



PT-MARKETING SYSTEM

COPYWRITING CHEAT SHEET

SWIPE FILE FOR HEADLINES,
BULET POINTS & CONNECTORS!



PTENHANCE

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COPYWRITING CHEAT SHEET!

Shortcut templates, examples and swipes for
Headlines, Bullet-Points & Conversational
Connectors that are known to make money!

It's no secret...

Copywriting instantly turned my life and income around at breakneck speed.

In my first year of business I made a dismal \$16,000. I then decided to learn how to master the art of persuasion through words... better known as "Copywriting".

The next 12 months I turned over \$200,000... and within 7 years, my new-found copywriting skills contributed to over \$250 million of NEW sales across dozens of different industries.

In truth, I could teach you a thousand different hints and tips about copywriting... but there were just a handful of skills that produced 80% of my results.

This **Copywriting Cheat Sheet** is full of examples and copywriting templates to help you master headlines, bullet points, and conversational copy.

When you use this with my "Punch Words & Phrases" Report, you'll be amazed at how fast your copywriting will improve.

Use this to resource to punch out super effective and HIGH CONVERTING copy.... so your words will MOTIVATE people to take action!

Enjoy

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1. Compelling Headlines

Anyone who has spent more than 5 minutes learning copywriting would know this...

The HEADLINE is THE most important and critical component of your sales message. Hands down... Why?

Simple.

Cos if your headline doesn't capture their attention and compel them to read more... then NOTHING further will get read.

Think about this... You could have the world's greatest offer... but if your prospect ignores your headline... then it will fall on deaf ears.

Did you know? It's been estimated that the average amount of time a person stays on a newspaper page is about 3 seconds before turning the page over –

3 SECONDS!

Question: What do you think they are doing in those 3 seconds? Any idea?

If you guessed, "Scanning Headlines" then you get a gold star! That's exactly right!

They are scanning the page for a headline to jump out at them and create enough curiosity so they will continue on to read more! So understand this...

"The Sole Purpose Of A Headline Is To Target You're Specific Prospect And Sell Them On Wanting To Know More"

This is absolutely critical because the headline is ultimately the biggest decider in your sale...

With only just a split second to grab their attention... your headline better be powerful and spark enough curiosity so they want to know more...

Otherwise they'll never read you offer... and ultimately...

Never do business with you!

So treat this resource like GOLD, because it will pay you for life!

10 Proven Headline Templates

1. Big benefit headline - when people are surfing the net you've got to stop them in their tracks or you'll lose them. So you have to immediately show them what's in it for them to stop and read what you've got to say. Here's an example:

“Get More Quality Clients On Demand Without Advertising!”

2. ‘How to’ headline – This is probably the most common headline and it's proven to outperform others. It has a powerful way of drawing people in.

“How To Write an Instant Best Seller in 90-Days Or Less”

“How To Earn \$10,000 per Month Sitting in Your Pajamas At the Kitchen Table”

3. Question headline – This is another safe template that gets used a lot! By asking a question, you are attempting to enter the conversation that your ideal prospect is having in their mind. It works well if you ask the right question!

Examples:

“Who Else Wants to Make \$250,000 In Their First Year Online?”

“Do You Suffer From Back Pain?”

4. Newsworthy headline – This taps into people's desire to be up on the latest news and breakthroughs – Another safe bet. Check out your newspaper to see what I mean.

Example:

“Announcing New Breakthrough Medical Advances That Helps You Lose Fat While You Sleep”

5. Headline offering a solution – This is where you lead with the problem and give a solution immediately after.

Example:

“If You’re Struggling to Find a Reliable and Trustworthy Plumber, Here’s a Guaranteed Way You’ll Never Have That Problem Again”

6. Personalised headline - Simply by adding your prospects name into the headline, will increase readership and response rate. Well, it makes sense right? What’s the most recognizable word in the world to a person? Their name!

Example:

“Here’s How Bob Smith Made \$100,000 in 90 Days On The Computer In His Spare Time”

“Brisbane Local Jane Mathews Stumbles Across A Natural Arthritis Relief Solution”

7. Headline with a Testimonial – This works great for two reasons. It’s great social proof that others have before them have experienced success. PLUS, it pulls them into a story – and we all love stories!

Example:

“I Didn’t Think It Was Possible To Make An Extra \$53,000 Profit From Selling My Home... Until I Met Sue From XXX Real Estate”

Karen and Roger Bennett, Sydney, NSW



8. Discount Sale Headline – This style of headline cuts right to the chase. Understand this my friend, people LOVE a bargain. “YES”, even the fancy dressed pug-nosed CEO executive types. We all love a BARGAIN!

“60% Off All Kids Wear This Weekend ONLY”

9. Headline With A Guarantee – This is a powerful way for overcoming the feeling of risk that your buyer may have when purchasing from you.

Example:

“We 100% Guarantee That You Will Make X Amount of Dollars Within 90 Days If You Follow Our System”

By trumpeting your guarantee right up front it gives your prospect confidence in your product.

10. Big Outrageous Promise – Here’s your chance to broadcast your biggest and most compelling point of difference. This is kind of crossed between a “big benefit” headline and a “guarantee” headline, this is a great example how you can blend different styles together and make an outrageous promise!

“68% Reduction in Lines Or Wrinkles OR DOUBLE YOUR MONEY BACK”

Another example is the Famous Domino’s Pizza USP (Unique Selling Proposition). Here it is below...

“Fresh Piping Hot Pizza Delivered In 30minutes Or It’s FREE!”

This headline/USP put Dominos Pizza on the Map! (Note: If you’ve got a spectacular point of difference over your competitors, then don’t hide the facts in the body of the copy... broadcast your message in a short, sharp, clear headline).



2. Bullet Points (Fascinations)

In case you don't know what bullet points or 'fascinations' are... they are like mini headlines that summarize a specific point or emotion.

They get noticed because they have some kind of symbol at the start (like a dash, dot, arrow, tick, asterisk, etc) and they are generally indented in the copy, making it more noticeable to read.

So lets get cracking...

If you're smart – you'd want to keep this resource at hands reach so you can copy the style of bullet points every time you write.

Why Bullet Points (or Fascinations) Are So Darn Important...

Look at any winning sales copy and you'll always see a bank of 10-20 bullets. Essential. And you're about to find out why...

Speak to any pro copywriter about the importance of bullets and they'll give you this intense look like you've just asked them, "*How important is oxygen to you these days?*"

For you to spot a good bullet over a bad one is great skill to have. To know how to write them is even better. They're considered as an essential skill to have in our circles because they often do the following:

- Seize the attention of your readers like mini headlines that have the power to motivate your prospect to buy on the spot!
- Stimulate curiosity, intrigue and most of all... DESIRE
- Jump of the page and pull skim-readers back into your letter making them READ more...
- SMASH writers block or "headline block"
- Seal off all the escape routes by hitting multiple angles
- Seduce your prospect into your message so they "stay on track"
- Pulls down hard on your prospects emotional chords
- Highlight and amplify all the benefits of your promotion
- Sharpen your selling/copywriting skills and fine-tuning your ability to write POWERFUL headlines
- And too many other reasons to write...

16 Bullet Points Templates

Check out the examples below...

1. The “How to” Bullet. The most common bullet point you will see. Simply add a big benefit after the “How to” and that’s it. But don’t get lazy and only use “how to” bullet points because your client will get lazy too and may skip over one of your most important points. Example:

- **How to pull \$10,000 per month Passive Income While You Sleep**

2. The “Secret” bullet – perfect for information not commonly known (obviously). Be careful not to overuse, as your prospect will become excessively skeptical.

Example (John Carlton):

- **The secrets of “Single Finger” takedowns...using moves that are indefensible even by a larger and more experienced opponent!**

3. The “Why” bullet – ideal for building intrigue. Essentially promising to reveal why something is a certain way, and knowing why it will make a difference to your prospects’ life.

Example (Clayton Makepeace):

- **Why up to 70 percent of all poisonings happen to children under 5. And the best prevention of them all (page 9)**

4. The “what” bullet – Packs a powerful punch by injecting urgency and specific importance to a subject – and keeping it curious at the same time

Examples:

- **What you must do immediately before November 15th, 2001 to preserve your wealth and...**
- **What the top gun Internet marketing guru’s will never tell you from stage...**

5. The “what never” bullet – A cunning and slippery way to alert your prospect of a potential mistake. Pulls on the powerful emotive “fear gland” that leaves them wanting to know the answer. Examples:

- **What never to apply to your skin... this will sabotage all your make-up efforts. (Page 33) (Pete Godfrey)**
- **What never to eat on an airplane. The dirtiest, deadliest airline in the whole world revealed... (Mel Martin)**

6. The “plus” bullet – Gets your prospect into greed mode –The word “PLUS” implies “extra, more or bonus), An easy way to highlight extra big benefits in your bank of bullets.

Examples:

- **PLUS – How to turn the tables on them: Insulate your wealth and then USE their treachery to lock-in profit potential of up to 562%**
- **PLUS – my complete list of 1,837 companies we suspect of fudging their earnings – Be sure your stocks are NOT on this list!**

7. The “number” bullet – A great way to wrap multiple features together for one end result benefit. Plus it gives your prospects a sense of confidence and assurance knowing that there’s a specific number of steps to follow. People love a structured plan – makes it more tangible and believable. Examples:

- **Four ways to stimulate your body to release natural pain killers**
- **7 keys for making \$100,000 in 100 days (or less)**

8. The “Right...WRONG!” bullet – A clever way to create controversy and totally de-bunk a myth or something they thought was true.

Examples:

- **The bathroom medicine cabinet is the best place to store medicine, right? Wrong! It’s the worst. Facts on page 120**

9. The “Warning” bullet – Great attention grabbing bullet – People hate making mistakes or taking a path that could lead to danger. Pulls on the fear gland. When mix with curiosity it can become very compelling.

Examples:

- **WARNING! Avoid These 2 Popular Gold Investments Like The Plague!** Ignoring this single warning could leave you broke and holding the bag!
- **CAUTION: Rough Doctor has just released this UPDATED list of common household foods that dramatically increase your chance of getting cancer.** You will be shocked to see what’s on the list!

10. The “gimmick” bullet – Putting a creative spin on an idea you’ve extracted from information. Allows you to “name” a process, which adds to the credibility and curiosity.

Example:

- **The “nerd gets cheerleader” persuasion trick that makes it extremely hard for customers to resist buying from you. (Even if they didn’t originally intend to!) Page 39**

11. The “Question” bullet – Hooks prospects in with asking them an intriguing question that they may or may not know the answer too. It’s human nature to want to know the answer to any question. It’s also a good way to state an interesting fact. Like, “Did you know...?” Curiosity and intrigue at it’s best.

Examples:

- **Do you know that one quarter of all household burglars gain entrance without breaking in? Here’s how they do it...and how to get them to stop doing it to you. Page 157**
- **Are you sick of being in constant pain and are fed up with temporary quick fix solutions? See our “Long-term pain relief program for the answer you’ve always been hoping for. Page 126**

12. The “sneaky” bullet – great punch to pull if there is some controversy around the subject. People love shortcuts – perfect way to amplify a little known fact. Examples:

- **The sneaky ways professional fighters use the element of surprise to turn around dangerous situations...**(even when they’re the ones who’ve been “jumped” by an assailant unexpectedly!)
- **Sneaky little arthritis secrets that doctors never, ever tell you about...**

13. The “BIG benefit” bullet – The best way to use this is when stating an interesting fact – then following it up with more specific info or proof that leaves them hanging to want to know more.

Examples:

- **Make \$5000 per month in 45 days from now – starting from scratch. Here’s how to do it spending less than 1 hour per day**
- **BUILD ENORMOUS STRENGTH AND MUSCLE TONE *without exercise!* Ten-minute breakthrough *naturally* triples your growth hormone levels.** Secretly being used by the New York Mets, Chicago Cubs and many Hollywood stars. All you do is *stand*

14. The “If...Then” bullet – Perfect “lead in” to identify a dominant problem – then back it up with a promise of the solution. Examples:

- **If you have a tension headache, then here’s why you should forget your scalp and *concentrate on your toes***
- **If you’ve got just 20 minutes a month, then I guarantee to work a financial miracle in your life**



15. The “when” bullet – for promising a benefit at a very specific time. Your prospect will naturally want to know *when* he can reach the benefit and *how* he can get it.

Examples:

- **When it’s safe to ignore the April 15th filing deadline. No Interest. No penalties. No nasty visits from the Feds. Page 14**
- **When (and only when) cold pizza is the perfect fat-loss breakfast. Page 16**

16. The “Quickest, Easiest” bullet – Easily two of the best words to use in emotional direct response marketing - Quick, Simple & Easy. It’s human nature to want something easier, faster and with less effort. Example:

- **The Quick and easy way to beat out even the most ferocious competition in your marketplace, even when their marketing is brilliant, their budget huge and their copy is so persuasive, it could have been written by Claude Hopkins himself.**

Okay, I trust that’ll help you out next time you have to write a bank of bullets.

Here are some final hints for you...

- Never put a full stop after a bullet. A full stop signifies “the end” and that’ll give an excuse to stop. You don’t want that
- If you are struggling with “writers block” then grab a pen and paper, or open up a new page on Word. Then just start writing TONS of bullet points
- Put your best two bullet points at the start and the bottom of your bullet list. Skim readers will generally look at them first
- Put a reference of a page number or DVD number (etc) at the end of your bullets – this gives them proof and believability – and that’s the name of the game really, isn’t it?

3. Conversational Connectors

One of the biggest objectives when writing copy if not THE biggest is to:

KEEP YOUR PROSPECT READING!

Tattoo this next phrase on your brain...

“The more they READ the more they BUY!”

Keeping them reading give you more time to build trust and belief.

I mean lets face it...

How do you expect them to take action on your offer if they get bored and stop reading before they get to it, right?

So I want to share with you an essential strategy for keeping your prospect “glued to your words” and glide through your sales message like a hot knife through melted butter.

So what am I talking about?

You guessed it.

Writing with a CONVERSATIONAL style!

Thinking back,,,

If I had to choose just one component of my early sales letters that got me the most comments and recognition then it would be my “conversational writing style”.

To turn BORING copy into copy that is full of flavour and personality, sometimes all you need to do is change the START of the sentence, and the END of the sentence.

Take a look at some of the examples below...

We call these “Connectors” because these punchy phrases connect sentences together in a refreshing conversational way...

Conversational Connector Examples

A few examples of what you'll discover...

After all...

Am I right about you so far?

And guess what?

And like I said:

And look at this:

And that's just a small 'taste' of what's in store for you.

And this is just the tip of the iceberg.

Back to the purpose of this letter.

Believe me...

Best of all, ...

But before we go into that, ...

But don't get me wrong...

But don't take my word for it...

But I'm jumping ahead...

Let me tell you how this all came about:

By the way, ...

Could that be true?

Despite what you may have heard...

Fact is, ...

I could go on and on...

I'll bet you can guess what happened next.

Let me explain.

Let's face it, ...

More on that in a moment

But first, let me show you...

Now get this...

On the other hand ...

So what do you think?

Then he dropped the bombshell.

Then it hit me...

This example is going to surprise you.

This is not just my opinion.

To cut short my long story, ...

To make matters worse, ...

Want Proof?

What this all boils down to is..

What's all this worth to you?

What's the catch?

Which is why I'm writing to you...

Who wouldn't jump at this?

You'll be glad to know that...

Imagine what it would be like if...

Now I would like to help you experience...

Just picture this for a moment...

You're probably wondering...

In 3 short minutes...

You've got to wonder...

Now, I can almost hear your mind saying...

And soon you'll...

Now let yourself get in touch with the feelings of...

And before long...

And do you begin to notice...

And shortly...

Now, let me ask you a personal question...

Are you beginning to notice...

Are you beginning to see...

While you're sitting down analyzing this, be sure to...

Earlier on, I asked you the question...

Do you remember a time when...

If you're like everyone else...

As your view continues to expand...

Ask yourself this question...

More examples from LEGENDARY COPYWRITER Gary Halbert...

When I was a rookies copywriter, I personally copied these out, one-by-one, from his sales letters, newsletter and ads...

I was HUNGRY to learn and it took me years to compile this list. You can thank me later...

Did you know that...
And so on...get the idea?
Is there a way to.....? Yes, there is.
It's called...
In truth, only a mere 3% of...
Think about what this means.
Speaking of cancer, did you know there are...
Believe it or not,
And last but not least,
I do NOT recommend_____, but here's a thought:
So, what's the answer?
The bottom line:
Blindly fail to notice
Never before and possibly never again
In fairness, that would have been impossible
Just so you don't feel cheated, I'm going to offer you a solution
What you'll see here is the real deal, no filler, no B.S in this information whatsoever.
Listen up:

I bet you would like me to lead you by the hand exactly through every step...
I've been thinking about revealing all this for about __ years now
Look, I don't mind if you're
There's a lot more to this story than justBut I'm going to start with it anyway
As you may or may not know,
Why am I labouring on this so long?
It has to do with the fact that I know a lot of...
By the way,
Take _____ as an example
Here's a condensed version
But here's the twist ---
You know what I'm really kind of proud of?
And know this:
I'm not sure it's true but I believe
Even so,
Think of it this way:
Nothing is impossible for someone who doesn't know it can't be done



But wait! Doesn't it have to...

Here's what you do:

Forgive me, I digress.

Let's get down to the nitty gritty

Let's not pull any punches here 7-Hour Sales Machine

If you've been holding off because of the hefty price, you've just ran out of excuses.

On another note,

Let's wind it back for a second

I'm going to strongly recommend that you check out my smoking-hot new insider tactic to max out your ability to turn leads into cash-sales. JC

How big is it? I'm glad you asked.

It's worth repeating:

And that's just the beginning...

As you read on, I'll tell you more about how...

But before we go into that...

But better still...

But don't take my word for it...

But I'm jumping ahead. Let me tell you how this all came about...

Here's more...

Here's the scary part:

Listen, there's more. Lots more...

My strong hunch is...

Needless to say...

What this all boils down to is...

What's more...

What's the catch?

Then it hit me...

Now, let's paint an extremely rosy picture and...

Now, let me the devils advocate here...

Think of it this way...

You say you DO remember? Good. Since that's the case, you may also remember...

I have an idea that's possibly insane. But I'm going to throw it your way anyway.

What I'm about to teach you is a way (maybe not the best or most or most inspired way. But... a way) that at the very least will get the job done

How can this be marketed? Lets leave the Internet out of this discussion for now. Let's start with direct mail.

What exactly is the "____", Fear not, you hungry little truth seeker.... because... I will lay it upon you.

Throwback to the caveman days

Quote: "Fear knocked on the door, and when courage answered, no one was there"

I think I'm trying to make a point here but, for the life of me, I can't remember what it is. Ah, to hell with it. I'll go on to something else

Okay, that's a wrap... Be sure to use this **"Copywriting Cheat Sheet"** with the **"Punch Words & Phrases Report"** and most of all... start WRITING and putting all this into practice!