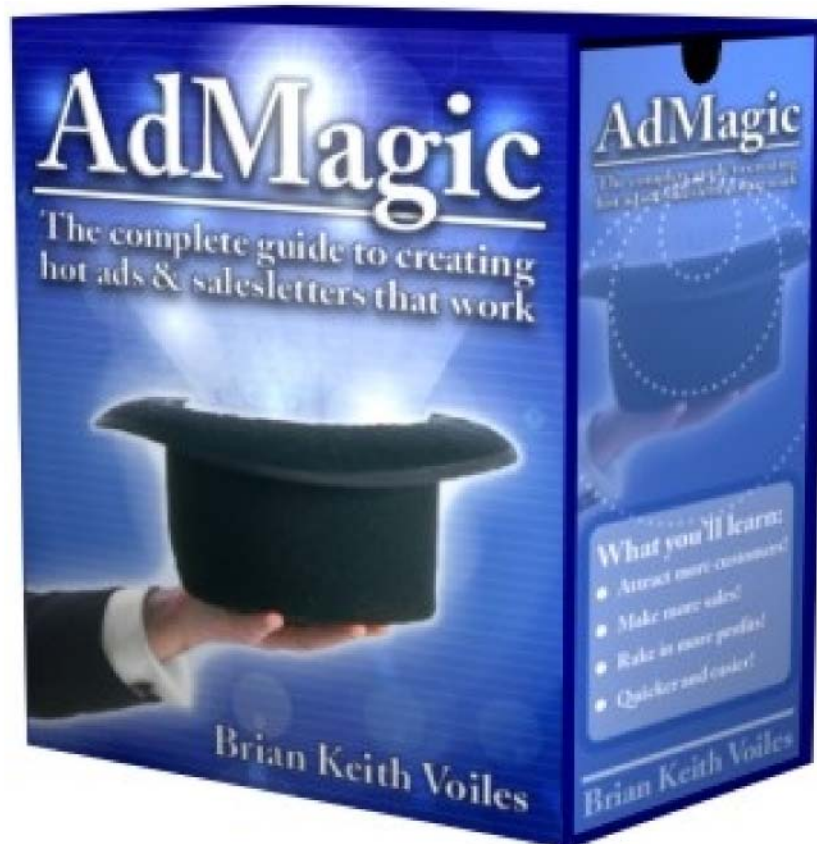

AdMagic



*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.

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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!

Table of Contents

INTRODUCTION TO ADVERTISING MAGIC.....	11
A CRITICAL PREFACE	14
SECTION ONE	15
"Gearing up to create money-making ads & sales letters!.....	15
Introduction to Section One	16
The Basics Of Marketing You Must Know For Profiting In Your Business With Advertising.....	19
Here Are The Success Steps You Need To Know To Help You Succeed In Marketing Your Business With Advertising:.....	20
Success Step One: Focus on Buyer Benefits, Not Product Features	20
Know Where Your Prospects Are, How Many There Are, and How To Reach Them	21
Knowing & Understanding Your Competition	23
Understand The Frustrations & Problems Of Your Prospects, & How You Can Solve Them.....	24
Avoid Using Expensive Advertising -- Always Use Less Expensive Options.....	28
Create "Client-Centered" Advertising Materials	28
<u>Always</u> Ask For The Sale, -Or For The Next Step in the Sales Process	29
The Secret Of Marketing Success Is Persistence.....	30
Conclusion.....	31
CHAPTER TWO	32
Advertising Madness: The 12 Reasons Why Most Ads Fall on Their Face, Costing You a Fortune Instead of Making You The Money You Deserve!	32
Introduction	32
The 12 Reasons Why Most Ads Fall On Their Face, Costing You A Fortune Instead of Making You The Money You Deserve!	33
1) You Think You Need to (or You Already Do) Use "Image" Or "Institutional" Advertising Instead Of Direct Response Advertising	34
2) You Offer No Unique Benefit That Will Attract Prospects To You & Not Your Competition	38
3) You Don't Use Powerful Headlines To Stop Your Prospects Dead In Their Tracks And Pull Them In To The Rest Of The Ad.....	38
4) You Don't Tell Your Prospect What's In Your Offer For Him -- Instead, You Focus On You, Your Business, And What You're Selling!.....	39

5. You Don't Talk Directly To Your Prospect In A Conversational Tone, Using Specific Facts, Numbers, Quotes, and Details to Convince & to Motivate	41
6. You Don't Open-Up With Your Prospects Problems & Frustrations	45
7. Your Ads Are Too Boring To Motivate Anyone To Do Anything -- They Don't Use Energetic, Exciting Action Words; They Have No Passion!.....	45
8. You're Scared to Create Ads That Have a Lot of Copy -- Instead, You Leave All the Compelling benefits Out For Sake of Your "Image"	46
9. You Don't Use Specific Numbers, Results, And Testimonials.....	46
10. You Don't Tell Your Prospect In Precise, Step-By-Step Detail, What He Has To Do To Take The Next Step In Your Sales Process to Get the Benefit He Wants; Nor Do You Offer Him a Compelling Reason To Respond To Your Offer NOW!	49
11. You Don't Look At Advertising, Sales, and Marketing As A Unified, Synergistic Team Of Money-Making Tools and Strategies -- Instead, You See Them As Separate Functions, With Separate Goals	54
12. You Focus On Your Credentials Instead of Focusing On What Your Credentials Can Do For Your Prospect.....	54
Conclusion to Advertising Madness: The 12 Reasons Why Most Ads Fall on Their Face, Costing You a Fortune Instead of Making You The Money You Deserve	55
CHAPTER THREE.....	57
Today's Missing, Magic Ingredient Which Will Almost Guarantee Your Success as an Advertiser.....	57
CHAPTER FOUR	63
Ad Writing Primer: The Basics Of Writing Winning Ads That Sell <i>NOW!</i>	63
Introduction	63
Typical Mistakes That You Must Avoid So That You Can Write Powerful, Motivating Copy	64
Transforming Your Features Into Benefits That Will make Your Prospect Buy From You NOW.....	65
Here Are The Steps For Turning Features Into Benefits.....	66
Transforming What You've Done In the Past, and For Other Clients Into Compelling Benefits.....	67
Rules For Writing Copy That Motivates Your Prospect To Respond NOW	68
Break all the rules your English teacher told you to keep!.....	69
Always Lead With Prospect Benefits, & Follow With Product Or Service Features	70
CHAPTER FIVE	72
Motivation Magic: What You Need to Know to Motivate Your Prospects to Take the Action You Desire!!!	72
Introduction	72
Appealing to a Huge Benefit to Motivate Your Prospect.....	76
Appealing to Your Prospects Frustrations.....	78
Appealing to Your Prospects Anxieties or Pain	78
Don't Sell to Needs, Sell to Wants.....	80
Getting Your Prospects to See Themselves Enjoying the Benefits of Using What You're Selling.....	81
Make Them Feel the Anguish of Not Getting Your Product or Service	81

Conclusion to Motivation Magic: What You Need to Know to Motivate Your Prospects to Take the Action You Desire! !!	82
CHAPTER SIX.....	83
Research Magic: Your Foundation to Advertising Success	83
Discovering All Of The Inside Information You Need To Be Able To Press Your Prospect's Hot Buttons I-LARD, & Get Them To Take The Action You Want!.....	83
Successful Advertising Starts With Research.....	83
Finding Out Exactly Who Your Target Market Is If You're Already In Business	83
Finding Out Exactly Who Your Target Market Is If You're NOT In Business Yet.....	86
Specific Techniques for Finding Out All You Can About Your Target Market	86
Getting To Know You	87
Researching For Motivations	91
What Are Your Prospect's Most Powerful Anxieties & Frustrations?	91
Using your Prospects Hopes, Dreams, & Aspirations to Motivate Action!	98
Recap: More On Research, & The Importance of Knowing Your Prospect	99
Purposeful Advertising	99
Step by Step to Advertisements That Sell!.....	100
Who Are You Talking To? "Who Am I Selling To?.....	100
What Action Do You Want Your Prospect To Take As A Result Of ThisAd?	102
What Does My Prospect Get When They Do Take Action?.....	103
Why Should Your Prospect Act NOW? Do You Have A Compelling Offer That Gets Them To Act NOW.....	104
Getting Testimonials That Will Motivate Your Prospects To Do Business With You, Instead Of Your Competition	105
"What is most important to my prospect?	106
One More Idea For Uncovering Ideas That Will Work For You	106
Conclusion to Research Magic: Discovering All Of The Inside Information You Need To Be Able To Press Your Prospect's Hot Buttons HARD, & Get Them To Take The Action You Want!	107
CHAPTERSEVEN	108
Benefit Magic: The "Meat'n Tators" of Winning Advertising Revealed!!!.....	108
Specific Benefits Sell -- General Benefits Don't	109
Using Your Competition to Prove Specific Benefits.....	110
Make It Clear... and Never Assume Anything	110
Conclusion to Benefit Magic: The "Meat 'n Tators" of Winning Advertising Revealed!!!	114
CHAPTEREIGHT	115
Offer Magic: "Make Me An Offer I Can't Refuse and I'll Give You My Wallet and My Wife!.....	115
Creating Offers That Make Your Prospects Stand-Up & Take Action NOW!	116
Remember to Motivate your Prospects to Take Action Now!	120
Be As Irresistible As You Possibly Can.....	121
Make Your Offer As Risk-Free As You Can Possibly Make It	122
Why Bury Your Offer On the Last Page of Your Sales Letter? If It's So Powerful & Compelling, Why Not Put It Up-Front, Right Where Your Prospect Can't Possibly Miss It?	123
Offer A Powerful Guarantee.....	123

Conclusion on Offers	124
The Elements of a Winning Order Form.....	124
1) A Compelling Headline	125
2) A Powerful, No-Risk Offer	126
3) A Powerful, No-Risk Guarantee	127
4) The Call To Action.....	128
5) The Buyers Information Block.....	129
8) Graphics, Layout, & Printing With Right Color & Paper Stock	132
9) Other Bells & Whistles	133
More Tips & Pointers For Making Your Order Form Work.....	134
The Best Order Form Format For Your Application	135
Here's My "Step-By-Step Procedure For Creating An Effective Order Form:	135
Conclusion On How to Create Winning Order Forms	136
CHAPTER NINE	138
Magical Openings: How to Start your Ads & Sales Letters to Get Your Prospect's Attention!!!.....	138
What Else Do Headlines Do.....	140
Tips and Tricks For Creating Powerful Headlines/Openings	143
The Best Way To Get Started Writing Headlines	147
Brainstorming Winning Headlines.....	147
Powerful Headline Words That Are Proven Effective	151
Different Kinds of Headlines	153
A Word About Being Specific	163
Conclusion to Magical Openings -- Keys For Success	163
CHAPTER TEN	166
Bullet Magic: How to Make Your Prospects Start Slobbering For The Benefits You Offer, and To Take Action NOW!!!.....	166
The Creation of Bullets	167
Winning Bullets	167
Bullet Rules	170
More Thoughts On Creating Bullets	172
Bullet Formulas to Plug Right In to	174
How to Format & Layout Your Bullets	175
Last Thoughts On Bullets	177
CHAPTER ELEVEN	178
Prove it or Lose It! How to Multiply the Pulling-Power of Your Ads and Sales Letters With "Credibility-Boosters" and "Believability-Builders"... or: Getting More Response By Making Your Ads More Believable & Credible	178
Making Your Advertising More Believable	178
A Step Better	183
Conclusion.....	189
CHAPTER TWELVE.....	190
Reason-Why Magic: Tell Me Why & Then I'll Buy!.....	190
CHAPTER THIRTEEN	194
Testimonial Power: How To Get And Write Testimonials That Will Increase Your Business!	194

How to Ask For (and Get) a Winning Testimonial	195
Why Bother Getting Testimonials'?	195
Who Needs Testimonials?	196
Good & Bad Testimonials	196
Getting A Testimonial For Every Major Benefit That You Offer.....	197
What A Good Testimonial Will Do For You & Your Prospects.....	198
Getting Good Testimonials Even If You're Just Starting Out	199
Ways To Use Testimonials & A Few More Tips For You To Use	199
The Winning Testimonial Formula	200
Conclusion On Testimonials	201
CHAPTER FOURTEEN	203
Guarantee Magic: How To Create Win-Win Guarantees That Take the Risk From Your Prospect, & Shoot Your Response Through the Roof!!	203
Risk Reversal.....	204
Guarantee Strategies That Work	206
The Elements of a Money-Making, Risk-Free Guarantee	207
Examples of Different Types of Guarantees	209
Conclusion.....	210
CHAPTER FIFTEEN	211
The Magic Question Your Prospects Want Answered: "Why Should I Do Business With You Instead of Your Competition?	211
Finding Your "Unique Competitive Advantage" and Blending It Into All Your Advertising and Marketing To Boost Immediate and Long-Term Response!	211
Formulating Your Own UCA.....	214
Putting Your UCA Down on Paper	217
What To Do If There's Nothing Unique About My Product, Or How I Do Business?	217
Conclusion.....	219
CHAPTER SIXTEEN	220
Word Magic: Using the Proven Magic-Words that Sell, and How They Should Flow In Your Ads & Letters!.....	220
Magical Words	220
Words and Phrases That Sell.....	221
Salesmanship in Print	225
Remember To Use A Conversational Tone In Your Ads & Sales Letters. Use Easy-to- Read Language & Write Your Ads the Way You Talk	226
The Magic Phrase Prospects & Customers Love to Hear ... <i>YOU GET</i>	227
Here's A Powerful Way To Put The Magic Phrase "You Get" To Use For You:	228
Creating Conversational Ads & Sales Letters That Clearly Communicate	229
Tips For Writing Clear & Exciting, Motivating Copy	229
Use Short Sentences, Short Words, and Short Paragraphs!.....	230
Here Are Some Suggestions For Breaking Your Ads Up Into More Readable, Less Intimidating Pieces Of Copy:.....	232
List All Benefits, Prioritize Them, and Present Them.....	233
Use Simple Words.....	233
More Tips For Writing Clear, Conversational Ads	235
Adding Passion to Your Advertisements Will Increase Your Response.....	236

The Secret I Use To Easily Put Passion Into My Ads.....	238
Creating the Picture In Your Prospect's Mind	238
Long Copy vs. Short Copy.....	239
Leading People to a "Close".....	241
Other Tips, Tricks, & Techniques to Use For Creating <u>More</u> Word Magic	242
Make Sure You Use The Right Font Style.....	243
Layout Tips	243
Sales Letters & Fonts	243
Conclusion on Word Magic	244
SECTION TWO	245
"Putting what you've learned to work in space ads and sales letters!	245
Introduction to Section Two.....	246
CHAPTER SEVENTEEN	247
Space Ad Magic: How to Put All You've Learned Up'til Now Into a Money-Making Space Ad of any Size or Type That Pulls In The Response You're After!	247
Introduction	247
The Opening of Your Ad	254
The Overall Look of Your Ad	254
Using Pictures, Illustrations, & Photographs In Space Ads	255
Using Graphics In Your Ads.....	256
More Important Things to Consider Regarding Space Ads	257
The Ideal Size of Your Ad	258
Space Ad Buying Tips	259
Other Tips, Tricks, & Hints Concerning Making Money With Space Ads	259
Conclusion on Space Ad Magic.....	261
CHAPTER EIGHTEEN	262
Sales Letter Magic: How to Put All You've Learned Up 'til Now Into a Money- Making Sales Letter That Gets Your Prospects to TAKE ACTION NOW!!!	262
More On Sales Letters	267
Conclusion to Sales Letter Magic	268
CHAPTER NINETEEN	270
Mail Magic: The Ten Most Common Direct Mail Advertising Mistakes & How You Can Avoid Them!	270
* Pack Your Letter With Prospect-Focused Benefits.....	273
* Motivating copy is "snappy", and action-oriented	273
* Persuasive marketing letters speak directly to your prospect	273
* It states and restates a simple but powerful message	274
* Design your copy layout to please the eye.....	274
CHAPTER TWENTY	280
The Magic Checklists You Need To Help You Create Ads Letters That Sell	280
Headline Checklist	281
Brochure/Proposal/Fact Sheet/Broad Side Checklist.....	282

CHAPTER TWENTY-ONE	288
Tips, Tricks, & Bits to Make Your Ads & Sales Letters Work Better Than You Ever	
Thought Possible!.....	288
My Bits And Pieces To Remember Every Time You Create An Ad or Sales Letter.....	288
Conclusion to Bits & Pieces	292
SECTION THREE	293
CHAPTER TWENTY-TWO	293
Self-Motivation Magic: "Motivating Yourself to Creating Successful Ads & Sales Letters!	293
SECTION FOUR	300
"A proven and tested system for creating winning 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!"	300
CHAPTER TWENTY-THREE	301
My System Makes It Simple!.....	301
"Brian's Process For Creating Hot Ads and Letters That Work. A no-Brainer Step By Step, Proven System That Works.....	301
Part One.....	303
The guts of my process is what I call my "Copywriting Power Questionnaire". This questionnaire is, in fact, very powerful. It reveals almost everything I need to know from a client to create hot ads or letters that sell	303
Part Two -- The Interview Process.....	307
Part Three -- My Formula.... How It All Flows Together!... a "Magic" Procedure	308
The AICPBSAWN Formula II.....	308
Attention.....	310
Interest & Offer	311
Your Offer	312
Credibility	312
Prove	312
Benefits	314
Scarcity	314
Action.....	317
Wam	317
NOW!	319
Conclusion to My System	320
Conclusion to advertising magic, but not our relationship!	321
APPENDIX ONE	323
Resources to further help you succeed in advertising	324
APPENDIX TWO	325
Sample successful ads & sales letters for you to study & learn from	

Introduction to Advertising Magic

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 Your 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!
