

John Carlton:

Okay. My name is John Carlton and I'm going to introduce a good friend of mine who's going to be the next speaker.

Just wanted to say some very brief.

I first met Bond Halbert over 30 years ago. He was an arrogant snot nose teenager and I liked him immediately.

We became very good friends and road dogs with Gary Halbert for multiple heroine and wonderful and awful adventures.

The full gamut. He's grown into a fine young man.

I even call him up occasionally for advice. He understands the brilliance that Gary Halbert brought to the world from the inside.

John Carlton:

He grew up with Gary and Gary brought him along even as a kid to marketing meetings and consultations and nobody asked what the kid was doing there, but the kid was soaking it all up and he's carrying on the tradition now, so give it, give it up for Bond Halbert.

Bond Halbert:

Okay. Thanks for saying those nice things about me, John, because the title of my speech, it's better than John Carlton.

John Carlton:

All right.

Bond Halbert:

Okay, so I've only given this speech one other time and the reason is, is because most of the time I get asked to speak about how to push on Amazon or concepts and big ideas and stuff.

I've only spoken to two groups that were almost exclusively people interested in copywriting, so that's actually was exciting for me.

I'm going to teach you about copywriting and today my goal are to inspire you and not just...

I know that you're all interested in being copywriters, but I'm part of a copywriting group that we have and so many people I see are doing things that will make them...

They're inspired to become a professional copywriter and I want to inspire people to become some of the best copywriters in the world and it's kind of a different path, and I think at the very beginning, the sooner you get, you deviate towards the path towards greatness, the better you will be.

And the better chance you can become somebody who's a \$50,000 a job copywriter as opposed to people who get paid by the hour or worse by the word.

Bond Halbert:

Let's go through it.

Okay, so I'm going to show you how to be better than most pros in a lot of ways here. Now this won't be like at the end of this year writing copy like John Carlton or Gary Halbert.

But this will give you some tricks that will make you a lot better.

First there are three phases of copywriters and feel free to pull out your cameras.

There's going to be spots here where you're going to need to take notes and it'll make it faster so that we can make the time go by and it will take as long.

Bond Halbert:

But when it comes to copywriting, the first thing you need to do is *have a deadline*.

If you don't have one, you make one.

Most of the time, if you're working for clients, they give you a deadline, and once you get a deadline you want to then separate that into

three different phases

and I'm going to give you tips on each of these phases.

The first third, and this isn't a hard and fast rule, but in general, if somebody gives me an hour, I'm going to spend 20 minutes on research and that could be a quick looking up of reviews and getting customer feedback or finding something and you're going to spend it...

But **research** is where the power in your marketing is.

You know when they did the great pizza Domino's pizza ad campaign, the power wasn't in the wording.

Bond Halbert:

They could've worded that and said 30 minutes or less, it's on us half an hour.

It's free.

The power was in knowing that people were sick and tired of not knowing when their pizza was going to arrive and remember, and I'm going to come back to this example again, people at that time were, there was thousands of pizza joints saying,

"I've got an original authentic Italian recipe,"

and other people going,

"I've got an award-winning recipe."

But the real power was somebody went in and said,

"This is what the market's missing at this moment, and markets change."

Bond Halbert:

Doing research, even though you think that you know it is really powerful and I'm going to tell you a story about that in a second that'll prove it.

Now another third, which is coming up with the big idea and the first, **creating the first draft.**

I'm going to give you some tips on doing that too, but really that's not as much talent as everybody thinks it is.

It's more like doing enough research and getting a gut reaction from the research and saying,

"This is something that I wish I would have known earlier. This is something that will make it stand out," and stuff like that.

I'm going to give you tips for all of these, a basic and an advanced tip.

Bond Halbert:

The final third is **editing**.

This is where the professionalism in your marketing really does come from.

Drayton is absolutely right that the top copywriters put in a lot of work and they put in more work to every campaign than mediocre copywriters and definitely amateur copywriters, they spend more time doing research.

They spend more time agonising over this word. They'll take a word and they'll rephrase it and then I don't know if I like it and they'll freeze, rephrase it back.

Bond Halbert:

They will let the copy sit, come back to it another day.

Look at it again with fresh eyes and they, they agonise over the words and the best copywriters in the world, the difference between their first draft, which has got a lot of great marketing gold in it.

It's like mining.

It's like taking a bunch of dirt out of the ground and sifting it for the biggest nuggets of gems you can and then you're brushing it off and the middle part is like finding, this is the biggest raw diamond.

This is the stuff that's really powerful and then slowly chipping at it until the diamond comes out and shines and if anybody's seen a rod diamond, it looks like a hunk of courts or something, but when it's shined and it's chipped and it's perfect, that's that professionalism comes in the editing phase and I'm going to give you some tips on that.

Bond Halbert:

Okay, so let's talk about research first.

Again, all the power in your marketing comes from research.

As I mentioned with the Domino's pizza campaign. They could have written that in any phrase that they wanted to. And I'm going to tell you a \$20 million story.

I was working with a lot of traders, people who were trading stocks and so forth, and this guy hired me and he said,

"Come on down and meet me in Dallas," and I said,

"Okay, we'll do this."

He asked me, he's like, "What makes the traders tick?"

I was in the trenches with these guys stealing another phrase from John.

Bond Halbert:

I was in the trenches with these guys and so I really was kind of tuned in and I said,

"You know what?

They all think that there's this cabal of rich powerful people who are controlling the market and they think they control it every single morning and if they could just tap in and find out that the way that they're communicating with each other and figure out which stocks were going to go up based on this system that they have, they could treat the market like an ATM machine and just take a little bit of money out of it every time."

Bond Halbert:

Well, he went back, wrote a piece that basically said just exactly that, took it to Agora and at that time it brought in \$20 million.

The point of the story isn't that, oh it's...

they've broken that record since at that point it was the largest promotion that they had ever done.

But the point of this was in Agora, they had all of these people who had been writing controls for years and this person, this was their first copy thing, so what it was is the research I had given him was the difference.

Bond Halbert:

Markets change, you hear about market levels of awareness.

We were talking about this the other night.

There's a certain point where the market has gotten this sophisticated and now we're going to reset.

It's coming back to here and you just got to understand that, and I'll talk about this later.

Copywriters are lazy and so they get to the point where like, I know this market so well, and they make the mistake of somebody coming in and saying, "I want to sell a supplement."

Okay, you don't need to tell me anymore. I knew how to do this.

I'm going to sit down and write it, but markets do change and the research is your chance to beat the biggest people in your industry, so don't underestimate it.

Bond Halbert:

So the first thing I'm going to tell you is learn how to do research and a lot of people overlook this.

Look up how to do Google research because the problem with research, it's only as good as the answers you seek.

So when you're trying to... and I'm going to give you some tips on what to look for.

When you're looking for research, when you go into Google and you just say, top 10 supplements and you think you're doing research, you're not doing good quality research.

There's a whole a whole bunch of times you're looking for very specific answers and to get those answers, you need to know how

to edit out certain answers that come from a certain time because all of a sudden an event happens and that keyword is now filling up the first three pages and so forth.

Bond Halbert:

Study doing research and it's as simple as literally *Googling how to Google*, and learn those tips for researching because it will make you a lot better.

Here's a basic tip and I think most of you heard it, which is go and look up reviews from other products that are similar.

You use Amazon for products and Yelp for services and you want the long negative reviews because those are the ones that are more honest in language that you can help re-engineer, and by the way, the negative can be turned into the positive.

Bond Halbert:

Somebody says,

"I got one of these ball checkers and I was throwing it after 20, it broke."

Well you can turn that into... ours won't break like those other cheap imitations because it's made out of a high polymorph plastic.

Look at it the way that you can turn negative into positive aspects and make that your USP for stuff, but that's a basic tip. More advanced tip is... all right, I went out of order there.

Bond Halbert:

Drayton Bird 83rd Event: ToeCracker's Surprise

Write down a list of the emotional words.

Just have a pad of paper that's just for the emotional words and phrases you're going to come from.

I felt three feet tall.

This was so frustrating, I didn't know what to do.

I couldn't sleep at night, Or the relief that happens and you want the emotional descriptions of the problem and the emotional descriptions of the solution as well.

Write those down and take notes of it. A lot of people think that they're just looking for facts and figures.

You want the emotional descriptions that everybody else is going to use.

They're going to be more powerful than your own emotional words.

You also want to do, write down the buzzwords and the jargon.

Okay?

And that's going to show if you know the buzzwords in the jargon and you're using it in your copy, it shows that you're an expert.

Bond Halbert:

But what you want to then do is every time you use it, spell it out in simple, plain English that as Drayton says, even an idiot can understand.

Because what happens there is if they turn around and say,

"I was thinking about getting this,"

and they go to the one person who knows more about the subject they do.

Does this person know what they're talking about?

Yeah, they can see that they do, you explained it, you were correct, but they turn around and say,

"I trust you. I'm not getting lost in this. This seemed like a complicated thing about medicine, about investing or whatever, so the fact that they explained it in plain, simple English makes me trust the person who's writing it more.

You're the expert. I actually want to follow."

Bond Halbert:

Facts and figures.

Nothing makes things more real than very specific facts and figures when it comes to headlines and other stuff. I like to put in as specific as I can.

If I say, here's the keys behind a six figure campaign, that sounds pretty good.

I say, this campaign earned 110,000.

That's another thing,

if I say this campaign earned \$117,342, you go,

"Okay, that's specific. He's talking about something for real."

It's all true.

It can all be the same exact campaign, but the more specific the numbers I use, the more real it becomes into the reader and the prospects world.

Bond Halbert:

Walk the walk.

This is the number one thing about, do not be lazy.

I came up with a system, I'm not talking about now, which is how to get Amazon to sell your books for you, but the reason I was able to do that while everybody else couldn't do it is the very first thing I did was something my father taught me, which was, you're going to sell a book, go buy a book.

If you're going to sell a diet product, go buy other people's diet products, try the diet product, taste the diet product, that's how you're going to find out that tastes chalky.

That's horrible. This doesn't work and that gives you stuff to talk about.

Bond Halbert:

If you walk in the shoes of your prospects, you're going to know so much more and you are going to an extra mile that the average copywriter won't, and it sounds like a basic thing being told to do that, but you want to shop your competition, you want to go through...

How many people, they set up a market, they set up a cart, they go through all of this and they don't even go through their own cart and find out that it's broken.

Bond Halbert:

They don't call their own phone number and you know, realise, hey, this thing didn't work well,

so walk the walk in the shoes of your prospects.

You will have more information and feedback from that, then doing tons and tons and tons of research.

The best marketers of the world that I know of that that sell big campaigns, they know exactly what it's like to be one of their customers.

Even if they're not a normal buyer, they just go through this process.

Bond Halbert:

Now let's talk about the big idea. I'm going to tell you about using the swipe file correctly.

An average copywriter is going to sit there and say,

"I just got a brand new furniture client,"

so they go into a copy of group like guys and say,

"Send us the swipes if every good furniture ad you've ever seen."

The reason they're swipes is because somebody finally shared it, why did they finally start sharing it? Because it no longer works.

But I've got three of these ads, right?

So I'm going to mix them together and to take this headline and this body copy in this offer, I'm going to throw it all together and the client goes, that's great because that looks like the professional ads I've seen other people run.

Bond Halbert:

So the client's pretty happy but it doesn't do very well because to the market it already looks like sort of similar to the all the other ads they've seen.

And the one thing I try and tell people is, what's the one thing that great blockbuster copy has in common that weak copy doesn't, and there's a lot of weak copy with a good offer.

There's a weak copy that's got something interesting.

Is it sounds like something nobody's ever written before, right?

So you want to use a swipe file correctly and what you want to do is take all the winning edge you know of, but divvy them up, cut them up, put a file together just of headlines, a file together just of offers, just of opening statements, just of bullets, just of risk reversal, just have PSSs.

Bond Halbert:

You have all of these different parts and when you need to find inspiration, you're drawing it from another industry so it's not looking the same as yours, and you can draw the piece that you're kind of missing.

So instead of cobbling together a piece that looks like the three top furniture ads, you're taking it from different spots, so take that swipe file, cut it up, put it in by those categories.

Everybody's quiet is this resonating, right? I'm feeling-

John Carlton:

Keep going.

Bond Halbert:

... like, oh my God. Okay.

Hire another expert in the field.

The top copywriters I know actually pay other copywriters for help and for guidance and stuff like that and I'm not pitching, I'm not even available.

That guy who did the \$20 million story, he said,

"Hey, I know that you know about this. Can you come and do this?"

Do you think that tip, you know what I mean?

If he paid me \$2,000 to come meet with him, was that worth it?

If it saves you time, if it saves you energy and it's just cost you money, you go for it.

If it let's... I was talking about with Craig last night, tap into other people's expertise and other people's advice.

Bond Halbert:

People pay for the information and you can borrow somebody's genius.

The one thing... while growing up, a lot of people they're like...

When growing up Halbert, I really learned to focus on the big ideas, so I have a gigantic advantage over most people in coming right to the core and they're like,

"Wow! You came up with that thing off the top of your head and it was so quick and fast and you're such an amazing talent."

It's like, no, you spend 40 years doing that.

You're going to know how to do it too, but the question is, do you want to spend 40 years?

Or you just want to pay some more money, look at other people who are experts and know what they're doing in the fields and don't be afraid to pay for them for some of these big ideas.

Bond Halbert:

Now group thing, this is really powerful.

I could sit down with any 10, 20 people in this room and if I get you all focused and I say we're looking to create an offer for a mattress and we want this matches to be better than the other offers.

The 20 of you getting together, even though this isn't your industry and isn't your business is going to come up with a better idea than I will.

There's power in group thinking.

I mean it is amazing. You take 20 people with 100 IQ and you end up with a product that would have come out or an idea that comes out with somebody with 160, 180 IQ.

Bond Halbert:

Group think beats, it's so powerful and it's easy to do because everybody is willing to do it.

You can create your own small group and say,

"Hey, anybody want to be a part of this mini online group where we just bat ideas back and forth,"

and everybody joins quite easily, and great places to meet them are places like this.

When you're out there, mingle, but don't just mingle and say hi, and so forth.

Exchange information, get together and stuff like that. It's powerful.

Bond Halbert:

Flow state.

My dad talked about absorbing all the information and then going and doing laundry or going and driving the car is an example of a flow state.

That's why everybody comes up with a headline in the car or in the bathroom taking a shower.

That's actually a flow state, but what they don't do is do it intentionally.

What you want to do is do it unintentionally and a flow state means that you're doing something that your brain has to focus on or you're going to mess it up.

If you're walking, you're going to trip.

If you don't watch yourself, if you're driving and you don't pay attention, you're going to run into another car, hurt somebody, but you can do it on almost automatic. You're doing it.

Bond Halbert:

Flow state is doing something you have to pay enough attention to, not to mess up, but you actually can think about other things and that's when the ideas come.

What I do is... For me, it's walking.

I can just head out to the beach and literally start walking along and pretty soon the answer to a lot of problems that I've been working on pop into the head.

Figure out where your best flow state is.

I don't know what it is, but figure out where it is, but make it a purposeful part of the routine and the scheduling of when you're going to write copy.

It sounds strange, but it is one of those things.

It's like hacking your brain. It works.

Bond Halbert:

Now first draft, first draft needs to be ugly.

Don't worry about how good it is.

We're going to polish and make it look great or the bore you have and then to chip away at to make it better.

But all the best people, the best organisations, they write three headlines. They don't sit there and think, well, this is the one and this is the only one and stuff.

For client work, you're usually delivering one, but you want to write three because you're like, okay, these are the three that I really want to test.

Bond Halbert:

You also want to write three opening statements to start jumping in there.

Now, the one that I am going to be missing here, you want three offers if you can to test, because sometimes if testing these three in that order, we'll get the best improvement out of your changing in your marketing.

The body copy doesn't change that much.

Your features are, everybody knows their features and if you ask somebody, well, what's the benefit of that?

You got their feature and the benefit, but testing the three different headlines, openings and offers are the things that you want to do and decide out of those if you want to and you can test headlines.

Bond Halbert:

You can go into a group and like throw in three different kind of thoughts that are similar to those headlines and see what people react to.

It's not as good as actual tests where dollars come in.

We're going to get more specific as we go and more tactical.

Everybody says,

"Hey, I'm looking at a blank screen? How do you start writing?"

What I do is I just say,

"I imagine somebody I know that's an ideal prospect."

So the ideal prospect is someone like Trevor.

I say,

"Hey Trevor, you know what I'm doing is I'm working on this project. I think you might find interesting. Here's what it's all about,"

and I just start writing and you just write, and you just write and you just write and you keep going.

Bond Halbert:

Then all of a sudden you say something that actually sounds frigging amazing and good and everything and you just, you keep

going, but you mark that little spot and you keep going and you keep going.

You come back and you take out everything above that and you move it to the side.

You can take pieces in the editing process and put it back in, but you starting with something a lot more golden, but this is just to get the words flowing, to get to that first draft going.

Bond Halbert:

John Carlton calls it clearing your throat.

It can take three sentences. It could take 13 pages.

The real copywriters, the guys who make \$50,000 a job, they just do it.

They get the work done, and so by doing enough research that's going to help cure your writer's block and having so much to say, this little trick will actually teach you to get the words flowing out so you're not sitting there wondering, it was the best of times. It was the worst of times.

You're not trying to do that.

Bond Halbert:

What you'll do is keep writing until you get to, and it was the best of times and it was the worst.

Hey, that's a good line. I'm going to start with that.

So this is a trick that will cure the process of how to start writing all these things that the research, that I now want to express to the prospect.

You clear your throat until you find that big opening and keep writing, no matter how ugly it is, don't stop and say, Oh, I'm going to...

Don't stop and edit and come back.

Just keep going.

Keep going, keep going, keep going.

Bond Halbert:

Now *editing*.

Basic tip, key editing, complete passes.

A lot of people will send me copy and you're reading it and they all get the headline and they started off really good because they got that in their car and everything and they started editing and then they found a mistake, went to the top and started editing again.

Then they found another mistake and they started editing again.

By the time they're finished, the bottom has been looked at once the top is super smooth because it's been looked at 20 times and the bottom is where you're asking for the money, right?

So you've built up all this Goodwill and now the whole thing has fallen apart. Edit incomplete passes, and there's a lot of...

I've got literally 32 tips on editing. You can let it rest for a day

and you know, come back to it with fresh eyes and so forth.

Bond Halbert:

But editing complete passes, this is something average copywriters and new copywriters do not do. That's the whole theme here.

Read your copy out loud.

There are so many people who... This is a basic tip my dad taught a long time ago and the difference is amazing.

I dare you to go back and look at any copy that you have written and read and edited million times.

Read it out loud and you will find not only mistakes, but you will find a part where it doesn't flow, and the minute you find that part that doesn't flow, go back and fix it.

Don't say, well if I was reading it I still would have been okay and continued on, make it flow.

Bond Halbert:

One of the things that I do is when I sent my book out for editing to 12 different people, if somebody said,

"Well I'm not even sure about this thing,"

and they were one out of 12 people, I still made it more clear.

Always just... I would assume if one person stumbled there on

the fault that I was doing, I don't take it personally, I just fix it and trying to make it even more clear.

Bond Halbert:

But read your copy out loud is huge and it would be surprised how many people don't change your font.

This is a like a new thing that I had learned is it's so easy to know this is what's coming up in my, in the thing, cause I wrote this and I've read it four times, change the font and all of a sudden you will start spotting errors and things that you didn't because it's hard to keep fresh after you're looking at something 20 times and again, let that copy rest in between the edits.

Bond Halbert:

Now more advanced technique. This is what I call the IDU formula.

Most copywriters are... Our coaches will say, every time you use the words I or me, you should use the words you and Your four times.

Anybody heard that before?

Okay, that's bullshit. What you want to do instead is you take on all the negative as an eye enemy and you give all the positive as a you in a your situation.

Let me give an example.

If I come in and I say,

"Oh, I know what it's like. You're a copywriter, you're having a hard time sleeping or you're got a business and you're having a

hard time sleeping at night, you're getting customers, it's really stressful."

If you're afraid to even calculate the costs and so forth and it sucks and your wife's thinking about leaving you because you're not bringing in enough money and so forth.

Bond Halbert:

But don't worry, I've got the solution to all your problems and if you pay me enough money, I can fix any business problem that you have.

One, I sound like an arrogant jerk. You want me to be wrong, right?

You don't even want me to be able to solve your problems, but this might not be true.

You might say,

"I drink whiskey and pop Xanax every night and I sleep like a baby."

But imagine it in a different way and I'll talk about this.

I take them from worse than they have to better than they dare dream.

And I said,

"When I started my business, I borrowed money from my in-laws to do it and they were putting the pressure on me and money was running out and I was worried if it was going to ruin my credit, I wouldn't even be able to get that new apartment that my wife and I wanted."

I was so scared that I couldn't... I was afraid to even look at the books and calculate how long I could keep the doors open.

Bond Halbert:

I finally learned this trick from John Carlton.

He told me this, and when you learn how to do this and you've run a campaign like this, you will get more business than you could actually handle.

You might have to spend and invest and expand the operation, and in the meantime, do the unthinkable and refer the excess.

You can't handle to the competition, and they're like,

"Wow, that's the kind of problem I would love to have."

Worse from worse than they dare dream to better than they are. From worse than they have to better they dare dream.

But I took on all the negative and I gave you the prospect, the dream and all the positive. Does that make sense?

Bond Halbert:

Move your answers up.

At any point, be very aware at this point, this is where I'd be wondering, is this true?

Then you want to prove you, so now you're going to add a proof element.

We'll put that proof element in as a statement and move it up in the copy.

You don't want prospects to have any thoughts of their own while reading your copy. You want to give them their thoughts and address their objections before they think of them.

What I do is in the editing process, I say, this is where I'd be wondering this.

You turn the answer into a flat out statement, and before they get to it, you're saying, and the proof that this works is in this and this and this and that, and you say that before they get to the point where they are, they'd be wondering if it works.

So take those good answers and move them up.

Bond Halbert:

Now we're going to talk about AIDA.

AIDA is not a formula.

These are the elements of copy, attention, interest, desire and action.

I'm going to give you tips on these.

Without attention, nothing's going to happen, so you all have to get attention and we're going to talk about each and one of these interest is keeping them reading and finding out what they're interested about and keeping their attention, desires, making them want what you got and action is compelling them to act.

Okay?

Bond Halbert:

Let's talk about attention, which is of course your headline.

Now, basic headline formula and that a lot of... you can ask Kayla when you see him, when he ever comes too, and you can ask him this basic headline has worked wonders for him, which is authority doing something newsy, giving a prospect of benefit.

Copywriting instructor is solving writer's block for young professional writers.

You're right directly to the point, you're going right to a problem and you've got authority.

It draws interest. That is kind of enough.

It doesn't mean that you can't do better, but just that's a basic headline.

Bond Halbert:

Let's talk about a more advanced headline.

You want to take a picture of this, because I'm not going to go through the whole thing.

The top of the elements that can go into a headline, you can have authority.

Now one thing can be both of these.

So you have an authority, a newsy field that's usually a present progressive word that ends in ING is revealing, doing something, sharing, bringing something to Poland for the first time ever, that makes it actually more of like a newsy topical thing that you need to pay attention to.

Benefit of course we know what those are.

Personalised targeting, calling out the prospect in the headline that makes people go,

"Hey, that's me."

Bond Halbert:

Curiosity, sense of urgency, proof elements, risk reversal numbers and social proof and this isn't an order of priority because there is no priority in different things.

If you're doing a weight loss program, the proof is going to be pretty darn important.

You might want to put more emphasis on that into the headline.

But then what you do is you do these chart and you go down and you figure out the 17 different ways I could describe the authority of who you are or for how you are as an expert.

Bond Halbert:

The different ways to describe the new Z, that you're revealing and so forth and so what you do is you do this like a table matrix, right?

Then you select out, and this is again, group thinks really good.

You get together with people who say which ones, the ones that you resonate with most here, then prospects are better, right?

If you can get with them and they say,

"Okay, this is the one that really gets me, this is the one that gets my attention,"

and you can piece them together.

Bond Halbert:

Gary Halbert son is showing 21 copy club members everything needed to write effective ads in just hours instead of days and if it doesn't work, they get double their money back.

By the way, this was just off the top of the head.

I didn't drive around in a car, I did take a shower today, but I wasn't taking a shower when I came up with this. This was just using this basic system for writing a headline.

There's lots of ways that you can use to write headlines and I can also teach how to punch them up and everything. Like for example, you see I put 21, 21 is both my sense of urgency, and it's my specificity and I was throw numbers in the headlines.

I don't care if it's a wait date time, anything.

Bond Halbert:

Numbers help headlines.

Anyway, so that's a basic matrix for creating headlines that you know you can use and I'm going to now show you a hack that'll help you do a lot of stuff.

My dad taught people to go to the National Enquire, look in the back and take the ads, create a swipe file and start studying the ads.

Bond Halbert:

Well one of the things I noticed, my brother and I full disclosure, we still have AOL addresses.

We have Gmail and the Garyhalbertletter.com.

I'm thinking about buying the URL.

You must really want to talk to me bad to write out this long fucking email address.com.

I'm sorry, just so I can make people write that out.

It's kind of like the making people contact you via fax. It's like there's a hoop that lets you know, they really must want to talk to you.

But every time we go in, we go man, every time I checked my mail, this stupid stuff sucks me in, and we're like, if it sucks me in, it's going to suck in other people.

This actually comes from AOL, and it's a subject line hack that immediately I've seen a lot of people after taught them how to do it will cure your...

This actually is a cure for writer's block for hooks.

Bond Halbert:

If you completely come out of, you need a problem for hooks and what you want is AOL in the homepage.

You don't have to be a member. Nobody wants to be a member.

It proves that you're old, but you go to aol.com and you look for where there's actually a window and in the window, you'll see exactly what a picture like this and you'll see these two lines and it'll say bizarre Melania Trump conspiracy theory surface and you notice there's 71 of these and that changes.

There's like 210 in a single day and that's just one source.

The other sources, and I don't think I've written it so you want to write it down is digg.com and I may go through the other one, but I'm going to show you how this works.

Now real quick and I got to get careful not to run out of time here.

Bond Halbert:

That second line, a new thing about this, and I don't know if I covered this when I did the copywriter club version of this speech, is that second line, it makes a great first line of your email because it continues the same.

Curiosity is the top line and you can see that, when Google shows you that preview.

I like to add a little something. There's two people here.

I know that we're at the copywriter club convention and I like to give a little change it up and improve it. Just little bits every time that I give a speech, even though this is the only second time I've given this.

Bond Halbert:

Anyway, so what you do want to do is model this for whatever it is.

In this one you would say bizarre copywriting system surfaces.

If you're a copywriter, you're now like,

"Oh, weak, that's kind of interesting," right?

The bottom one I would say, actually you could just repeat this. I thought everyone was being silly at first, right? That's continuing the same theme in the same curiosity and helps get the email open.

Bond Halbert:

Behind the scenes of naked and afraid behind the scenes with a naked and afraid copywriter. Right?

I broke down in the shower and I was, I was having like a nervous breakdown because some of the copy was due and I didn't have an idea, and that's when I discovered this new copywriting system, or John or Bond or Caleb taught me how to write a headline and that solved a lot of these issues.

When you learn how to do these issues, you'll never suffer from writer's block ever again.

Do you see how I can spin this exact same thing of tons of different ways.

Bond Halbert:

Seven mistakes you'll make hiring a financial advisor, seven mistakes you'll make writing copy. This sounds better than the seven things you must know before you blank, right?

It's a basic twist on it, but it sounds fresh. It sounds much more fresh than the other one.

Take a closer look. You can actually just repeat that lie. I don't even have to change that line.

Bond Halbert:

Now, by the way, the other source for that is the celebrity section of the National Enquirer and you want to do that when your brand is about a person or a personality. Okay?

So interest, what's the one thing most people are usually interested in is themselves. When you're talking about a prospect, this is usually the story section of copy, and people always ask me, they say,

"How do you come up with a good story?"

Bond Halbert:

I said,

"You don't come up with a good story. You find one."

The best one is the story of your average prospect from worse to better than they dare dreams.

So you find the average story and then you amp up the pain and you amp up the relief.

You can Google this picture if you want. It's called the transformational arc.

A friend of mine, which is a screenwriter, and this is what most movies go through.

This is the formula that John hates that's ruined Hollywood forever because it's linear and it really is.

Bond Halbert:

It does suck that Hollywood does this, but this is actually a stress line that the main character goes through and it gets to a high point.

It can't stand any more stress, and then they finally gets to the point where there's this near death experience and they just give up on the way that they were doing things.

They try something new and then they get relief. It comes to a final resole climax and a resolution in life is a lot better and it's now better than it ever was before and stuff like that.

Bond Halbert:

Again, this is something you can Google, but what I did was I took this, I took a picture of it on his wall and then I created questions to research to get the answers to for each and every one of these points.

Pull out your phones. Okay.

So that's a story arc by the way, is what they're called.

What were you doing before you realised you had any problem or dream?

What were you doing before you were a copywriter?

Okay. A lot of times it turns out to be they're very similar.

What I do is I go into the copy club or I go into places where these people who can answer these questions are, and I ask the questions out of order and they have no idea what I'm doing.

Bond Halbert:

If you're in the Gary Halbert Copy Club, you might've seen me say something like, tell me about your nightmare stories.

I'm getting to a pain point. Then later I say,

"What were you doing before you learned about copywriting?"

And they're like,

"Well, I was trying to sell stuff online and I realised that copy was a real key to being able to make ads work and so. I then put it in order and I now have the story of the average copywriter. It makes sense." You saw that, right?

John Carlton:

I'm just thinking it's like, so there is a reason for everything you put up.

Bond Halbert:

Absolutely. I'm Gary Halbert's son. You get the answer to these questions.

This is what to research and look for. I told you I would tell you where to look for it.

I gave the speech thing in Brooklyn and before me Sam Markowitz came and he told people, you know where to go look for research, but he didn't tell them what to look for and then online later everybody's like,

"Man, that was great. Sam taught me that the power's in your research."

I was like,

"You bastard got credit for my speech,"

but trust me, I would have taken credit for his if I could. He's brilliant by the way. That's going to give you the story.

The attention is the headline.

The interest is the story, right? So now we need desire.

Bond Halbert:

There's an arc of a copywriter.

They discovered how it was the key to sales and it looked really easy because it's just simple basic language and we try and make it look easy, because we're doing it but they find out it's not.

Then they buy a few books on learning how to write copy.

They consume a bunch of free resources, they buy a few courses and it's not noteworthy.

They struggle to get clients, they get clients, but they play it safe.

They use those swipe files that I started the original way and they get tired and they finally do something to make a huge breakthrough.

They make money for the clients when they realise all clients suck, and then they eventually go,

"Okay, you know what? I'm either going to write for myself, teach or charge a fortune and to make this all worthwhile."

Bond Halbert:

Those are the three ending periods, and those are take those three different targets, advertise them and target your...

When you say this is going to be people who are writing for themselves, you write that story with that and you eliminate the other two.

Let's talk about desire and this is bullets.

Everybody knows the feature of their bullet.

Every client, you know, you say, what are the features of your product?

And they tell you this and then you have to ask them, you say, what is the benefit of that product? And then they say,

"Oh, well this is the reason that we do it this way."

By the way back, this is kind of mixing with the story. There was somebody in the copywriter club who said,

"Hey, we've got these tables that we're giving to the guy who's got a bar."

Bond Halbert:

He says that, we can put a little advertisement on it to get people to sell more of the tables. What would you write? I said,

"Well, I don't know anything about your tables yet, so the first thing I would do is write a little thing, go to this short URL address to see the amazing story about this table."

Turns out the tables are actually recycled wood made from box cars that are on trains, and I'm like,

"Okay, you've got a story, you can talk about how it's environmentally friendly to reuse this wood. You can't get this wood anymore. Show video of this is the route the train used to do and what it used to carry. Tell the story of American."

I said, you've got something, this is something like, well we sell tables, right?

Bond Halbert:

You got to dig that out of them. But anyway, so with bullets you do feature and then you do benefit. But what I do is two more things.

Some people I've seen do this, you add the emotional benefit and do this in a chart. Like I was showing you before with the headline, but then the final one is you do the benefit of the emotional benefit.

This is where average copywriters do not do this. I've never seen it taught because I started doing that, I think I was the first one.

Bond Halbert:

I'll give you an example of this. Somebody says,

"I got a self defence course and I got five killer judo techniques."

That's the feature. The benefit of that is it allows you to take down bigger opponents.

What's the emotional benefit of that?

It's walking around without fear and confidence and security.

What's the benefit of walking around with confidence and security?

Well, as I come to places that are exotic, like Poland, and I'm not afraid to explore because I might end up going down the wrong rabbit hole.

Bond Halbert:

If I see a girl at the bar that I think is attractive, I'm not waiting 30 minutes to see if her boyfriend comes out of the bathroom is going to beat me up.

He's got a tungsten carbide drill bit, that's the feature. What's the benefit of that drill?

Super sharp holes.

What's the emotional benefit of super sharp holes in the craftsmanship?

It's taking pride in your work.

What's the benefit of being able to take pride in your work?

Look, people in the eye charge them more money and feel proud about that, because your stuff is higher quality production than the other people have.

Bond Halbert:

When you do that in a table, the feature's going to be one thing.

The benefit could be a couple and then the emotional benefit is even longer and the list of benefit of the emotional benefit is huge, and so all of a sudden you're able to write a whole bunch of bullets.

I'm teaching you how to write an ad basically.

Bond Halbert:

Now action.

The sense of urgency you have to put in a sense of urgency.

I think it's the number one thing.

I think most people miss and it's got to be real.

Every time we make an offer we do something. It is real.

If we say we're going to pull it, we pull it.

If we say the price is going up, the price goes up and it stays up for a very long time.

Your reputation is very easy to check on online, right?

So with sense of urgency, we all know to do it with bonuses and limited time offers, but if you can't do that, do it about getting a

better life now.

Bond Halbert:

You could do this at any time, but what is it worth if you actually become a copywriter that can double your fees right now or what if I can triple the amount of people coming in to try and hire you.

You start describing things in a way that lets them know they need to get a better life now, that's putting the sense of urgency on their life. This is the most powerful closing argument I've ever heard.

My dad taught it to me, but I never heard him teach it to other people.

Bond Halbert:

It's what if I'm wrong? What if I'm right?

So you say, this is more important, the higher price the item is...

Not just say the higher price, but how much harder it is for somebody to make a buying decision and say, look, I can teach you to be a copywriter now and it's very expensive, and my course will show it to you. I know you're thinking about it, but think about this.

What if I'm wrong? What if I'm right? What if I'm full of it?

And you'd make it really insane.

You say, what if I don't care about my wife and kids?

I'm going to take all of your money and everybody's money and I'm going to run off to Costa Rica and I'm going to just blow it on drugs and parties and all of this other stuff.

Bond Halbert:

Now, the worst case that's going to happen there is you're going to go back to your credit card company, show them my guarantee, and in 30 days you'll get all your money back, but what if I'm right?

What if I show you a way that gives you an income stream that gives you the independence that copywriters have and allows you to fulfil your dreams of becoming a professional copywriter and making money from now until you quit?

Based on that, how can you not make the decision and is a very powerful closing argument.

Bond Halbert:

Now I got good news.

Copywriters are exceedingly lazy. They really are.

That \$20 million story is because somebody stopped getting in the trenches with the traders. They are not walking the walk.

They're not editing as much, so the difference between an average copywriter and a great copywriter is effort and energy.

I know everybody.

Well, it's looks so simple and you make it look easy.

No, it doesn't.

My dad was the only one I know that could sit down and just start hammering out a handwritten thing, but he spent 30 days thinking about that pitch in his head.

You didn't know it.

I knew it because hey dad, what are we eating for dinner?

Shut up. I'm thinking about this.

Bond Halbert:

No, actually a common response was didn't you eat yesterday?

He's putting the time and energy and effort in his head, right?

Me coming up with ideas and me being able to teach you how to write copy that comes from listening to my father teach people how to write, copy and do marketing.

I'm studying, not just copywriting, I'm studying how to teach it the whole time.

I'm learning and absorbing all of this stuff, and since copywriters are lazy, it's going to teach you, it gives you an opportunity to be far better than they are.

Bond Halbert:

I love people who don't do research, but you know, you people say,

"Oh, this is marketing stuff is shit. Don't you hate it that everybody's opposer and all this?"

No, I love that.

If they were all really good, my job would be a lot harder. I don't want my job to be harder. I don't like people who don't hand write ads and by the way, this doesn't work for some people, but

it works for most.

Bond Halbert:

It teaches you rhythm and cadence and the way to word things and stuff.

I don't like that. I love people say I hate gurus.

Oh, so you don't like learning from experts who've done things before?

You good. I don't like people. I love people who think they are clever.

I hate the people who love research.

I hate the people who hand write ads and do all that work I don't, I hate the people who follow the gurus and learn every business model that's available and how to apply them to different offers and work harder because they don't think they are clever.

Bond Halbert:

Study how to teach. This is important because if you're Gary Halbert and you go into your clients and you say,

"You're making the wrong offer. I want to do this."

They go,

"Okay, well let's do this. You're Gary Halbert. I'm going to listen to you."

You need to learn how to teach because you're going to have to teach your offer your clients to do the right thing, to make the

right offer, to turn this into a tripwire to test, and if you can explain to them why and make it a light bulb, go off in their head, they will listen to you.

Bond Halbert:

I've been fortunate because I used to go into like meetings and hide who I was so that they didn't take my name seriously and explain things to people, and sometimes they like,

"Man you're really good at this," right?

Not knowing who I was, what they didn't realise I was doing, there's a reason behind everything I do is I was testing my ability to motivate and teach people without them knowing who my name was.

Bond Halbert:

Learn how to teach. Guess what your marketing is doing.

It's teaching people why your product, you're going to take somebody down the rabbit hole and explain to them in the supplement world why this has this reaction and this other thing has this different reaction and why the markets behave this way, and so if you learnt how to teach basically to the idiots, I don't mean to the idiots to the idiot level.

So an idiot can understand it like Drayton said, you learn how to teach, you're going to use it in your copy, but you're going to also use it for your clients because 5% of zero is zero, right?

And so if you don't teach them to do the right thing, it's going to magnify your chances of success in and the more wins you have, the bigger your reputation is, the quicker you get onto becoming a \$50,000 a job copywriter.

Bond Halbert:

Study how to do research.

Like I said, okay, look up the Google, learn how to do research.

It's something, take your time to do it.

Everybody's like, "I want to learn how to... in copywriting, can you teach me this and that? Give me a generalised question how to do it."

Study these things.

Studying how to write a story is more important than reading 500 copywriting books that tell you write a story, but don't tell you how to write the story.

Study how to write stories, how to do research.

Write stories and that's one arc I gave you. There are other ones.

Look up story arcs and then create questions for the pivotal points in the story arc. Those are the things that you're going to research out.

Bond Halbert:

Learn how to grab attention.

If you can grab attention in real life, you can grab attention on print there.

Drayton was talking about how you have to sound conversational.

I do the reverse. I take my conversations and turn them into print.

There's something funny that happens like a dinner.

John's writing a doodle of us and everything.

I'm like,

"Okay, there's something I could use in an email if I wanted to."

I was having a conversation with a friend of mine.

I said,

"Nobody would believe I was given an education at such an early age. If my dad didn't write the boron letters. Thank God he went to prison,"

and he starts laughing.

I wrote an email, subject line, thank God my dad went to prison and it's conversational.

Bond Halbert:

Learn to do that in person, study that.

My dad is persuasive and his ability to do all these things were done in person just as he was just as powerful and magnetic and irritating and emotion evoking and all that in person as he was in print.

It all started with that.

How many times John, have we been...

Something happened and then you found out it was going in the newsletter.

John Carlton:

Yeah.

Bond Halbert:

It's this constant.

Learn how to grab attention in person, learn how to start a conversation, that'll teach you how to open your copy.

Opening copies is a big, hard part, but not if you know how to start a conversation with people.

Learn how to make closing arguments. Now there's several closing arguments, study closing arguments, make a swipe file out of closing arguments.

Bond Halbert:

I gave you one of the most powerful and rarely used one.

This is the template for how to do it, and so I want you to expand your knowledge on that.

I'm going to tell you some books to read and it's not about making money.

The Boron Letters you can get for free online.

If you get the one on Amazon, it's got my commentary on it.

That kind of adds, this is how you use this lesson in person.

I like that.

The Gary Halbert Letter, again, another free resource.

If you haven't been to the Gary Halbert Letter, you're crazy.

The Halbert Copywriting Method Part III.

I know part two and one are coming, but part three is already out. It's our Star Wars launch. But that teaches you editing.

That's got 32 tips for editing for it and I recommended.

Bond Halbert:

The book Wired for Story.

Once you learn Wired for Story, it'll teach you how to amplify the story that I showed you how to research.

Stephen King, On Writing.

Stephen King doesn't give me a commission for this.

I'm just telling you, Wired for Story doesn't either.

Scientific Advertising that doesn't either, but again, you're going to hear that...

That's like the book that's like the Bible or I don't know, the 10 commandments, it's the thing that started at all.

Bond Halbert:

Now I'll tell you finally about jaded optimism and my father's PS.

As marketer direct marketers, we have this world that says, it's all screwed up and everything, but we have to have enough optimism actually try and do something and make something

work.

It's what makes us go,

"Well, you know what, this thing's not going to work, so I'm going to write 10 of them and one of them might."

You want to have that attitude that's like, you know that I believe I called Jaded optimism and my father had this PS trick and what he did, well, it's different from my PS trick,

which is about how to write a PS.

Bond Halbert:

He would write in his newsletter and say,

"Next week I'm going to make your copy 10 times more effective."

Eagle bond. You know what that that PS is?

And after the first time I knew what it was, but he'd say,

"You know that is what I'm going to write about."

And I go,

"No."

And he goes, neither do I.

The reason he didn't know is he was setting the bar high for himself.

Bond Halbert:

That's why the title of my speech is better than John Carlton.

It's to set the bar higher for myself.

I really don't think in any way I'm ever going to be as good as John Carlton, but the point is if I don't shoot for it, I'm not going to get better.

Aim high.

As inspiration, all of you can easily make good money online, but nobody ever made a fortune playing it safe and just using swipes and looking at other people's doing and saying seven things you need to know before you do your next.

They made it big by taking chances and not playing it safe.

I want to say big breakthrough or bust.

That should be your motto.

My dad was like Hank Aaron. Hank Aaron struck out as many times as he hit home runs.

Bond Halbert:

I think that's what you want to aspire to in your marketing.

I actually don't like to do anything that is not revolutionary or breakthrough or the first person to accomplish something, and that means that I'm going to be the first person to fail at something.

So go for big breakthrough or bust.

Don't try and be mediocre.

If you follow the patterns and you even study more about the stuff that I've done here, the better off you're going to be and study the greats, and that's all I have for you today.

Speaker 3:

You bet anything trip about changing the font.

That's what he told me in the bathroom at the Bellagio last year and it was just fucking brilliant.

I pull up a sales letter, I changed the font to something I would normally not use and it makes the editing process so much tighter, that in itself is a freaking game changer.

Speaker 3:

I used to be one of the most laziest people at editing early on in my copy career, because you look at it one thing, I think I know what that is and you would send that off to your clients and it would get results, but then a few years ago I wrote a sales letter for Agoras International Living.

17 passes I did on that copy before I sent it off and they changed six words and it was a control for three years.

The power is in the editing and where I got the tips from, was from your book.

Bond Halbert:

All right.

Speaker 3:

True story.