

{ Why Marketing Fails, and How to Fix It }

This is a transcript of Video #1 from our free training series, which is available at WriteCopyThatSells.com. Enjoy!

Hi, I'm Ray Edwards, and maybe you've never heard of me before today, but I'm okay with that. This video lesson is not ABOUT me - it's about YOU. YOU and YOUR business. YOUR income. YOUR life.

Likely the only reason you're watching this video right now is that you HAVE a business, or you're STARTING one, and you want to sell more of your products or services. Have you ever wondered...

- Why is it that some businesses struggle and claw every single month just to SURVIVE, while other businesses actually THRIVE?
- Why do some entrepreneurs seem to resort to PUSHY, over-the-top, and even SLEAZY sales tactics... while others seem to ATTRACT customers, and make sales EASILY and with GRACE?
- To be blunt: why do MOST business owners struggle for a few years, and then go OUT OF BUSINESS altogether... while others seem to grow, and weather political change and economic storms, with NO stress or worry?
- And the BIG QUESTION this first lesson answers is - WHY DOES MARKETING FAIL, AND HOW DO WE FIX IT?

This Video Lesson is one of three which make up our FREE COURSE called ***Selling Without Sleazing: The Key to More Income, More Impact, and More Freedom.***

In this FIRST lesson, I will offer an answer to these questions. And my belief is you'll be EXCITED by this answer, because it will open up new possibilities and new hope for you and your dreams. And even better, I am giving you the tools you can use to make sure YOUR business the THRIVING, GRACEFUL, NO-STRESS business you dream of. You will be able to ATTRACT your customers with EASE and GRACE, WITHOUT pushy sales tactics.

The promise of this lesson (and the two that follow), my Unique Core Thesis, is quite simple: You can learn how to write copy that sells without being pushy, salesy, or sleazy... by simply following the Four Frameworks I'm teaching you in these lessons.

The Four Frameworks are:

1. The Five Emotional Motivators
2. The Unique Core Thesis
3. The \$200 Million Sales Letter Blueprint
4. The Persuasion Multiplication Equation

I'll teach you the first two in this lesson, and I'll share Frameworks Three and Four in the next two lessons.

Here's the 30,000-foot view of our 3-lesson mini-course.

In this Video, **Lesson One**, you are going to discover the Master Rule of Effective Selling... the Five Emotional Motivators that get anyone to do anything... and we will craft your Unique Core Thesis. Once you have written this near-magical sentence - your Unique Core Thesis - you will find that your marketing, writing, emails, podcasts, blog posts, and virtually ALL your communication will be changed forever.

Then in **Lesson Two**, you get the full sales letter formula that has made my clients and me well over 200 million dollars. I am giving you the blueprint to use as often as you like from now on. And finally in video **Lesson Three**, you will learn how to use your sales letter to make some actual money.

Let's dig into **Lesson One**.

Now, it's important to know these are not academic theories I'm sharing. These are the same tools I've used to sell MILLIONS OF DOLLARS in products and services. These tools can get your business off the launch pad. Or if you're already doing business, but not getting the results you want, or even need ... these tools can turn your business around. When we finish, you will have the power to sell MORE of your products and services -- a LOT more.

Just by watching these videos, and then putting these ideas to work, you'll become a better marketer. You will sell more of whatever you sell, if you are willing to use these simple techniques and formulas.

To help you get started, we made a PDF workbook for taking notes to make sure you don't miss any of the KEY POINTS, and to help reinforce the training. You should see the download link on this page, right below this video, so hit pause on the video right now, and once you've downloaded the workbook and you have it printed out, you'll be ready ... and then let's continue.

[PAUSE]

I'm going to assume you now have your workbook.

Before we dive into the HOW-TO stuff, if I were you, I would want to know WHO IS THIS GUY? AND HOW DOES HE KNOW ALL THIS STUFF that he says he knows?

[NEXT]

So while I kinda cringe having to talk about myself in a way that sounds all braggy, I do realize it's an important question to YOU - so I will answer it.

As I said at the beginning, my name is Ray Edwards, and I am a Copywriter. That means I write the words that sell products and services.

Think MAD MEN, but without the drinking, smoking, and cut-throat office politics. I've been the man behind the curtain for many big companies and for top names in business and leadership. I've also served many one-man-army Platform-style businesses and mom-and-pop shops. Lots of them. I estimate that we've sold over 200 million dollars in products and services, and today I am sharing the same techniques that I, my clients, and my coaching students use - techniques that can take you from financially *surviving*... to actually *thriving*.

Now I should pause here and tell you that I am required by law - and more importantly by ETHICS - to tell you that I am not making any income claims or promises. You and I are grownups and we KNOW it would be FOOLISH of me to promise you will make ANY money using the ideas in these lessons. All business involves risk. HECK, you might LOSE money. Also, any amounts of money I mention are as accurate as I can make them, but you should consider them as ESTIMATES and EXAMPLES only.

Finally, please know that the success stories I share are NOT TYPICAL. We all know what TYPICAL looks like - broke, deep in debt, and leading a life of quiet desperation. I want something better for you, so I bring you better, unusual, NOT typical examples!

A key piece of advice: as we go through each part of this mini-course, you might want to ask yourself how this idea or tactic applies to YOUR SPECIFIC business, YOUR customers, YOUR product, YOUR offer... so you can APPLY what I'm teaching you.

--- **BREAK NUMBER ONE** ---

Title Slide: THE 5 MYTHS OF MODERN MARKETING

Let's tackle **THE 5 MYTHS OF MODERN MARKETING**.

These MYTHS hold you back, limit your thinking, and can ultimately destroy your business - even your life.

As we bust each *myth*, we will replace it with the *liberating truth* that sets you free. And if some of these truths get under your skin, just remember a wise man once said – “the truth will set you free,” but first it will set you off.

Okay, here we go...

MODERN MARKETING MYTH NUMBER ONE:

“I have already missed the Internet Gold Rush. The market is saturated. It's too late to build an online business or do online marketing.”

THE LIBERATING TRUTH :

No, it's NOT too late. And it's important to remember these lessons are not ONLY for online marketers, but work just as well, often even better, for real-world, brick and mortar businesses. More on that later. So is it too late to cash in on the internet? I assure you, that you absolutely can build a business online, even if you're just starting today, and you can control your financial future by doing it. It's NOT too late. You have not missed the train. The market is NOT saturated.

MYTH BUSTED.

MODERN MARKETING MYTH NUMBER TWO:

"I tried this before and it didn't work. I bought courses, went to seminars, and failed. I DON'T HAVE WHAT IT TAKES TO DO THIS."

THE LIBERATING TRUTH:

I think it's time somebody let you off the hook, my friend, because it's almost certain that your past failure was not your fault. That's because you weren't told what the most crucial success factor really is. And today I'm telling you, the most crucial success factor is SELLING. Yes, you do have what it takes, and the past is not your fault because you didn't know. But now that you DO know, the future IS your responsibility.

MYTH BUSTED.

MODERN MARKETING MYTH NUMBER THREE:

"I lost most of my retirement in the market crash, or I just don't have any retirement saved, so it's too late for me to make a risky move like this. I should just get a job and let the government take care of me."

THE LIBERATING TRUTH:

This myth is based in fear. F-E-A-R stands for either: False Evidence Appearing Real, or Forget Everything And Run. Neither option is a good response to your situation. Getting a job and letting the government take care of you is the single RISKIEST thing you could possibly do. Having your own entrepreneurial business is the BEST way to control your own destiny, make up for lost money and lost time. It might be a little scary at first - but resist the fear and it will flee!

MYTH BUSTED.

MODERN MARKETING MYTH NUMBER FOUR:

"There are hidden secrets to making it in business, especially online, and the GOOD OLE BOYS CLUB won't share those secrets - so I am very suspicious that the game is rigged against me."

THE LIBERATING TRUTH:

Well, allow me to confirm your suspicions. There really ARE secrets about how to sell successfully online and make more money. And some people DO want to keep them from you. In what I think was an absolutely appalling moment of truth-telling, one infamous BUSINESS GURU was asked who his perfect customer was, and he answered: SLOW LEARNERS WITH DEEP POCKETS!

That just made me SICK and ANGRY.

Here is what I am doing about it: I am revealing all the secrets of all the magic tricks. Let's form our own GOOD OLE BOYS CLUB – and let's not limit it to just the BOYS!

MYTH BUSTED.

MODERN MARKETING MYTH NUMBER FIVE:

"It is the wrong time economically and politically to start or try to grow my business. All the voices in my life are telling me that this is irresponsible, that I'm crazy, that I'll never make it and that I don't have what it takes."

THE LIBERATING TRUTH:

All those voices in your life are wrong - so STOP LISTENING TO THOSE VOICES! Look, once you've completed this series of THREE SHORT LESSONS, you will have the basic tools to be able to SHOW all those skeptics in your life what you *can* do. You're finally going to prove to the world that you were right, and they were wrong. All those voices of fear and doubt are WRONG. Maybe you even live with some of those voices of fear and doubt. Imagine what it will be like when they see that you really do have what it takes after all!

MYTH BUSTED.

Now that we have these five myths out of the way, and we've replaced them with liberating truths... let's discuss THE BIG SECRET ...

--- BREAK NUMBER TWO ---

Title Slide: THE SINGLE BIGGEST SECRET OF SELLING MORE

Just what IS the single biggest secret of selling more, of selling things faster, and of making it easier? It is increasing your conversion rate. Conversion rate simply means the percentage of website visitors, or store visitors that you convert from browsers to buyers.

Now think about your website, your store, or practice. Think about how many people visit during a given week. In the direct marketing industry 2% conversion is considered good, so if 100 people come to your website and 2 of them buy that's considered good.

What if you made \$100 from each of those two buyers? 2 people bought from you so that means that you made 200 bucks. What if you could go from 2% conversion to 10%? What if 10 people out of 100 bought? Suddenly, you're not making \$200, you're making \$1000.

Even crazier, what if 25 out of 100 bought? Even though 2% is considered good in direct marketing, think about it. If you get even 25% of people to buy, 75%, or 75 out of 100 people, leave without buying anything.

25% is not impossible when you know what you're doing. And instead of making \$200, at a 25% conversion rate, you're making \$2500! And the best news of all is you can improve your conversion without buying new equipment, without hiring more people, and without changing one thing about your product or service. You simply change the words on your website, in the ads you already run, in the emails you already send. Change the words, rewrite the copy and you can double, triple, even ten-times your conversion rate.

I know that may sound unattainable, but I promise you it's not. I'm going to share a few things that might sound like bragging. I'm telling you these things not to impress you, but rather to impress upon you that I know how to help you with this.

This conversion thing ... is MY thing.

And the KEY to the conversion lock is COPY.

This is what I'm good at. This is what I get paid for.

I have been blessed to write copy and work on marketing campaigns for top names in leadership and business - some clients you may recognize are Tony Robbins, Jack Canfield and Mark Victor Hansen (they created the CHICKEN SOUP FOR THE SOUL empire), Jeff Walker, Robert Allen, Michael Hyatt, Dan Miller, Frank Kern, and MANY others.

I've worked with lots of successful people in many ORDINARY businesses, too: attorneys, book stores, medical practices, consultants, transcriptionists, virtual assistants, and even dairy farmers. And as far as I know I'm the highest paid copywriter and copywriting coach on the internet.

I get paid ... a considerable sum of money to work with clients directly. My minimum project fee is \$150,000, paid up front as a retainer, and I get a percentage of sales on top of that.

Again, my intent is not to brag, but I think it's important for YOU that I share this. Here's why:

First of all, yes, people really do pay me that amount of money. And yes, they've paid me that amount recently.

That's why you want to get really excited, because I'm giving you today, in this video lesson, the very same tools that I use to write powerful sales messages that sell. These are the same tools and techniques I get paid those fancy fees for.

You can use the same methods that I use to boost your sales and make more money.

- What if you no longer had to struggle just to make ends meet?
- What if you could do better than that?
- What would be like to double or triple your income?
- What would you like to buy with cash?
- Would you like to pay off all your debts?
- Would you like to pay off your mortgage, and buy your dream home for cash?
- Take dream vacations?
- Would you like to work only when you want to work...
 - From wherever you want to work?
 - With people you actually like?
- Would you like more freedom?

Because that's what I'm bringing to you in these lessons. Selling more, making more money, is what BRINGS this kind of freedom, and it simply comes down to this one MASTER SKILL: putting the right words, delivered to the right people, in the right order, at the right time. Get your MESSAGE correct -- and you make more money. Good solid copywriting is the way to do all that.

And maybe you don't think you are a writer.

Don't worry about this writing thing. This can work for you even if you hate writing, even if you hate selling, because it's a FORMULA. You follow it, you get the results.

Let me share a quick story.

I remember way back when I started doing this for a living, I didn't know what I was doing. Early on I crafted a sales message and put it in front of a small in-person group of about 100 people. It was a dismal failure. I didn't make a single sale, not one. It was in fact humiliating because all my friends were there.

One of my earliest copywriting mentors did something amazing for me in that moment. He pulled me aside and said, "Ray, you know what is wrong? You have all the right stuff, you just had it in the wrong order."

He took my presentation and moved some of the pieces around. The same pieces, different order. A week later I presented the re-assembled presentation to another 100 people and 38 of those people bought a \$1,500 product from me.

I went from zero dollars in sales to \$57,000 in sales.

That's the power of copy, of putting the right words in the right order.

What did I do after that? Well, I hired that mentor -- and I hired as many other mentors and coaches as I could. I invested in courses and seminars. In fact, I've invested somewhere over \$300,000 in my own education, so you don't have to.

I still continue to invest in myself because that's the fastest and easiest shortcut I know to get to the next level in business and in life.

--- BREAK NUMBER THREE ---

TITLE SLIDE: Spray and Pray Marketing and the Master Rule of Effective Selling

Most entrepreneurs and business people take a random, episodic approach to marketing. I call this spray and pray marketing, where you just spray a lot of content onto the web, or ads into the market, and then you pray that somebody buys something.

I am challenging you to adopt a different philosophy. Intentional, systematic marketing. Copy-driven marketing.

By doing that you can go from broke to bankroll. Listen, you don't want to do spray and pray. We don't do that here.

SPRAY AND PRAY marketing is why marketing fails... and the rest of this video is about how to fix it.

We definitely DON'T do Spray and Pray. We take logical steps and thus we make money. If you simply take the principles I'm sharing with you, and you use them without fail in your communications, you could walk away from just this one video and write better copy than most pro-copywriters. And you could make a heck of a lot more money, too.

Let's start with the foundational truth. This truth, this rule, I'm about to give it to you, but I want you to understand it will serve you well. This is the most powerful thing I can teach you.

This is the Master Rule of Effective Selling.

Make sure you capture this in your workbook or journal:

Write from behind *their* eyes.

What I'm talking about is empathizing with your customers.

Write as if you were living life from inside their head, looking at the world from behind their eyes.

Don't dismiss this. This is power. This is persuasion. In fact...

THE MAIN REASON FOR THE FAILURE OF MARKETING COPY IS BECAUSE IT IS WRITTEN TO SERVE THE MARKETER, AND NOT THE CUSTOMER.

You should write that down too, so I will repeat it for you.

THE MAIN REASON FOR THE FAILURE OF MARKETING COPY IS BECAUSE IT IS WRITTEN TO SERVE THE MARKETER, AND NOT THE CUSTOMER.

Let's move on to the 5 Emotional Motivators. These are what I think of as the Prime Drivers of human behavior. They don't sound NICE, but I think you'll find it hard to deny their power.

The 5 Emotional Motivators are:

1. Aspiration
2. Shame
3. Fear
4. Suspicion
5. Belonging

Now it is important for you to understand that I am NOT suggesting you use these motivators to get people to do bad things.

The reason I have to say this is... this concept is so powerful that you CAN use it to get people to do extraordinarily bad things.

In the past, these motivators have been used to get people to do things they would not ordinarily do.

I came across a quote by author Blair Warren recently that beautifully sums up the power of these 5 Emotional Motivators, though he didn't use that term. Blair wrote, "People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies."

Let's compare the 5 methods he cites as ways to get people to do what you want them to do, and compare them to my list of 5 Emotional Motivators

The first emotional motivator is ASPIRATION. Dreaming. The desire for paradise. Warren calls it, "encouraging their dreams." Think about it. How do you feel when somebody encourages you in your dreams -- your aspirations? When they tell you, you CAN do it? Don't you feel SEEN? Don't you feel HEARD? Validated? Of course you do. We all secretly want to be encouraged.

The second Emotional Motivator, Shame, corresponds to Warren's, "justifies their failures." This, by the way, is in fact the correct way to deal with shame... expose it, and then wipe it away. This is the chief

appeal of the Christian faith. The idea that all our failures and shameful actions can be forgiven. Think about it, how do YOU feel when someone lets you off the hook for your mistakes, for your failures, and even your SINS? When they say, "Oh, anybody could have understood why that didn't work out. The odds were against you from day one, man. It's a miracle you even survived. That whole thing was totally not your fault."

Don't those words soothe you and don't they help take away the sting of embarrassment and shame?

Emotional Motivator Number three, fear, is a powerful force. Anxiety is one of the most prevalent mental disturbances in our society. We are afraid. That's why there is power in being able to "allay their fears."

We are drawn to those who make us feel safe. I think that it's wired inside of us. Deep down inside a part of each of us is still that little child who had a nightmare about the monster in the closet and we long for daddy or mommy to hold us in their arms, to rock us and gently alleviate our fears.

Emotional Motivator Number Four is suspicion, and Warren nails this one by name when he says to, "confirm their suspicions."

Who doesn't love this? Don't you just feel vindicated when you've known all along that something was going on, and another person confirms your suspicions? Don't you just love the feeling of saying, "I knew it. I just knew it!"?

Finally, Emotional Motivator Number five, belonging, is summed up in Warren's suggestion of, "helping them throw rocks at their enemies."

I know this sounds terrible, but at the deepest psychological levels I believe we all want to belong to a family, a tribe. We are all programmed to band together with our other tribe members against a common enemy. It's part of our nature.

That's why we become so loyal and so emotional about sports teams. It's not about the team --it's about the tribe we feel we belong to.

Don't underestimate the power of this emotional motivator. Throughout history, this powerful, psychological force has brought us some of our most amazing moments, like putting a man on the moon. It has also brought us some of our most horrifying atrocities, like the Holocaust. Take this seriously. These are powerful tools, even dangerous. Use them with care -- and with a conscience.

I care about this stuff. I read a lot of psychology, sociology, and anthropological books and papers because I'm fascinated by what makes people do the things they do.

I also remember what Spiderman's Uncle Ben said: "With great power comes great responsibility." And by the way, before Uncle Ben said it, the Great Storyteller said it more eloquently in the Gospel According to Luke, chapter 12, verse 48.

And by the way...

Just in case you are the skeptic who thinks that these things won't work on you, here's an interesting experiment you can try ... when you're finished watching this video, go back to the beginning and watch it again.

Pay special attention to the part about the Five Modern Marketing Myths.

Have fun with that.

[PAUSE]

--- BREAK NUMBER FOUR ---

TITLE SLIDE: The Unique Core Thesis

Okay, so now let's get to the Unique Core Thesis.

You've already heard my Unique Core Thesis for this mini-course. Do you remember it? In the first few moments of this lesson, I said:

The promise of this lesson (and the two that follow) the Core Thesis, is quite simple: You can learn how to write copy that sells without being pushy, salesy, or sleazy... by simply following the Four Frameworks I'm teaching you.

I told you my Core Thesis and I have been delivering on that promise all through this lesson... and now I'm going to teach you how to craft a Unique Core Thesis of your own.

But first, why do you even need such a thing? Simple: because it really is the KEY to writing GREAT sales copy.

And THAT skill - the writing of great sales copy - is THE skill. The MASTER SKILL.

THE ONE SKILL - to paraphrase Gary Keller's book *THE ONE THING*, this is the one skill that, when mastered, can make all your other marketing and business growth efforts EASIER, or in many cases UNNECESSARY.

If you can write effective sales copy, you can literally write your own paycheck. There really should be no such thing as a broke copywriter.

By definition, good copywriters can create money out of thin air.

But sales copy, ad campaigns, and businesses often do fail. Why does this happen?

It happens because just writing out a sales pitch alone is not enough to make your copy effective. In this Unique Core Thesis Framework, we will lay the groundwork for writing your most effective copy ever. Copy that works. Copy that sells.

And in order to do that, first you need to know your Big Idea.

Don't take my word for it.

Legendary copywriter David Ogilvy said, quote: "You will never win fame and fortune unless you invent big ideas. It takes a big idea to attract the attention of consumers and get them to buy your product. Unless your advertising contains a big idea, it will pass like a ship in the night." END QUOTE.

Think of the Unique Core Thesis as the modern version of Ogilvy's Big Idea.

The Unique Core Thesis can accomplish several things:

- It can change culture
- It can transform language
- It can launch a business
- It can guide your sales copy

So how do we come up with a Unique Core Thesis?

We start with this: what are you selling, and how does it benefit the customer? What is the mechanism or vehicle that makes that benefit happen?

You must distill this big idea down to a single, clear sentence. Clarifying and articulating your big idea, or Unique Core Thesis, is a crucial step in the selling process.

I found this quote in a book by my friend Ken Davis. JH Jowett, who was a Yale Lecturer who also happened to be a theologian and preacher, said:

"I have a conviction that no sermon is ready for preaching, not ready for writing out, until we can express its theme in a short, pregnant sentence as clear as a crystal. I find the getting of that sentence is the hardest, the most exacting, and the most fruitful labor in my study."

You're writing sales copy, not a sermon, but the principle is the same. You need to define your core thesis.

Now what is a thesis?

Dictionary.com says, quote, "A thesis is a proposition stated or put forward for consideration, especially one to be discussed and proved or to be maintained against objections." End quote...

I can't think of a better way to define a sales message.

Your Unique Core Thesis should be a single sentence that summarizes clearly the main point you are trying to make. This is the one sentence you want people to get from your copy or talk.

The getting of that sentence may be hard work, and it may take time, but it is well worth the toil. And in the end it should always look similar to this:

---SLIDE---

Any [YOUR AUDIENCE] can [SOLVE THEIR PROBLEM] by using [YOUR PRODUCT], because [HOW IT SOLVES THE PROBLEM].

---END SLIDE---

This is the template for the first draft of your Unique Core Thesis.

Here's an example using the template:

Any PARENT can IMPROVE THEIR CHILD'S BEHAVIOR by using the principles in the - YOUR BEST KID NOW - PROGRAM because IT MAKES GOOD BEHAVIOR AUTOMATIC.

How about a couple more?

Any BABY BOOMER can BUILD A BUSINESS FROM HOME by using THE PROFIT FROM WHAT YOU ALREADY KNOW COURSE, because it SHOWS YOU HOW TO TURN YOUR KNOWLEDGE INTO PROFITS.

And then here's an example for a weight loss product...

Any OBESE PERSON can BECOME LEAN & FIT by following THE FREE FROM FAT FOREVER DIET, because it USES YOUR BODY'S BUILT-IN FAT-BURNING FURNACE.

Each of those is a raw, unrefined, but very clear Unique Core Thesis.

Use the template in the workbook to start working on YOUR own Unique Core Thesis.

You want to mold and craft your Unique Core Thesis until you have a rock-solid big idea, expressed in a short, pregnant sentence as clear as a crystal.

Think of this sentence as your True North Compass, the guide that will help keep all the rest of your marketing and writing on track. Because that is exactly what it is.

And this process will take some time: attendees at our \$10k in-person workshops spend THREE LONG DAYS just getting to the barest approximation of their final Unique Core Thesis.

In the full-blown Copywriting Academy Online Coaching Program we devote an entire lesson on just this one thing. So be easy on yourself. The template is just to get you started. You are going to refine it. Your thesis statement will get better and better with time and with work.

Remember Jowett said: “The getting of that sentence is the hardest, the most exacting, and the most fruitful labor in my study.”

--- BREAK NUMBER 5 ---

Okay, I think that’s enough for lesson one.

What have we accomplished?

Well, you now know why marketing fails - bad copy, ineffective communication.

You have a good grounding in the reasons why copywriting is THE ONE MASTER SKILL OF BUSINESS.

We took a basic look at the first TWO of the Four Frameworks, with Framework One being the 5 Emotional Motivators and Framework TWO being the Unique Core Thesis.

The next question is, how do you turn this exciting knowledge into money? You’ve got a great product or service.

It solves a problem.

It helps people.

You have a clearly stated Unique Core Thesis.

You have probably started to see how you can apply the 5 Emotional Motivators to selling your product or service...

But how do you actually make the sale?

Start with this exercise: go through each point from this lesson and in your notes and your PDF worksheet, write in the space provided how each point applies to your market, your prospects and your offer. Okay? I’m going to assume you will do your homework.

Once you’ve done that, then what do you do? How do you write an actual sales letter? Do you even need one? Will sales copy work in your market, or is your business different? All of that is what I’m going to cover in lesson number two. In that next video I am going to flat out give you my \$200 Million Sales Copy Blueprint. You have my permission to adapt it for your own product or service.

I'll show you how to use the notes, the distinctions, the ideas, and the Core Thesis that you wrote down from this lesson... I'll show you how to use all that and create custom copy that ROCKS - and that SELLS.

This Blueprint that I'm giving you in lesson 2 is the same blueprint I used to write a sales letter for my client Joe Barton. That letter has raked in over \$10 Million Dollars. A single letter!

If you can copy and paste, do a little customizing, and click the POST button, this will work for you.

We will do all of this and more in the next video, lesson number two.

Before we go today, please leave a comment right below this video and tell me how you plan to use the emotional motivators, how they apply to your market, your product, your customer. Please do the same for the Unique Core Thesis.

I'd also love to know a little bit more about you.

Tell me about your business, about your market and about what success looks like for you in your business and in your life. How will life be different when you start making more money because you're writing winning copy? Leave your comment or question below.

I'm going to read everyone's and I'll respond to as many as I possibly can.

If you found this video useful, you could help me out by sharing the link.

Next lesson: how to use the tools from today's session by following a simple process for writing your sales copy. Writing may be too strong a word. Let's call it *assembling sales copy*. You already have all the right pieces, we just need to assemble them in the right order. I am looking forward to sharing that next lesson with you.