AdMagic
The complete guide to creating hot ads & salesletters that work

Brian Keith Voiles
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Dedication

I dedicate this book to my dear family. My beautiful wife, Lorie, my four children, Karson, Joshua, McKay and my darling daughter Angela, who truly is an Angel; my Dear Mother who raised me in righteousness; and to all those who've blazed the paths before I even knew what a pencil was ... God bless them all.

Acknowledgments

Many people have played an important part in this book coming to pass. All of the great advertising minds of the past who really know what "accountable" advertising is have blessed my life in so many ways, I could never begin to repay. It is to those whom have paved the way for me to make a wonderful living for my family, and to those who are my friends, I would like to acknowledge: Millard Grubb, Bob Serling, Scott Burkinshaw, Michael Enlow, John Cooper, Gary Halbert, Ted Nicholas, Brad & Alan Antin, Carl GaUetti, Christopher Michaels, Jay Abraham, Jay Conrad Levinson, Robert Bly, Gordon Burgett, Robert Allen, Stephen R. Covey, Tony Robbins, Denis Waitley, Dr. Jeffrey Lant, Ted Thomas, David Duetsch, David Garfinkle, Bill Brooks, Tony Parinello, David Ogilvy, Victor Schwab, John Caples, Claude Hopkins, Ben Suarez, Jerry Buchanan, Dan Kennedy, and last, but not least, Mr. John Jams who inspired me to jump in and create this book. Without his encouragement, friendship, and belief in me, I doubt this book would ever have become a reality.

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Advertising Magic
The Complete Guide to Creating Hot Ads & Sales Letters that Work Like Magic!

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* Persuasive marketing letters speak directly to your prospect
* Motivating copy is "snappy", and action-oriented

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* Pack Your Letter With Prospect-Focused Benefits
* Motivating copy is "snappy", and action-oriented
* Persuasive marketing letters speak directly to your prospect
* It states and restates a simple but powerful message
* Design your copy layout to please the eye

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It's all too true... businesses are dropping out of business faster than they can be counted. Why is this happening? Simply because most business owners work "in" their business instead of "on" their business. They go into business with a skill, with a talent, or maybe a revolutionary new product... thinking the whole world will beat a path to their door -- and it doesn't happen.

Now they're wondering what to do to get business. So they think of advertising. And what kind of advertising do most businesses think or. The kind they see every day. The gutless, unaccountable, fluffiest waste of money they could ever invest in:

   **Image Advertising.**

And when their cute, clever, and funny Image Ads don't payoff in any way, shape or form, they decide that advertising doesn't work, and they close their doors. It doesn't have to be this way. If your business is on the brink of all this happening, I suggest you immediately **DEVOUR** every word of this book... and do it **NOW!!!** Don't wait one minute longer! !! For this book can save your business.

Making money with advertising doesn't have to be the mystery that every ad agency would like you to think it is. I've written this book for one main reason: to teach you how to create ads and sales letters that are accountable -- ads and sales letters that will pay their own way, and more; to give you the information you need to get your prospects to take the action you want them to take when they read your ads or sales letters; to help you make more money in your enterprise than you ever thought possible.

What you're about to dive into is an out-pouring of my thoughts, ideas, proven methods, and techniques that will help you make more money in your business. The ideas you'll read about are built on proven strategies from those who have so generously given before.

Here's some of what you'll learn:

In Section One "Gearing Up to Create Winning Ads & Sales Letters!" you're going to be taken from ground zero, as if you didn't know a thing about creating winning ads and letters (and most people don't), clear up to where you know everything you need to know about:
• The Basics Of Marketing And How It Works In Conjunction With Advertising!
• The 12 Mistakes Most Advertisers Make And How You Can Avoid Them!
• The Missing Ingredient In Most People's Attitudes Toward Business, And Their Customers!
• The Basics Of Writing Winning Ads That You Need To Understand Before Going Any Deeper!
• Everything You Need To Know About Motivating Your Prospects!
• The Difference Between Benefits And Features, And How To Use Them To Sell!
• How To Create Offers That Make Your Prospects Practically Line-Up And Beg You To Take Their Money!
• How To Create Powerful Headlines That Grab Your Prospects By The Throat And Pull Them Directly In To Read The Rest Of Your Ad Or Sales Letter!
• How To Write Benefit-Packed Bullets That Generate Sales!
• Why You Must Prove Your Claims To Be True By Using Testimonials, And Other "Credibility-Boosters"!
• Why You've Got To Tell Your Prospects The Reasons Why You're Making The Offers You're Making, And How To Quickly And Easily Do It!
• The Little-Known, Secret Formula That Will Make Your Testimonials Incredibly Powerful And Compelling, PLUS How To Get All The Testimonials You'd Ever Want!
• The Inside Secrets Of How To Create A Guarantee That Takes The Risk Off Your Buyers Back And Encourages Them To Buy Now!
• How To Set Yourself Apart From Your Competition By Building Your Ads Around What's Unique About Doing Business With You!
• The Secrets Of Which Words To Use In Your Ads, And How To Put Them On Paper So They'll Sell!

Then, we'll move on to Section Two: "Putting What You've Learned to Work In Space Ads and Sales Letters!"
In Chapter 17, "Space Ad Magic" I'll show you:
• The Tips, Tricks, And Techniques You Need To Know To Make Space Ads Work For You!
• Where To Place Your Newspaper Ads In The Newspaper! Where To Place You Magazine Ads In The Magazine!
• How To Find Which Magazines And Newspapers, (And Other Places) You Should Run Your Space Ad In!
• And More!

In Chapter 18, "Sales Letter Magic", you'll learn:
• How To Layout Your Sales Letter
• Which Type Fonts Are Best To Use
• What Other Things You May Want To Put In With Your Sales Letter To Raise Response.
Then in Chapter 20, "The Magic Checklist "The Checklist You Need To Help You Create Ads & Letters That Sell" you get a checklist that you'll be able to use every time you sit down to create a winning ad or sales letter. It will make sure you get the basics done, and a whole bunch more.

Chapter 21 goes on to tell you many of the things people forget to watch-out for and do when they write an ad or a letter. It's called "Tips, Tricks, & Bits to Make Your Ads & Sales Letters Work Better Than you Ever Thought Possible!" And every stitch of information in this chapter came from doing over 400 advertising evaluations for people.

This is where they fax over their ad or sales letter, and then we set-up a time to get together on the phone and go over their ad or letter, and I do my best to improve the copy.

Then you'll move into Section Three: "Getting Off Your Back-Side and Taking Action on These Techniques." It's a short section with only one chapter -- but it's critical that you understand that you've got to take action on these ideas, otherwise they'll just sit here in this book, you'll know about them, but they won't do you any good. You've got to get off your back-side and make things happen.

In Chapter 22 Self-Motivation Magic: "Motivating Your- self to Create Successful Ads & Sales Letters" I'll give you some tricks to get started -- for that seems to be the hardest thing for people to do: get started.

Then in Section Four: "A Proven and Tested System For Creating Wining Ads & Sales Letters -- The Step By Step Formula That You Must Apply to Every Ad or Sales Letter You Create.... Pieces of the Motivation Puzzle are Now in Place!" you're going to learn what elements must be in every ad or sales letter you create, and where those elements should go.

I've never seen anything like this revealed in a book before. And I really don't take the credit for it -- people much brighter and brilliant have basically lead me to this information through what I've learned from them. You'll learn all about it in Chapter 23: "My System Makes It Simple!"

What I honestly think you should do, is skip to that Chapter and read it first, before you dive-in to the rest of the book. It's impact on how you think about creating advertising will be, I think, profound. It's a procedure that your ads and sales letters should follow for maximum impact. I know you'll enjoy it.

Then we'll move on to the "Conclusion to Advertising Magic, But Not Our Relationship!" All in all, this book should be a real treat for anyone who's serious about learning how to create space ads and sales letters that works. Whatever you do, study this hard, put it into practice, and keep in touch with me -- especially when you've had a success. My phone number is (801) 255-5548, and I'm serious when I suggest you keep in touch with me. For your success is my success.

May God Bless You In Your Upright Advertising Endeavors,

Brian Keith Voiles
A Critical Preface

What you will learn from the meat of this book is all leading to the information in Chapter 23, "My System Makes it Easy". This chapter is the culmination of what my experience and learning has taught me. I believe it's the reason for my success as an ad writer.

It's not your traditional "formula" for writing advertising copy ... it's been tweaked and tested by me and my clients... the system works.

My advice to you, would be to read Chapter 23 first.

Why?

Simply because that's where everything else in this book leads. What you'll learn will be of immense value to you -- don't get me wrong -- it's just that Chapter 23 will bring it all together in a way that really works.

Each little bit that you learn as you read along will be a part of the system revealed in Chapter 23 ... it's all "part of the plan".

I think you'll get a better understanding of where it's all leading if you take the time to read Chapter 23 first. I guess you can call it "The final destination" of this book; it's what all your learning is for. With that in mind, turn now to Chapter 23, and begin reading; then come back and begin at Chapter One.
Section One

"Gearing Up To Money-Making Ads & Sales Letters!"
Introduction to Section One
In this section (which is the largest in the book) you're going to learn all you need to know to prepare yourself to write winning ads and sales letters. In Chapter 1 you'll learn the basics of marketing you must know for profiting in your business with advertising. In Chapter 2 you'll learn the 12 biggest advertising mistakes, and what you can do to avoid them.

In Chapter 3 I'll shift gears a little and go into one of the most important topics in the entire book: Having an intense, deep empathy for your target prospect -- and why you must walk a mile in his moccasins before you can sell him a thing.

Chapter 4 is what I call an "Ad writing primer." It will go over the basics that we'll be discussing in detail in the book. This will get you "up to speed" as to what really should be going on in your ads and sales letters.

In Chapter 5 we'll talk about what makes people like you and I tick. What gets your prospects hungry for your product or service? What they're really buying when they buy from you -- and most of the motivating factors that get people (in general) excited, and what makes them take the action you want them to take.

Chapter 6 is the backbone to the success of your ads and sales letters. In it I'll tell you how to go about doing your research... research on your product, and research on your target prospect. If you don't know what your prospect's frustrations, problems, hopes and dreams are, how in the world can you sell to him? It can't be done. I'll show you how to find out that information so you can get to know your prospects better than you know yourself.

Chapter 7 talks about the meat and potatoes of advertising... benefits. Here you'll learn just exactly what the difference is between a feature and a benefit, and why your prospects only care about the benefits... what's in it for them? Plus you'll learn how to turn any feature you offer into a benefit.

Chapter 8 is our first step into doing any actual writing of your ad or sales letter. It's an enlightening trip into how to create offers and order forms offers that motivate your prospects like mad.

Your sales letter must be so compelling that it practically gets your prospect slobbering (mentally) to buy what you're selling because they've just got to have it! !! ... they just can't live without it! !! If you can't close 'em, you can't get their money .... here, my friend, is where you learn to close.

Chapter 9 is an in-depth look at the power and importance of headlines in your ads and sales letters. Ninety percent of the success of your ad is dependent on your headline or opening statements. You must get it right, or your advertising dollar is wasted. This is where you learn it all:

- step by step instruction on how to create hot headlines
- the 11 different types of headlines, when and why you'll want to use them
- the 19 questions you should ask yourself about every headline you create.
Headlines are critical; and this chapter will make you a pro at both making them, and using them.

**Chapter 10** will teach you how to create, use, and profit from bullets. Bullets will increase the response to your ad or sales letter. How do I know? Take a look at big mailers like Boardroom Reports, and Phillips Publishing ... what are a good 70% of their sales letters? **... bullets!**

**Chapter 11** will show you how to make your ads and sales letters more believable. If your prospects don't believe your ad, or if it doesn't even seem believable, you're not going to get the sale. In this chapter you'll learn 20 powerful "Credibility-Boosters" and "Believability-Builders" that you can use in every ad or letter you create to help it appear to be more believable and credible.

**Chapter 12** reveals the age-old, tried and true, proven and tested technique of telling your prospect the reason why you're making them such a compelling offer, or such an irresistible guarantee. Telling your prospects the "reason why" is a powerful tool Chapter 12 is where you'll learn all about it.

Testimonials are one of the quickest ways to "prove" your claims are true OR, it can be one of the fastest "tips" to your prospects that you're not for real, nor is your offer. What do I mean? You'll have to read **Chapter 13** to find out the ultimate, winning testimonial formula that will further any sale to conclusion when used and placed properly in an ad or a sales letter.

Having and announcing a no-risk guarantee will boost your ad's response like crazy. So, in **Chapter 14** you'll learn in great detail what it takes to create a guarantee that encourages prospects to dive in and order what you're selling.

When you ask most people what they feel makes their business unique as compared to the competition or to anything else, they'll almost always wimp-out and tell you about their "quality" or their "service", because they don't really know why a prospect should buy from them instead of their competition. They don't understand the power of having a well thoughtout UCA (Unique Competitive Advantage) and what it can do for them.

Well, this will never be you, because in **Chapter 15** you're going to find out more about how your UCA will help you rake in the cash, and how to use it in your ads and sales letters. Ads and sales letters are made up of words.

All they are is "Salesmanship In Print". But, in order to sell on paper, you've got to be able to know how to put those words down in a way that compels your prospect to action, even though they may have never even heard of you before.

In **Chapter 16** you'll learn how to make your copy sing, dance, and sell your prospects. You'll uncover what Salesmanship In Print really means, and how your words should come across to your prospects on paper ... all of it works towards closing that sell!

Once we get to that point, you'll be ready for the next section of this book... Section Two, "Putting What You've Learned to Work In Space Ads and Sales Letters!" So, let's get started!