever said good copywriting is simply writing with common sense was full of crap

Good copywriting requires structure and experience. (inside knowledge of what your market really wants can help tremendously. But that's another discussion altogether...)

beat yourself up trying

If after reading my checklist of 95 "killer" copywriting elements you feel you can write your own copy... go knock yourself out. I'm truly glad if you benefited from that information.

However, if after reading the list you realize writing good copy is more work than you imagined and you need your sales copywriting work done for you...

Let's talk...

**Don't take my word for it.
Listen to what others have had to say about me.**

~ Testimonial ~

It's not just the copy that makes the difference; it's the whole strategy and Andre lays this out in a crystal clear, "no punches pulled" format. As I say in Australia, "Good onya, mate!"

James Yuille
Sales and Marketing Consultant, Australia
www.sales-training-tips.com

~ Testimonial ~

Andre presented some "real world" concepts that I have been using and exploring (and been making money from) ever since. I've been a business professional for more than 15 years and this information still blew me away!

Mark Brown
Business Professional and Consultant, USA

~ Testimonial ~

Your article was great! Readable, spot-on and full of good money-saving common sense.

I run an Internet site specializing in e-learning, so I'm not a competitor, marketing groupie or anything like that. Just know class when I see it.

Eric Garner
USA

~ Testimonial ~

"I've been marketing products and services for nearly thirty years and was still surprised by Andre's highly researched and usable ideas. Just one advertising secret from Andre will help me potentially earn an extra million dollars marketing one of my products internationally. This information was well worth it!"

Andrew Delamar
Inventor, Consultant, Entrepreneur
USA

~ Testimonial ~

“Such a gracious person... I enjoyed working with Andre a lot.”

“Andre' developed a professional approach that worked well in coordination with my staff members. Andre is very customer service oriented and willing to work with several departments as my service needs changed. Very flexible, professional, and supportive.”

Why Else Choose To Work With Me

Save **time**, **money**, and headaches. Working with me will save you months if not years of trial and error and trial and success testing and studying. Why get caught up struggling with self-help "coaching" materials and trying to guess what works and what doesn't. Instead **work with me today** to get started at putting measurable copywriting in place.

There are times you want to spend months or years studying and there are times you just need the work done quickly. Hiring me to write your copy is much faster than it takes to learn to create copy for yourself. Plus my work is **guaranteed** to produce sales. I take all the risk.

When you choose to hire me I demand **every step we take makes money for you**. Every ad, every copywriting approach, every tactic must produce an immediately correlatable result.

A second reason **you will enjoy working with me** is because in some companies there is a long chain of command and excessive internal meetings. Such long chains cause unnecessary delays and often lead to distortions of your objectives.

I on the other hand **work with you directly**.

I handle all copywriting myself. And if some non-copywriting portion of a project is handled by an associate, everything must first go through me. This way you get answers for your questions direct from one person (me) without having to wait for a committee to reply or adjust to your objectives.

How Low Can You Go

Another reason to hire me is my **low overhead**. Advertising agencies have set production markups. Sometimes these can range from 25 to 30 percent because they pay suppliers before billing their clients.

I operate differently.

In most cases all media suppliers (if any) will bill you direct and independent of my **guaranteed** copywriting fees. That way **you save money** because of avoiding markups on your advertising. Also, I never accept commissions from advertisers. That way you're guaranteed completely unbiased recommendations.

And fourth, you will get **an objective view** while working with me. As I said before, sometimes because we are too

close to our own business it's hard to see how to improve our results - without working harder or longer. From looking with an outside in viewpoint I may be able to help you achieve results you wouldn't have achieved otherwise. At least not as quickly.

I take all the risks...

If my copy doesn't produce sales for you, I will rewrite it at my expense until you profit above and beyond any fees I may quote for you -- because I want your repeat business. Once you see how effective my copy is you'll know you are always guaranteed to profit from using my copy.

Money For Nothing

How much does working with me cost?

You won't believe this. **My copy will cost you nothing** because either you make more money from our relationship or **you owe me nothing**. You always come out ahead when working with me.

Plus, when you amortize your returns month-after-month and year-after-year you quickly see **working with me is always profitable -- to you**.

I know you're thinking, 'Andre that sounds great and all but I want a dollar figure I can record in my checkbook.'

Ok, I'll give you that dollar figure...

Affordable Ongoing Consultations

How much does it cost to hire me become a client *after* you've made the decision to hire me to **help you attract new clients, reactivate your clients who have drifted away, sell more to your existing clients, increase the frequency and volume of their purchases** plus includes ALL necessary copywriting to accomplish all of this?

The biggest fear everyone seems to have about contacting a consultant is the "f-word". Fees.

Hopefully **this puts your mind at ease...**

Remember, a huge amount of my time and energies are tied up in your project. *Before* I get to writing one word of copy that will increase your sales and attract new business for you I will have already

- Studied your company and your services
- Researched your competitors and their products and marketing
- Studied your market itself (the people who buy what you sell)
- Read all of the marketing you've ever done
- Read a year of back issues of your industry's official publication so I know your industry as an 'insider'
- And much more...

This is quite a bit of work.

And you can get a complete marketing campaign based on a series of cash-pulling sales letters, lift notes, display ads, publicity campaigns, web copy, and so much more.

What's the exact investment for all of this time and effort?

For this extensive amount of work I charge **\$4,500** for a complete copywriting package plus a royalty on each sale generated from my marketing efforts. **But YOU won't have to pay that fee because...**

"Here Are Three Reasons Why I Affordably Priced My Copywriting Services"

FIRST REASON: Consider this low investment an ethical bribe...

I want to "buy" your testimonial.

You see, your fresh **success story** will help me get even more clients onboard who'll continue to pay fees that are in line with industry norms.

So I offer you this "ethical bribe"... hire me today to write your sales copy and I will "discount" my copywriting fee to an unheard of insanely dirt-cheap investment of under \$500.

SECOND REASON: I want to make sure you see an **IMMEDIATE PAYBACK** from using my sales copy. Ideally, you are doing a high volume marketing campaign or your products or services exceed the investment of hiring me. That way you recoup your investment with only one 'test' of my copy or one new client or sale. You will have made your money back immediately.

But there's a more "sinister" reason I'm so dirt cheap right now... this is the *real* reason I'm so dirt cheap right now...

THIRD REASON: All marketers know **the first transaction with any client is always the hardest to get.**

So I readily "**go out on a limb**" to get you "over the hump" of the first sale, so-to-speak, by keeping my fee obscenely low.

Once you **see for yourself the great return on your copywriting investment**, you will gain confidence in working with me again and again on future projects. This low 'point of entry' will lead to larger long term projects.

However, whether you choose my services again or not is entirely up to you. (I hope you do.) The only way that can happen, though, is if you get onboard as a client in the first place.

Will Work For Food

In know your success story will help attract quality clients like you who will hire me over and over again at 'normal' fees.

So why require a fee at all? Why not work for free and get "tons" of glowing success stories?

The purpose of the small investment is to insure clients "hurt" just enough that they're willing to follow through with

recommendations, as well as not miss any pre-scheduled appointments.

I've already tried working on a purely compensation basis with no upfront fee of any kind. The results were horrible.

Unlike clients who pay for services, each of the first (and only) 14 clients I worked with on a no-fee arrangement failed to take my work seriously.

Working 9-to-5

I put in several weeks and many sleepless nights working on their assignments and meeting their deadlines. The sad thing is after all that hard work **not a single one of them** had *any motivation to follow through*. They had no vested interest in my efforts so they did not value my work.

Here it is more than 18 months later and **not one of those "lazy" people has done a thing with my copywriting efforts**.

So much for me "earning" a living on a 100% no-upfront fee compensation basis... All I "earned" was high blood pressure and insomnia.

I won't go there again.

That entire experience was a horrible nightmare that taught me never to do any work where 100% of my income is dependent upon others following through.

So if you qualify to become a client you will be charged under \$500 to get started.

That way the **insanely low investment** allows me to continue to earn the majority of my income from putting money into your pockets, not from charging high upfront fees.

Am I Nuts?!?

Some people think I'm crazy for offering you such a ridiculously low rate.

I don't care!

I truly believe I have a better than even chance of getting you as a long-term client once you **see what I can do for you** and once **you see the huge value I offer** over everyone else. On that basis I'm willing to "risk" spending time with you for such an **insignificantly low investment**.

However, my low investment is not designed to appeal to people who are having financial problems. If you're desperate for a miracle and are looking to gamble your last few bucks on me - don't.

I've no desire to feel your investment makes me responsible for the complete livelihood of you, your family, or your employees. That's a risk I *don't* want to take. If you are that desperate and in that unfortunate position, please stop reading now. You can't afford me and you can't afford to implement my direct response copy.

The Yellow Submarine

As my client you can call with confidence knowing "the clock isn't ticking" while a huge consulting bill continues to grow. That's because I don't limit the number of "reasonable" calls you may make to ask questions during the life of the consultation.

Normally I charge a royalty against each new dollar my copy brings in, to guarantee ongoing access to me.

Extra Incentive: Get started **today** and I'll totally waive my royalty requirement.

That means you get professional, persuasive, and compelling sales copy guaranteed to put money into your bank account with **no royalty requirements of any kind**. And you get **12 months of access to me** through a special email address that only my clients get. You can ask me any question related to the copy you received without paying any additional fees. That means you get dirt cheap copy (and me for 12 months) for under \$500 flat.

If that isn't enough to move you to hire me... ask someone to put a mirror under your nose... *because you're not breathing!*

More Fun Than A Barrel of Monkeys

Let's face it, we all have our strengths and weaknesses. Sometimes, because we are too close to our own business, it's hard to see how to improve our results - without working harder or longer.

In fact **I will even guarantee your success in writing.**

Unlike risking your company name (and bank account) to generic templates, my marketing programs are **guaranteed to make money** for you or you don't pay. Period. No weasel words or clauses.

The last thing you want to do is to take on the expense of marketing, just barely break even (or worse, lose money), and then get stuck having to pay thousands of dollars in fees to some copywriter. Yes, that's how every other copywriter operates.

I don't work that way...

With a controlled test I'll stack my copy against anyone else's -- even the copy you are now using. If I don't come out on top in the test you'll owe me nothing.



Ironclad Guarantee In Writing

If my copy doesn't put money into your bank account and make you look good, *you don't pay.*

Give me a try and if my copy fails to **produce measurable, provable income** in excess of any fees I might quote then **you owe me nothing**. Zip. Zero. Nada.

There is never any risk to you when working with me. And heck, if we both agree to it, I will even give you a second try **FOR FREE**.

Want more? Here's my **double guarantee**:

- I guarantee you will make more money following my copywriting plans and using my copy *than I will make from giving the advice* -- or **you owe me nothing**. No matter how much time I put into your copywriting plan and no matter how often I edit or rewrite your copy, if my advice fails to make more money for you than my quoted fee you owe me nothing.
- Become a qualified client and give me the chance to prove **you will make more money using my copy**. If you don't make more money than my investment fee I will re-write your copy at my expense. And if that still doesn't work I will refund everything to you and we part as friends.

A Real Sense Of Urgency

ATTENTION: PLEASE READ THIS DISCLAIMER!

You will receive "discounted" copywriting services for your first assignment you present to me -- this month only. After that my fee returns to \$4,500 plus royalties per complete copywriting package.

There are no 'extensions' or exceptions. I only make this offer once a year and that is now.

So as they used to say in the 80's -- "**use it or lose it**"

My reports and articles continue to gain international attention.

Soon I may be forced to raise my rates to keep up with demand. If that isn't bad enough, soon I may also have to extend the length of my waiting list from a couple of weeks to six months or more -- just to *look* at your project.

Don't get put on a long waiting list or pay high fees when you don't have to.

When you hire me today to write your copy you get guaranteed marketing success. Now is the best time to work with me. Later will cost you more money and lots more time.

No one else offers a more affordable and comprehensive copywriting service.

Let's get started today at giving you the marketing success you're seeking.

However, before you **scroll down and click the consultation button below** there's something you must know.

Who Shouldn't Contact Me

- **Sellers of anything illegal *or* harmful to others** (like tobacco products and 'recreational' drugs)
- **Competitors** - don't even *think* of outsourcing copy to me at this low special rate. Email me for outsource rates.
- **Promoters of hate or anything divisive** (including anything religious or political)
- **Pornographic pushers** - movies, magazines, web pages, DVD's
- **Sellers of anything that doesn't perform as promised**
- **Spammers - I loathe you guys.** Don't even *think* of using my copy to spam others

And especially **do not contact me** if you're satisfied with just going through useless motions instead of making money with your copy.

I'm Picky About The Projects I Accept

If you have a realistic project and seriously want to make **more money guaranteed**, attract more business, generate more referrals, make your current copywriting and advertising more responsive and effective I want to help you put a **guaranteed** copywriting systems in place without wasting a single dollar on info-products or advertising that doesn't work.

Over 300 business owners and would-be business owners have asked me for help who were either not yet in business, where copywriting students working on research, or were in businesses that were so close to failing they couldn't afford to buy a couple hundred stamps if their lives depended on it let alone implement a single copywriting strategy.

I feel for those people, I really do.

But to remain solvent and stay in business myself I must avoid spending anymore time with people who have **no chance of survival or do not yet have up and running businesses**. That wasted time meant time stolen from real clients and real prospective clients.

Think And Grow Rich

If you're dead broke grab a copy of Napoleon Hill's book, Think And Grow Rich. Digital copies are available for free all over the internet. Hill's book explains that offering personal service (yes actually doing some work personally) is your only option if you're flat broke.

Depending upon your circumstances I have found you can also do public speaking, joint ventures, and publicity for free.

So read Hill's book and then offer personal one-on-one service to others for a fee, or get a job (yuck!), or do some public speaking, or put together joint ventures, or get free publicity.

Take those steps until you've earned enough money for marketing your company with less personal effort and in ways that will grow your business exponentially.

You must be able to cover marketing expenses to use my strategies. **If you can't afford to market your business please do not contact me.** I'm not a magician or genie who can pull cash from thin air.

Six Is Enough

If you can afford to work with me, these are my requirements to guarantee your success:

- **First**, you must be in business (have clients and past clients) and **you're ready to hear the complete and unbiased truth** from a copywriting expert and copywriter who is **100% on your side**. You must also have an open mind for implementing 'non-traditional' emotional response copywriting concepts because I do not waste time with non-productive copywriting concepts that cannot be measured or verified. My strategies have one goal in mind... making **more money for you**.
- **Second**, your company must be solvent, not ready to go belly up in the next month or three and able to afford a copywriting budget of *at least* \$500 per month for 90 days. That's money you **invest into your copywriting campaign** not fees you pay to me. If \$500 invested in a marketing campaign is a burden on your budget **don't contact me**. You don't have a serious business and you can't afford to implement my strategies. Go to your local bookstore and buy several good self-help marketing and copywriting books instead. They cost less and most fall within your budget of under \$500.
- **Third**, you realize that I do not work for free. If you qualify to work with me I will **schedule an initial telephone interview** to discuss your copywriting objectives and learn more about your business. If I feel for any reason I cannot help you, this is as far as we go. If I feel I can help, you must agree to pay my copywriting fee to continue. You must also send me copies of your past and current copywriting materials to review and analyze. Then I will do additional research and begin your copywriting project if it qualifies.
- **Fourth**, you realize if I accept you as a client after the free consultation, you're **guaranteed to make more money** from following my advice than I will make in fees from giving the advice, or **there's no charge** for my services. That way you always come out ahead and **you won't owe me one red cent** no matter how much time and effort I put into helping you.

However, I do not refund fees if my advice is not followed and implemented. It is your company. You *always* have the choice to follow my advice or not.

But keep this in mind...

If you choose to **hire me** and then choose to do nothing with the reasonable and realistically implementable advice I provide, I won't give a refund. After all I've done my part. You also must do your part to see a guaranteed increase in your business.

This decision may seem harsh but I **get a sense of fulfillment** from your accomplishments when you apply my advice--not from taking your money. Money is nice too but it isn't enough to feel fulfilled. That's why I push so hard for you to follow through.

- **Fifth**, you seriously want to **earn five, six, or even seven figures monthly** in new profits. If you simply are seeking to earn a few hundred extra dollars per month please don't contact me: I'm not interested in accepting you as a client. Since I work on a results-guaranteed basis and because of the high volume of research and writing that I do for you when you choose to hire me, it isn't worth my time to generate just a few dollars in profit for anyone.
- **Sixth**, if you want a big fancy agency with offices in multiple locations, corporate office located in a Manhattan Penthouse Suite, and snobbish employees... keep looking. I'm not the copywriter for you. But if you want a down to earth consultant who is highly selective and treats his clients like family you'll enjoy working with me.

It's Easy To Get Great Sales Copy

Keep your money in your wallet.

If you've got questions check out my frequently asked questions. Otherwise the next step is to [click the "free quote" button below](#) and schedule your free initial consultation.

No selling takes place during the consultation.

At this stage I am here to determine your needs and make sure I are a good match for each other.

After I review what you're seeking to accomplish I'll get back to you... and explain how I can help you reach your marketing goals. It's your choice to continue and there's no obligation to buy.

So if you want to get the highest possible profit from your next promotion take the next step right now and click the link below.

Yours In Success,

André Bell

"Wow! Just Wow!"

"I've been marketing products and services for nearly thirty years and was still surprised by Andre's highly researched and usable ideas. Just one advertising secret from Andre will help me potentially earn one million dollars marketing one of my products internationally. This information was well worth it!"

Andrew Delamar

Inventor, Consultant, Entrepreneur

[CLICK HERE To Get Your Free Copywriting Quote](#)



P.S. For under \$500 you get professional and persuasive sales copy **guaranteed** to put money into your bank account. Of course you can always continue to put your success in the hands of inexperienced 'monkey' ad agents. Here's what you have to look forward to if you trust their pre-packaged templates: wasted advertising dollars, no response to your offer, lies about 'cumulative' effect, embarrassment when others learn you spent money but are not making money, and that gut-wrenching feeling that "I told you so". Naturally you don't want that to happen to you. Click the "free quote" button above and lets get started today.

PPS. SPECIAL Incentive #1: Royalty payments waived

Get started today and I'll waive my royalty requirement. That means you get professional, persuasive, and compelling sales copy guaranteed to put money into your bank account with **no royalty requirements of any kind**. You get dirt cheap copy for under \$500 flat, and not a penny more. If that's not proof of my commitment to earning your business and "buying" your testimonial... I don't know what else to say.

PPPS: SPECIAL'er Incentive #2: Ok, I've got one more thing to say... I'll gift you with...

one year of "beat-the-control" re-writes of your copy...FREE!

I will evaluate your server logs and make revisions of whatever changes to the critical elements of my copy as needed to stay on track with the real desires your visitors are trying to satisfy... so you constantly increase your sales conversions for the entire year. You get at least one revision per quarter. Perhaps more if you have a high volume site (more than 10,000 unique and targeted visitors daily). This does NOT apply to those with 'garbage' visitors sent from *unrelated* cloaked content (shame on you). If you don't know what that means then you are probably ok to get this special incentive.

NOTES: To weed out the "tire kickers" and looky-loo's you must be prepared to pay your investment of under \$500 at the time of the free consultation, if we both agree to continue further. If you're not currently in a position to invest under \$500 into improving your marketing, attracting new business, and selling more to your existing clients **don't schedule a consultation**.

This offer is subject to change or complete removal at any time and without prior notice. When that happens I will replace this page with my standard fee plus royalties.

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