



*Exclusive insights from Australia's  
"results guaranteed" copywriter, Brett McFall*

# How to sell your product or service so well, customers *practically* beg you to take their money!

---

*By the time you're through reading this issue, you'll have discovered:*

- ◆ The simple but super powerful process for virtually grabbing your prospect by the collar and making them drink up to your sales presentation like it was milk to a baby - *be it in person, or in your advertising*
- ◆ Heaps and heaps of ways to apply this process in your business for real **PROFIT**, including actual ideas and examples that you can flat out copy, or just use to spur on your own imagination
- ◆ How to intrigue your prospect; create desire in their hearts; close the sale ... and more!

---

Dear Friend,

There's an English copywriter by the name of Andrew Rutherford, who I believe to be one of the best ad writers in the world. In fact, it's not just me who thinks he's great – he was featured as one of the world's top 30 in a recent book called, "*The Copy Book*." In which the world's best copywriters gave their advice on how to write great ads.

Funny thing is, Andrew is really not the usual type of copywriter I admire. You see, he's an "image" copywriter, not a "direct response" copywriter. The difference is, he writes ads for multi-national corporations. Ads which really don't have a sales argument as such, more of a positioning image. This is what "image" copywriters do. They create ads which interrupt our thinking, so that when we are in the market for a product, that company's ad is at the top of our minds.

And he's earned a great living doing it too. Working all over the world for some of the biggest advertising agencies, and creating ads for some of the world's biggest corporations. Making them millions of dollars in return.

Quite often though, I've found very few "image" copywriters who actually understand real, on-the-ground selling. Without a massive budget pushing their quirky ideas down our throats, their ads wouldn't generate enough response to ring a cashier bell. It's the cut-through ability of massive exposure which makes them work. A simple, clear idea reinforced over and over lodges in our brains whether we like it or not.

Advertisers like major car companies, perfume companies, food companies – virtually any national supplier of a service or product – use this form of advertising.

*(Continued on page 2)*

(Continued from page 1)

The problem is, if YOU try to advertise like this with a small budget, you WILL go broke. That's a promise.

But Andrew Rutherford made it clear to me that the reason he has been so successful as a copywriter over the past 30 years, is because he actually understands the principles of "direct response" advertising. *The type of advertising which makes hundreds of thousands of dollars for small and medium sized businesses.*

In the book, Andrew wrote a short explanation on how to write advertising that sells, and I want to reproduce it for you here. I don't believe you'll ever read a more simple, clear-cut, money-in-the-bank definition about advertising which works.

If you do nothing over your lifetime but apply what you're about to learn, you will have all the time in the world to spend with your family. You'll take more holidays. You'll discover true freedom. You'll work less in your business, and more. Why? Because you'll make profits so much bigger than what you currently are, it will blow your mind. That's how highly I regard this "model" that Andrew presents and follows in his own career.

Nowhere have I found a better description of salesmanship anywhere. And of course, what is advertising but ... **"salesmanship in print."**

Read Andrew's passage now, savour every word, and then I'll show you how you can apply this wisdom in your business to create massive sales.

## How to create advertising that sells.

He bashed a knife loudly against a tin tray. Bang! Bang! Bang!... The din cut through the rowdy street market, and heads swivelled towards it.

"Ever tried to cut yer 'froat with a blunt knife?", he shouted, sawing at his jugular with mock frustration. An interested crowd started to gather round him.

**HINT 1: Get attention. An invisible ad is not an effective ad.**

"Better still ladies. Ever tried to cut yer old man's 'froat with a blunt knife?" The laughter attracted more people. What was going on here? This might be fun.

**HINT 2: Intrigue your reader. But not irrelevantly. Lead him or her in the right direction.**

"I'll tell you wot is murder ladies. Ever tried to cut the rind off a rasher, or fillet a fish or string runner beans with a knife like this?" I started to lose interest and was about to move off when I noticed that several of the women were nodding in recollection. He'd struck a chord. I stuck around.

**HINT 3: Single out your target. Understand their problems, hopes and needs. Ignore everyone else.**

He scornfully flung aside the knife, and produced his "little miracle" as he called it. It looked just like a knife to me, but apparently it was like no other knife we'd ever seen. He told us it was as sharp after six months of non-stop demonstrations as the day he'd discovered it. "Watch this", he said.

And over the next few minutes with impressive dexterity, he sliced beans, sharpened a pencil, peeled an avocado, chopped a prawn ... even shaved a slice from a stone.

**HINT 4: Always demonstrate your product's superiority if you possibly can.**

As he worked, he talked. He told us that the metal was discovered through space research; that micro-surgeons used specially fine scalpels made from it; and this "little miracle" (he wouldn't call it a knife) was banned from general sale in some countries, because it was "too easy to cut yer old man's 'froat with it".

**HINT 5: Facts are more persuasive than empty claims. (But a little humour can sugar the pill.)**

He told us we were lucky to be standing there, because the only other place he knew where we'd find it "was at 'arrods, where it cost ten quid. No tell a lie, £9.99 – 'arrods give you back 1p from a tenner".

**HINT 6: Create a desire – a shortage perhaps.**

**HINT 7: Give the product credibility (Harrods, in this case)**

However, he would save us the inconvenience of going all the way to Harrods. And better still he'd give us more than one penny back. In fact, he'd give us more than one pound back. How much? Five pound? No, he was daft, but it was his nipper's birthday party, he was in a hurry to get away ... so just this once he'd give us eight pounds back from a ten pound note. Just £2 for this "little miracle", but he only had a few, so....

**HINT 8: Clinch the sale. Make the buyer want to do something, and make them do it.**

A sea of hands shot towards him wildly waving banknotes to catch his eye.

As I walked away clutching my little miracle I began to sense that I had a lot to learn about persuasive selling, and that any aspiring copywriter could do a lot worse than go into the streets and watch a real pro like this at work.

What a sensationally simple description of selling that works. Don't you agree? You can read book after book; search through hundreds and hundreds of pages worth of information; listen to as many sales and marketing tapes as you want, and you won't find a simpler definition of advertising that sells.

(Continued on page 3)

(Continued from page 2)

You've probably experienced demonstrations like this in your local shopping centre. So next time you see one, don't walk away thinking that it's not for you. Who cares what they're selling? Stay, listen and learn. It's not the product you're after, it's the education on selling that you really want.

## **So how you can apply this model in your advertising?**

Well firstly, realise that this model is a description of the elements you need to have in every ad or sales letter you run. If you understood how the process flowed in Andrew Rutherford's article, you understand effective, money-making advertising. And that means one thing:

**You now understand the secrets of advertising which can make you a millionaire.**

Very few - in fact I estimate upwards of 95% of business owners - don't understand this. You are among a small number of business people who now have a template for how to sell massive amounts of any product or service. But just to make sure, let me take you through the steps so you can see how you can apply this model in your business.

Let's look at...

### **HINT 1: Get attention. An invisible ad is not an effective ad.**

So how do YOU get attention? How do YOU get your ad or sales letter to stand out?

Right now you might be thinking, "well that's easy, I use a headline." And I hope you do. But a more critical question is: **Are YOU actually doing it properly?** Are you actually using a kick-butt, take-my-wallet-and-my-wife headline in your advertising?

And if you are using a good headline in your ad or sales letter, how many others have you tested against it? I'm hoping that you're starting to understand this fact now, that the difference in response between one headline and another can be as much as 1900%. So how much more response could you be getting from your headline? How much more attention could you be attracting? Time after time, I find business owners who KNOW what to do, yet they don't do it. So I'm here to be your advertising coach and to excite you into taking some action.

Just last week I wrote over 103 new headlines for a sales letter selling my course, **Inside Secrets Of Advertising**. And guess what? I still think that I can write a better one. It took me over 2 hours to create those headlines, but I'm going back for more. That's how much time I know I have to spend to create a headline which is going to have people practically begging me to take their money. What about you?

**How much time did you spend on your last headline?** Did you write over 100? If you will only do this, you could blow your response through the roof. Doing nothing more than changing your headline could create a raging torrent of response and add thousands of dollars in sales to your business.

Here's what else I'm doing to attract attention to my sales letter. I'm attaching a **special cheque**. That's right, a special cheque worth \$70 off the price of my course. It means that for those people receiving my sales letter, the first thing they see when they open it is a cheque for \$70 made out to them. Do you think that this is going to capture more attention than a basic letter? Of course it will. In fact, my first orders just started rolling in yesterday - with the \$70 cheque cut out and stapled to the order form!

I know that mail order marketers like Peter Sun and Graham Sharpe use techniques such as a **10c coin** in the top right hand corner of their sales letters to attract attention. What else can you use? I know others

*"You are among a small number of business people who now have a template for how to sell massive amounts of any product or service."*

(Continued on page 4)

(Continued from page 3)

who use:

- ◆ An **instant scratch lottery** ticket
- ◆ **Bon bons** that their recipients have to pull apart to discover their message
- ◆ **Tea bags**, with an invitation for the reader to take a few minutes out to read their letter
- ◆ **Gift Vouchers**
- ◆ **Fake dollar bills**, to use as a discount against their product or service
- ◆ **Post It Notes**, to highlight something special about the offer

Are you using any of these ideas in your business?

## **HINT 2: Intrigue your reader. But not irrelevantly. Lead him or her in the right direction.**

In Andrew Rutherford's example, the salesman joked with his audience about cutting "yer old man's froat." What he was really doing was getting his prospects to think about knives. And that's the master-stroke. He intrigued them with his presentation, but also got them focusing on his product.

*Have you ever seen an ad or sales letter with a headline or opening paragraph that doesn't make sense? In fact, doesn't even relate to what is being sold at all? I've got one here in front of me that does exactly that. It's an ad for a Volvo. The headline reads ... **"It's a feeling that comes from that place inside that knows everything. It can come when you lease expect it, but when it does, you notice, because you know it's real."** (With a big photo of a little girl playing a piano?!)*

Please excuse me, *but what is this crap!* An absolute waste of money. In fact, the ad goes on for a whole another 11 lines with this dribble BEFORE even mentioning anything to do with the car!!! This is a prime example of what NOT to do. Your reader will be gone before they've even caught on to what you're selling.

***But what if I could give you the actual word-for-word phrase you can use to intrigue your reader no matter what the product or service you sell, and which leads them in the right direction? Would you be interested? Well get your highlighter out because this phrase is an absolute gem. I've used it dozens of times to get the reader "leaning in" and wanting to know more. Here it is...***

**If you would like to .... (insert your benefits here)  
Then here is a 100% guaranteed way to do it with the least amount of hassle!**

We love things to be made easier. So simple it works. For example:

***If you would like to do something fun, exciting and yet, DIFFERENT for Johnny's Birthday Party this year – then here is a 100% guaranteed way to do it with the least amount of hassle.***

Or:

***If you would like to easily teach your dog how to sit up, play dead, and fetch the paper, then here is a 100% guaranteed way to do it with no headache, no hassles in the next 10 days.***

That's how easy it is! Whatever you do, don't lose this issue. This little phrase is worth its price alone.

## **HINT 3: Single out your target. Understand their problems, hopes and needs. Ignore everyone else.**

(Continued on page 5)

*(Continued from page 4)*

The street salesman did this by talking his audience's language. "Have you ever tried to cut the rind off a rasher, or fillet a fish or string runner beans with a knife like this?" Captivated listeners nodded their heads as they identified with what it's like to use a blunt knife. This is what you need to do for your prospects in your ad or sales letter. If you want to increase the response of your advertising, your prospects need to feel that you actually know what you're talking about, before they'll let you solve their problem.

This next example immediately identifies with the frustrations of the reader. It's selling a security system which can monitor your home so that a security firm can be alerted while the crime is taking place, not after. And it also records the crime too.

**Dear Friend,**

**FACT: Only 17 street criminals in 100 are caught by the police every day. Which means 83 remain free to roam the streets again, stealing and/or defacing your and others people's property.**

***Ever notice how whenever you need a policeman or woman, they're never around? Or when hoons are trying to break into a car, there's no-one there to stop them (less you risk your own life)? And if the police do manage catch them, they get let off because of insufficient evidence (that is, no one has come forward as a witness)?***

***One thing's for sure. You're the one who is left feeling violated, and the thieves get off scot-free. Well, the new Z180 Home Monitor Camera System goes a long way to stop all of this....***

If this letter reaches someone who has been burgled before, they'll instantly identify with it. Which means the product can be viewed as a solution to a problem. Just what you need to do with your copy.

#### **HINT 4: Always demonstrate your product's superiority if you possibly can.**

What a critical step. Let me ask you something: *Why should I buy from you when 3 other businesses offer the same thing?* If you've followed Hint 3, then you've already gone some of the way to addressing this, but here is where you take it up another notch.

One way is to **directly compare your product or service against your competitors'**. Actually create a list of features in a column on the left side of the page. Then across the page you make a column for each of your competitors, with the end one on the right for yourself.

Then you take the first competitor and place ticks or crosses against each feature/benefit they offer or don't offer. Then the same for the next column and the next. And when it comes to your column, ideally there should be only ticks, and no crosses. Which clearly shows you offer more than the rest. And your customers can work it out for themselves.

Simple, but effective. And used by a lot of mobile phone companies these days. Most probably because competition between them is so fierce.

#### **HINT 5: Facts are more persuasive than empty claims. (But a little humour can sugar the pill.)**

What impresses you when you're with a salesperson? If their knowledgeable is extensive about the

*(Continued on page 6)*

*"If you want to increase the response of your advertising, your prospects need to feel that you actually know what you're talking about, before they'll let you solve their problem."*

(Continued from page 5)

product you're thinking of buying, how does that make you feel? I know it reassures me. There are so many young sales people out there who don't do their homework. Harvey Norman stores are a case in point.

I've found many of their staff don't have enough specific information to sell their products effectively. They have a general knowledge, but many don't have enough to be able to answer questions in detail. And some of the products they're selling are worth anywhere between \$1,000 and \$10,000. Yet time after time, I find they can't sell on the differences between TV sets, stereos, fridges and more.

Today that's not good enough. Particularly for your business. You're not a huge corporation, and so every sale matters. So if you have facts and figures about your product or service, use them to your advantage.

Here's how:

- ◆ **Case studies** are great. If there are any independent studies on your industry, show your customer how you measure up to them.
- ◆ **Newspaper articles** are dynamite. If you can get the media to run a story on your business, or even just on you as a business person, you can reproduce the article and use it as a marketing tool. It's very persuasive when an independent source makes claims about you.
- ◆ **Interesting information.** Is there an interesting story about your product or service? Has someone famous ever used it? Something to think about here is those infomercials which appear on late night TV. Over the half-hour that they use to advertise each product, you learn an amazing amount of information. One fitness walker even uses astronaut Buzz Aldrin saying, "*it's the best walk I've had since walking on the moon.*" Crazy, but true. Like them or not, these ads work gangbusters. And one thing they make sure they do is **educate you**. Their ads tell you exactly what their products are made of; how they work (using computer graphics and live demonstration); what they achieve; who else uses them; and more

Now if these companies - which are raking in the money by the way - use these techniques ... doesn't that tell you something? Don't write them off. Learn from them. Apply the same strategies in your advertising.

And hey, if you can put a little humour into your advertising, all the better. I prefer to add just a little bit of my personality instead. That way I don't have to create humour which leaves me wondering whether all people will find it funny, or whether it will offend some people, or whether it will just leave them puzzled, etc.

But if you want to put some humour into your copy, a good author to model here is John Gray, of "**Men Are From Mars, Women Are From Venus**" fame. He attacked one of the most sensitive subjects in the world – relationships – and got away with it. He approaches some pretty hairy topics, but yet he does it easily because he adds humour. So read his books and you'll learn how to do it (you'll also discover ways to improve your relationships too!).

## HINT 6: Create a desire – a shortage perhaps.

We all like a great deal, right? Or another word for it is ... "exclusive" deal. Just like TV shows, radio programmes and magazines like to boast of their exclusive interviews, we like to boast of exclusive deals. We love things that are not for the general public. It's why there are exclusive men's clubs, women's clubs, sporting clubs, collectors clubs – you name it - people like to feel they are apart of, or have bought, something unique. In this world, unique equals valuable.

Our street seller friend told his audience that only one other place sold his "little miracle." Which meant that these people were being offered something that no-one else outside of Harrods could get. It worked.

You can do the same by:

- ◆ Creating a **cut-off date** to your offer (10 days is one of the most effective periods to use)
- ◆ Offering a **special bonus** for buying now
- ◆ Offering only a **limited number** of your product or service at the price

(Continued on page 7)

(Continued from page 6)

For example, here's how the **limited number** technique worked for a seller of Tahitian Pearls:

***It's no wonder Tahitian Pearls are coveted by royalty and collectors around the world! But you'll want to act on this now. Why? Well ... there's a catch to this whole deal. And it is this: We only have 24 earring sets, and 246 pendants. And based on past experience, I'm positive that these will all be gone within three to four days of you getting this letter. I can't promise you that you'll get any. So you'll have to call now if you want to give this precious and rare gift to the special women in your life.***

*“We all like a great deal, right?”*

See what I mean? And the reason was true. There were only a limited number of earring sets and pendants. I would advocate this strongly: never lie about any offer.

## **HINT 7: Give the product credibility**

Here's one thing that you can be absolutely sure you know about the public – THEY DON'T TRUST YOU.

Don't take it personally, they don't trust anyone. Well, to be more precise, they don't trust people they don't know. You have to earn trust in this world. We've all been burned from time to time by companies who didn't deliver what they promised, or their product wasn't the quality they boasted. We've all had bad experiences.

So when a prospect receives your advertising in the mail or looks at it in the paper, they treat you with suspicion. Whatever you do, don't ignore this matter. It's not going to go away. You've got to tackle the suspicion head on. Here's what to do:

- ◆ Firstly and most importantly, **show your prospect how others have benefitted** from your product or service. Not much takes the place of a good testimonial. You can say all you want about yourself, but say too much and you sound like an idiot blowing his or her own horn. Whereas other people can sing your praises for pages and pages and it's accepted as true. That is, **ONLY** if you list who they are and where they are from. In fact, the more details the better. Not **“Mrs C.G.”** - that looks suspect. **“Mrs Caroline Griffiths, Liverpool, New South Wales,”** sounds more real and makes a huge difference in credibility.
- ◆ **Guarantee your product or service.** And I mean a real guarantee. For example, this one's a corker:

***I feel the insoles are worth the risk-free investment of only \$27.77. And remember:***

***I want you to post-date your cheque for 30 days ahead! That'll give you one full month to use the Thermal Health Soles and prove they will help you feel better ... before I even cash your cheque! If you don't like your Thermal Health Soles, you can call or write my office anytime within the next 30 days, and I will immediately send back your uncashed cheque.***

Now that's got some guts. And that's what it's going to take to reassure your prospects that you're a good person who is fair to deal with.

## **HINT 8: Clinch the sale. Make the buyer want to do something, and make him do it.**

Our friend, after getting everyone to want his “little miracle,” had everyone rushing up to him with money in hand by first telling them how much it was worth, and then cutting that price by 80%. He built up the

(Continued on page 8)

(Continued from page 7)

value, helped everyone to see why it would indeed be that value, then slashed the price for a limited time only. Pure genius.

That's not the only way to do it, but it's an effective one. Here's a few I've found to be very effective:

- ◆ Add **free bonuses only after establishing the price**. This way the buyer realises he or she is getting more than the agreed value. Remember how we all like a "great deal?" Well this method turns your offer into an exceptional deal.
- ◆ Offer a **bonus overload**. This is where the mathematics doesn't quite add up. The customer actually receives not just a bonus, but heaps of bonuses that are worth more than the entire purchase price. For one of my products I offer bonuses worth 3 times the purchase price. I can do that because my actual costs are relatively low, but the value of the bonuses is very high. Here's a great example from copywriter, Dan Kennedy:

***FREE: 6 audio tapes, 1 book, 2 critique certificates, telephone consulting and coaching, a veritable truckload of money-making information and assistance valued at \$750 ... ALL FREE when you say just "maybe" to sampling my newsletter for \$149. Try it for 3 months, and if you change your "maybe" to a "no", you'll get a full refund plus \$10 for your trouble.***

An amazing bonus overload and a better than risk-free guarantee. You get your money back plus \$10! Hmmm ... does that give you any ideas my friend?

I hope it does. And I hope you start to apply this ingenious selling/advertising model in your business. You can literally sit down right now and create a money-making ad around this model. You can sit down and write a powerful sales letter too. It's all here.

I wish you well.

Warmly

Brett McFall

### YOUR ASSIGNMENT:

*Here are the steps to take to begin applying what you've learnt in this issue.*

1. Read the passage by Andrew Rutherford another 2 times within the next 7 days. As it starts to sink into your brain, you'll notice that you'll look at your own advertising, and that of others, differently. How? You'll begin to see how poorly most mainstream advertising is constructed. You may even see how to make some instant improvements in your own. Which means one thing: you're learning. Learning how to get the maximum profit from your business.
2. Next, grab your latest ad or sales letter and a red pen (oh, and you'll need this newsletter too). Go to page 3 and re-read the section on **Hint 1: Get Attention**. When you've done this ... stop. Now think, "what can you apply from this section to your ad or sales letter?" There are 8 different ways to attract attention covered here. Can you use any of these? If not, what else can you think of? What else have you seen? You don't have to reinvent the wheel. You can take any good idea and put a new spin on it. Better still, just plain copy it. If it's a good idea, just copy it. If nothing else, rework your headline. If you're serious about getting response from your advertising, then don't leave this section until you've got an idea that you will try in the next 14 days. "Think," yes. But "apply," a must.
3. Guess what you should do next? It's obvious right? Tackle each other "hint" the same way. I've given you plenty of examples to test, or to at least lead you on to bigger and better ideas. You could have a better idea than me! No-one's got a monopoly on great ideas. So close the door, take the phone off the hook, and get serious about this. Just 1/2 hour of thinking is going to make you more money than doing nothing.

©Brett McFall 2003. All rights reserved. RRP \$29

FREE WEBSITE REVEALS: 5 of the hottest  
money-making secrets known to man!  
[www.adsecretsrevealed.com](http://www.adsecretsrevealed.com)

**Hot | COPY**  
5 Chaucer Place  
Winmalee NSW 2777  
Phone: (02) 4754 1060 Fax: (02) 4754 5992  
**www.adsecretsrevealed.com**  
Email: askbrett@adsecretsrevealed.com.au  
ACN 104 017 834