

**Trevor ‘Toe Cracker’ Crook**

# **“Advertising Made Easy”**

**... A Potent Cocktail Of Proven Cash  
Generating Copywriting And Advertising  
Tools Which Anyone Serious About  
Exploding Their Sales And Profits FAST ...  
Would Be Lining Up At The Bar To Drink!**

**This information has been extracted from other  
information compiled by Trevor Crook. Feel free to model from it.**

**It’s designed to help you grow your business – however  
you are FREE to pass it along to anyone you think may benefit from this knowledge**

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# Table of Contents:

<b>How To Write Kick Butt, Cash Generating Headlines .....</b>	<b>Pages 4-5</b>
<b>12 Easy Rules To Writing Sizzling Headlines .....</b>	<b>Pages 6-9</b>
<b>8 Different Types Of Headlines .....</b>	<b>Pages 10-14</b>
<b>Trevor's 9 Point Critical Checklist For Evaluating Headlines .....</b>	<b>Page 15</b>
<b>Proven Money Making Headlines For Your To Model From .....</b>	<b>Pages 16-22</b>
<b>including:</b>	
Templates to get your copy started .....	
How to use grabbers to get immediate attention (Plus samples) .....	
Your first sentence .....	
2 killer opening paragraphs guaranteed to get your copy read .....	
<b>How To Edit For Profit .....</b>	<b>Pages 23-26</b>
<b>How To Craft Winning Bullets Every Time .....</b>	<b>Page 27</b>
<b>To Guarantee OR Not To Guarantee? .....</b>	<b>Pages 28-31</b>
<b>4 Simple Rules To Writing A Compelling PS .....</b>	<b>Pages 32-33</b>
<b>Telephone Script To Adapt To Your Business .....</b>	<b>Pages 34-35</b>
<b>Marketing And Copywriting Questionnaire .....</b>	<b>Pages 36-42</b>

## **“How To Write Kick Butt Headlines That Grab Your Prospects By The Throat and Rips Into Them Like A Gaff Hook Rips Into a Shark”**

The difference between a good headline and a pathetic headline is the difference between **Success** and **Failure** in advertising.

The headline is the most important thing and the first thing your prospects see when he or she looks at your advertisement . . . or website sales copy.

That’s what a headline is.

It’s an **AdvertisemenT** for your **AdvertisemenT**.

The **ONLY** purpose of your headline is to get your prospect to continue reading your ad or sales letter. It must get your reader’s attention and it must pull them into your ad.

Your headline’s job is to **HooK** your reader into wanting to find out more.

I don’t care how good your product or service is or how good your advertising copy is . . . if your headline is **LamE**, your ad or sales letter won’t get read.

**Here’s what 2 legendary copywriters had to say about the importance of good headlines:**

*“Advice to copywriters: When you are assigned to write an ad, write a lot of headlines first. Spend hours writing headlines . . . or days if necessary. If you can come up with a good headline, you are almost sure to have a good ad. But even the greatest writer can’t save an ad with a poor headline.”*

– John Caples

*‘On the average, five times as many people read the headline as read the body copy. If you haven’t done some selling in your headline, you have wasted 80% of your money. The wickedest of all sins is to run an advertisement without a headline.’*

– David Olgilvy

All advertisements should have a headline.

There are many rules that you should follow when creating headlines as well as the different types you can use, proven words to use in headlines and how YOU can create your own sizzling headlines.

## **12 Easy Rules To Writing Sizzling Headlines For Your Business:**

### **RULE #1:**

Your headline must appeal to your readers self interest. Tune them into to everybody’s favorite radio station ‘W.I.I.F.M.’ which stands for - What’s In It For Me? Your headline must answer this critical question.

### **RULE #2:**

Your headline must reach out to your prospect, grab them by the throat and shake them as though you are saying – “Hey, I’m talking to YOU!”

### **RULE #3:**

Your headline must deliver a clear and understandable message. It doesn’t matter how good your product or service is, if your headline doesn’t stand out like a lighthouse beacon, your advert or sales message won’t get read, giving you poor sales.

### **RULE # 4:**

If you have news, such as a new product, get that news into your headline in a big way. Example: “*Announcing: - The New Bald Cure Guaranteed To Make Trevor Crook Look Like He’s Got A Full Crop Of Hair!*”

### **RULE #5:**

DO NOT be cute or clever. These types of headlines are a complete waste of money as they will NOT get read.

### **RULE # 6:**

Include current news, events or well known celebrities into your headline as this can increase readership.

Example.

A public relations company, might run an advert:

*“How To Get More Exposure For Your Business Than Janet Jackson At The Super Bowl”*

**OR . . .**

*“How To Get More Exposure For Your Business Than Janet Jackson’s Left Breast At The Super Bowl”*

**RULE #7:**

Be specific in your headlines and not use generalities. For example, “Stops You Smoking In 3 Days” is a much better headline than “Stop Smoking Fast”. Specifics are believable.

**RULE #8:**

**Always test at least 2 headlines against each other to see which one pulls best.** This is what I call an A/B split test.

For example, let’s say you run an advert this week with headline ‘A’ and you get 7 responses. Next week you run the same body copy of your advert, but you use headline ‘B’ and you get 18 responses.

You have just increased your response by 257%. Ask yourself this question: “Did it cost anymore to test the headline that increased your response/sales by a whopping 257%?”

NO it didn't. Your advertising costs the same whether it pulls zero sales, 1 sale, 100 sales or more. Why? Because you are simply buying advertising space and it's up to you to make it pull like crazy, otherwise your money making abilities will be handicapped.

People have increased their responses by 1700% or more - just by testing headlines!

Putting your business name or your logo at the top of your advert is a complete waste of your advertising dollar.

### **RULE # 9:**

Use **Upper & Lower Case** letters for your headlines. This is much easier to read than all **CAPITALS**.

### **RULE # 10:**

Use “**quotation marks**” around headlines as they have been **long proven** to increase readership.

### **RULE # 11:**

**Write at least 50 to 200 headlines** by hand. **Don't be lazy** and don't do them on your computer or laptop as you won't learn too

much this way. Most people only write one or two because they assume they know what their prospects want. This is dangerous assumption to make.

## **RULE #12:**

The Single most critical job of your headline is to:  
**GeT YouR NexT Sentence ReaD!**

Nothing more. The next sentence's job is to get the next sentence read and so on. If you have 153 sentences in your sales letter, the job of your copy is to get each sentence read.

If you bore your prospects or readers for even one second, you will lose them. Particularly on your website as it's so easy for them to click off and NEVER return

## **8 Different Types Of Headlines:**

### **The News Headline:**

If your product or service offers something newsworthy, announce it in your headline. You would normally use this to introduce a new product or the improvement of an existing product.

Here are some words you can use in your News Headlines.

New, Announcing, Introducing, Finally, Just released, Now, At last.

Examples:

“At last! A Tooth Paste Kids Will Love”

“New Diet Burns Off More Fat Than If You Ran 98 Kilometres a Week”

“Announcing . . . The New Bald Cure Guaranteed To Make Even Trevor Crook Look Like He’s Got A Full Crop Of Hair!”

## **The Guarantee Headline:**

These state a desirable benefit and guarantee results or other benefits. If you offer a powerful guarantee . . . let your prospects know by stating it in the headline.

Examples:

“Makes Money In 90 days Or It’s FREE Under my 100%, Unconditional Money Back Guarantee”

“Hands That Feel As Smooth As Silk In 24 Hours . . . Or Double Your Money Back!”

## **The How To Headline:**

With over 7,000 book titles starting with ‘How To’ you can’t go wrong with this one. If you ever get stuck, try adding ‘how to’ in front of your headline as these type of headlines promise your prospect a source of information, advice and solutions to their problems.

Example:

“How To Win Friends And Influence People”

“How To Avoid Snake-Oil Selling Scumbags On The Internet”

## **The Benefit Headline:**

Benefits sell . . . features DO NOT! To write a successful benefit Headline, you must know your market so well that you can offer them a powerful, compelling benefit driven headline that they can't easily get somewhere else. YOU must do your homework though in order to know what the benefit will motivate your prospect/s to take action.

Examples:

“Dry Up Your hay fever In 15 Minutes”

“Stops Diahorrea in 30 Minutes”

“It Cleans Your Breath While It Cleans Your Teeth”

## **The Question Headline:**

Be careful when using this one. YOU must know your market backwards otherwise you can blow your whole advertising campaign. The best types of questions to ask are questions that get your prospect involved.

Examples:

“Do You Make These Mistakes In Marriage?”

“Do You Make These Mistakes In English?”

“Can You Smash Through 6 Bricks Like Dr. Stan ‘Breakthrough’ Harris?”

## **The Reason Why Headline:**

These give your prospect specific reasons why they should read your ad or sale letter. These are very effective because they contain facts and specific numbers.

Examples:

“27 Reasons Why You Should Have Attended Trevor Crooks Judgment Day Seminar”

“37 Fun And Easy Ways To Earn \$500 In Your Sleep”

## **The Testimonial Headline:**

This is just what it says. It uses a customer testimonial for a headline. This gets your customers to sell for you by talking about the benefits they received.

Examples:

“How I Make \$557.63 Per Week In My Sleep”

“I Had Never Purchased A Share In My Life. I Opened A Share Account With \$14,000.00 After Attending The Trading Edge Workshop . . . In Six Months My Account is OVER \$21,000!”

## The Command Headline:

This tells your customers what to do. Your command should encourage action by offering your prospect a benefit that will help them. The most effective command headlines start out with action verbs.

Examples:

“Stop Baldness Today Before Your Head Looks Like A Bowling Ball”

“Stop Wasting Time On Advertising Guesswork”

“Stop Being An Advertising Victim”

## The 3 Most Powerful Words To Use In Your Headlines:

FREE

You

Your

The words that you use in your headlines are very important. My mentor, Dan Kennedy once spoke about how adding one letter to a headline (with no other changes to the ad), almost **tripled the response** of an ad that ran in a magazine.

Let’s take a look at the headline Dan Talked about. Here’s what the headline said before the change:

**“Put Music In your Life”**

And here's what it said after the change:

## **“Puts Music In your Life”**

Can you see the difference? By adding the letter ‘s’ to the word ‘Put’ changed the headline into a benefit as it implies something is done for you.

Other words that you can add an ‘s’ and change the headline into a benefit are:

Make to Makes

Stop to Stops

Get to Gets

Create to Creates

Give to Gives

Cure to Cures

Break to Break etc.

## **Here's My 9 Point Checklist To Use When Evaluating YOUR Headlines:**

1. Does my headline communicate the **strongest customer benefit?**
2. Does my headline answer the question: **What's In It For Me?"**

3. Does it offer a reward for reading the ad?
4. Is my **headline clear** and **direct**? Does it communicate a complete message?
5. Is my headline getting attention with a powerful sales message?
6. Does it **motivate my prospect** to keep reading?
7. Is my headline speaking directly to my target prospect?
8. Is my headline interesting to my prospects, or does it bore them?
9. And finally, **is my headline an ad for my ad?**

## **Here's Some Proven Headlines That I Have Written For My Customers And Myself**

**“I Had Never Purchased A Share In My Life. I Opened  
A Share Account With \$14,000.00 After Attending  
The Trading Edge Workshop . . . In Six Months  
My Account Is OVER \$21,000!”**

**‘It Can Take Just One Letter . . . One Word . . . Or Just  
One Small Change To Double, Triple Or Quadruple  
The Response To Your Very Next Advert . . . Or**

**Marketing Campaign . . . Imagine What That Would  
Do To Your Sales And Profits . . . And The Best Part  
Is YOU Have Zero Risk Under My 100%  
Unconditional Money Back Guarantee!"**

**“Warning Business Owners”**

**DO NOT leave your premises today until YOU read this . . . because  
thieves are waiting, watching, planning their next business victim . . .  
and YOU Don't Want That To Happen To You . . . Do You?**

**“Makes A Cold Winters Night Feel Like  
A HOT Summers Day . . . FAST!”**

**“Puts Romance In Your Life”**

**“Win FREE Shoes For A Year!”**

**For Every Pair Of Shoes That YOU Buy During Bondfield's 37%  
Off 'Every Shoe & Handbag In The Store Sale' . . . YOU Will  
Get One Entry Into The Draw To Win \$1,200 Worth Of Shoes!**

**Below is a headline with several subheads that I wrote for one client.**

**"They All Laughed When I Was Rejected By  
Every Bank In Town . . . But When I Moved  
Into My New Home In 30 Days . . .!"**

**Have YOU Ever Applied For A Home Loan . . . Only To Find Out That Once You've Gone Through All Of The Anxiety, Stress And Paperwork Of Applying . . . You've Been **Rejected** Because The Bank Says YOU Don't Qualify?**

**Did this make you feel like you would be stuck in the Rental Rut for life like some 'John West' reject of home ownership . . . left floundering like a fish out of water . . . with little chance of being rescued?**

\*\*\*\*\*

**Well then . . . if that's the case, I urge you to lock the door, take the phone off the hook, turn your mobile off, kick off your shoes, grab your favorite drink, get comfortable and study this letter . . . it is that important! It is introducing something that is so revolutionary . . . it could end your rental 'merry-go-round' ride forever!**

## **“Do You Make These Costly Mistakes In Farming?”**

**Hugo Disler & Vitec's revolutionary products have enabled thousands of farmers to correct their biggest mistakes in farming . . . and the results have been nothing short of amazing.**

## **“Warning Builders!”**

**At last! . . . a revolutionary new security system for builders that is designed to minimise theft and vandalism from building sites . . . is 100% portable, can be installed in less than ten minutes, requires no cabling, no power, no phone lines and gives you 24 hour, 7 days per week monitoring for FREE . . . using the latest technology that instantly**

reports to your mobile phone . . . backed up by our  
30 day unconditional money back guarantee!

**“You Get The Most Thorough  
Pool Cleaning Ever Or It’s FREE  
. . . . 100% Guaranteed!”**

**“They All Laughed When I Had A FREE  
Massage . . . But When I Returned To  
Work Feeling Fresh, Revitalised And  
Energy To Burn . . .”**

**Now It’s Your Turn!**

**I Want You To Create A Headline For Your Business:**



**If you want to make sure your direct mail gets read**

- 1) Use Something to Grab their Attention immediately**
- 2) Tie the ‘Attention Grabber’ Into your copy.**

## **Here’s Some Example Templates:**

**“Why Have I Attached A \_\_\_\_\_ To The Top of This Letter”**

**“Why Have I Sent You This \_\_\_\_\_?”**

**“Why Have I Attached An \_\_\_\_\_ To The Top Of This Letter?”**

**Then you start off your letter.**

Dear Friend,

As you can see, I’ve attached \_\_\_\_\_ to the top right hand corner of this letter. Why have I done this? Well there are 2 reasons:

1. I’ve got something important to tell you and I wanted to make sure I got your attention. So hopefully I’ve done that.

2. And second, what I'm writing to you about has to do with \_\_\_\_\_ (tie your offer to the grabber here) and so much more . . . I thought that using \_\_\_\_\_ as an eye-catcher was appropriate.

You really can use just about anything as a grabber . . . as long as you can tie it on to your offer.

## **Your First Sentence:**

**The only job of your headline is to get the first sentence read.**

**Nothing more. Nothing less.**

**The job of your second sentence is to get the third sentence read and so on and so.**

**The job of your 153<sup>rd</sup> sentence is to get the 154<sup>th</sup> read and so on and so.**

**If you do this, you will have a killer piece of copy that will get you sales.**

**I would like you to answer this question as honestly as possible.**

**"Does every sentence you write compel people to read the next one?"**

**If Possible, Make Your First Sentence,  
Short, Punchy And With A Major Benefit.**

**Examples:**

**Makes copywriting easy.**

**Stops Acne in 3 days.**

**Puts romance in your life.**

**There are 2 Killer opening paragraphs that many copywriters use successfully to get more people to read your Advertising because they draw your reader even further into your copy.**

**First One:**

Dear \_\_\_\_\_

In the next \_\_ minutes, you're going to have \_\_\_\_ \_\_\_\_  
\_\_\_\_\_reactions to what I'm about to reveal to you:

1. "\_\_\_\_, I'm interested in \_\_\_\_\_ you've got to offer, in fact I can't \_\_\_\_\_ to take advantage of it."
2. "I'm \_\_\_\_\_, please tell me more." Or . . .
3. "\_\_\_\_, I'm not \_\_\_\_\_."

Whichever it is, if you've got 2 minutes, you \_\_\_\_ \_\_ \_\_\_\_  
\_\_\_\_\_, to find out which group you are in.

It could \_\_\_\_\_ your future, greatly.

**Second One:**

Dear \_\_\_\_\_,

If you have \_\_\_\_\_ \_\_\_\_\_ to (*Insert your main benefit*), then this could be \_\_\_\_\_ \_\_\_\_\_  
\_\_\_\_\_ you ever read.

Here's why . . .

Now it's time to write an opening line for your sales message:

## How To Edit For Profit

- Taking a rough, uncut diamond or taking ANY raw product or mineral and turning into a completed product so that people will buy it is simply a process of evolvment.
- With copywriting . . . editing is the process that allows you to take your uncut diamond and turn it into a flawless gemstone.
- Editing your copy is crucial to your success.
- You should really think of your first draft of any copy as giving birth. Sure it can be painful . . . but it's a necessary step to your success.
- Editing takes time to fine tune.
- Practice, practice, practice is what you need to do . . . and it'll be worth the pain in the long run.

## There are many ways to edit your copy.

What I want my copy to do is this:

- Express exactly what it is I'm trying to say as succinctly as possible and still get the same message across.
- So, don't get hung up when you write your first draft.
- Don't give a second thought about spelling, grammar or any of that stuff your English teacher taught you in school.
- Simply get your words down on paper.
- You want your thoughts and emotions to simply flow onto your page or your computer screen.
- If you sit there scratching your head trying to get it right the first time . . . your copywriting will be handicapped.
- What tends to happen is when you are writing copy that has NO space or size restrictions . . . it's easier to waffle on with utter garbage which results in boring copy that turns your prospects off and YOU lose a sale.
- On the other hand, when you have space restrictions you tend to choose your words more carefully.

## Take A Pay Per Click Advert On Google.

- You are only allowed 25 characters for the headline and then 35 characters each for line 2 & line 3.

- What happens is Google's in built counter will stop you from typing any more characters . . . forcing you to edit your advert.
- YOU should practice this process for your own product or service and see how much better your copy will be.
- Yellow page adverts, newspaper adverts, magazine adverts or any space advert that you know the size of . . . requires an editing process to make the copy fit and get a response at the same time.

## **Let Me Give YOU An Example Of Editing Just One A Paragraph.**

### **EXAMPLE ONE:**

Copywriting is not easy. Ask anyone.

And, if you've tried it, you know that your headline is the most critical part to your sales copy.

Your headline is responsible for 80 cents out of every dollar you spend on advertising.

It can make or break your campaign. In fact, it's the difference between getting your next sentence read and moving your prospect one step closer to purchasing your product or service.

### **EXAMPLE TWO:**

Copywriting is not easy. Ask anyone.

The biggest key to your copywriting success is a powerful benefit driven headline.

Your headline draws your prospects into your copy - compels them to keep reading and generates sales.

*By editing, I have been able to reduce the paragraph from 71 words to 35 words.*

- With 50% fewer words, the meaning and emotional appeal of the second example are the same as the first . . . or even better.
- . . . Imagine if you could edit a full page letter or a long copy sales letter or website which contained thousands of words . . . with a similar % . . . how much better do you think your copy will be?
- Also, how much could you slash the cost of your advertising if only you edited for clarity?
- The best thing to do is put your copy to the side for a day or 2 if possible so that you can look at it with fresh eyes.
- It's a good idea to read your copy out loud and you'll quickly know if it flows or not.
- **REMEMBER** – The average literacy age of people is about 12 years of age . . . so make sure a 12 year old child can read and fully understand your sales message.

- Ignore what your English teacher ever told you about writing. YOU are writing as though you were speaking directly to your prospect . . . not trying to pass your English exam all over again.

## How to Craft Winning Bullets Every Time:

- Let's cut through bull about bullets very quickly
- Bullets are simply a *mini headline* which turns one feature into one benefit.
- Make each bullet very *specific*.
- Give each Bullet a *shot of Excitement*.

To turn ANY statement into a bullet and draw out it's benefit . . . simply add the words . . . *which means* as this will force you to explain the benefit of that bullet.

This creates kick butt sales copy . . . which leads to more sales.

### Example:

- Passive smoking kills.
- Passive Smoking kills *which means* the next time you go to a smoke filled bar and breath in someone else's cancer sticks

. . . you are risking your health and putting yourself one step closer to an early grave.

**Do YOU see the power those 2 words?**

**Other phrases you can also use are:**

What that *means* to you is . . .

So *that you* . . .

## **To Guarantee Or Not To Guarantee?**

99.9% of direct response marketers . . . myself included, use a money back guarantee.

There are **3 Key Elements** that YOU must include if YOU Want A Killer Guarantee.

- 1) Make The Purchase ***Risk – FREE***
- 2) ***Reassure*** your prospect or customer that they will not have **any hassles** if they request a **refund**.
- 3) Clearly Spell out the ***time period*** of your guarantee.

## **Here Are Some Examples Of Killer Guarantees I have Written:**

**In addition to adding these 6 FREE Bonuses valued at \$490, I would also like to remove any doubts that you**

**may have, as well removing any risk by providing  
you with my Unconditional 100% ...  
90 Day Money Back Guarantee**



Quite simply, you are covered by my unconditional 90 day no questions asked money back guarantee. Purchase my rehab course. Study it over, pull it apart, and put it under the microscope.

If you are not completely satisfied with the contents, I will refund your money in full. After all, if you're not happy, I don't want your money!

And, you can keep the entire pack as my way of saying "thank you" for giving my course a try.

How can I make such an outrageous guarantee? Quite simply because I know that my system works.

It has worked for me, and it has worked for hundreds of other customers. And I know that it can work for you.

Quite simply . . . **you get to be the judge, jury and executioner if I'm wrong.**

Fair Enough?

**YOU Have 60 Days To Be 100% Happy Or  
. . . I Will Refund 100% Of Your Money!**

I personally guarantee that you will be absolutely delighted with your new home. I want you to move in, unpack, put everything

where you'd like it to be, hang up your pictures, get comfortable and relax.

*If after 60 days from when you move in . . . you are not totally happy with your home . . . then I want you to ask for 100% of your deposit back.*

By happy I mean . . . you are 100% happy to live in your home, you have no regrets and you are absolutely certain, without a shadow of a doubt, that you made the right decision. In fact, if you don't feel it's the best thing you have ever done . . . then I want to buy back your home from you!

**YOU** are under no obligation whatsoever to keep the house and in fact if you're not happy . . . I'd be embarrassed to keep your money. That's right! If you want to ask for your money back you will get. **No Hassles.** No fine print. No hard feelings. No questions will be asked.

**This is a guarantee I wrote for a customers yellow pages advert for his home security manufacturing business.**

We 100% Guarantee YOU that our security has superior strength, superior design . . . and an 'Alcatraz' like installation.

If an intruder EVER breaks into YOUR home . . . through our security . . . we will PAY your insurance excess up to \$500. By 'ever', we mean . . . for as long as you own your own home . . . so if you are unfortunate enough to ever get broken into in 3 days, 3 weeks, 3 months . . . even in 20 years and you still own your home . . . we will pay your excess.

NO strings attached. NO fine print. Simple and straightforward.

So if YOU want to know who builds them stronger . . . take a look at who guarantees them longer!

## **Your 100% Unconditional 'Love It Or Shove It' Money Back Guarantee**

I know you've probably read a lot of information in the past about getting higher rankings and more traffic to your website and it's all too easy to get confused, let alone who to trust.

So, in case you have some lingering doubts, this is what I'm prepared to do for you.

Go through the book for the next 90 days, put it to the test.

If you are not 100% completely happy, if you are not 100% convinced that this is e-book delivers everything it says it will . . . then I want you to **roast me like a pig on a spit** and ask for a full, 100% refund, because I would be **too embarrassed to keep your money**.

There will be no hassles. No fine print.

Either you are 100% happy or you are 100% happy . . . and I want you to keep the book as an apology and for wasting your valuable time.

Is that a fair deal for an investment of \$14.97?

I can't be any fairer than that. You have **ZERO** risk.

## **365 Day . . . DOUBLE Unconditional MONEY Back Guarantee!**

I personally guarantee that you will be absolutely thrilled with your 'Dynamite Marketing Business Tool Kit'. I'm providing you with a **ZERO** Risk, **DOUBLE**, Unconditional Money Back Guarantee.

I invite YOU to test-drive my "Dynamite Marketing Business Tool Kit" for a **FULL 12 MONTHS**. If you are not absolutely thrilled with it, eager to keep it and can't see the profits from continuing, you can change your "maybe" to an emphatic "no", and get a **FULL** refund (minus P & H). **PLUS**

I will credit that amount again in “script” that you can use for ANY purchase with Dynamite Marketing & Publications for books, tapes, seminars attendances, business coaching . . . in fact, for any product or service that I provide!

No one will ask you any questions. No Hassle. No ‘fine Print’. Simple and straightforward; you are 100% delighted with what you get in my kit or I want you to ask for a full refund and a credit for an equal dollar amount as detailed above.

I am only required under my license to give a two month unconditional guarantee, however I know the value that you will get and I’m prepared to ‘back myself’ that it does everything that I said it would. This is the fairest Guarantee that I can Offer!

YOU be the judge, jury . . . and executioner if I’m wrong!

## 4 Simple Rules to Writing a Compelling P.S.

1. Restate your *Headline* in the first P.S.
2. Summarize your whole *offer* in the 2<sup>nd</sup> P.S.
3. Never reveal the *price* of your product in any of your P.S.s
4. Your last words should be *so call now on . . . .*

*These are not hard and fast rules and at times you may need to bend them.*

## P.S. Examples:

PS. FREE GIFTS! **Be one of the first 27 people to order either the Silver or Gold Membership in the next 7 days and I will also include Dan Kennedy’s ‘The Ultimate Success Secret’ Book valued at \$22. Yours**

**FREE! If your order number is 28, I'm sorry you just won't qualify for YOUR Free Gift/s.**

**PPS. I have decided to make the GOLD Pack even more irresistible . . . if you order by the date stamped in RED (see fast response form back page) and you are one of the first 27 people to order it, I will include – a Gift Certificate for “FREE 14 Nights Accommodation for 2” – Valued at over \$1,000.00.**

**Important Note: Free Gifts are included only when you order by the date stamped in RED on the Order Form & for FULL PAYMENT ONLY.**

**PPPS. Over \$40 Million in sales of the ‘Magnetic Marketing’ System alone & a 96% success rate . . . all sold with a DOUBLE Guarantee . . . Start whipping Your COMPETITORS today! Call now on . . .**

\*\*\*\*\*

## Telephone Script

This is the script my distributors have been using and getting fantastic results. It's based on my own script and it regularly get 7 out of 10 people saying yes to what's being offered.

Now . . . you may not get 7/10 but many other people do.

You will need to swap certain points to suite you and your business. If you are trying to get copywriting services, simple adjust the sentence where applicable etc.

“Hi, are you the owner of (XX state business name XX). My name is (XX Your Name XX) I'm currently looking at your ad in (XX state publication name XX).

If I could show you an easy way to at least double your results from this ad . . . WITHOUT increasing your costs (perhaps even reducing your costs) . . . would you be interested?

Can I get your permission to send you a detailed FREE Report? The report will explain everything. You are no obligated to purchase anything and in fact if you do not believe that we can help . . . please throw it in the bin and let me know accordingly.

May I have your full name postal address please?

By the way, I am from (Your business name) so when you get it in the mail you will know what it's about. I'll get the FREE report out to you immediately.

Thanks and bye for now.

### Objection Handling and Frequently Asked Questions

**Where are you from?**

I am from (XX state your business name).

### **What's this all about?**

We provide business people with information on how to substantially increase their profits, cut the waste and fat out of their advertising on a 100% unconditional guaranteed basis.

### **How can you improve my business profits?**

The FREE Report will explain everything in more details but essentially we have a marketing tool kit that has been put together by some of the sharpest business and marketing minds in this country. They will show you how to achieve rapid results and give you time proven systems. There are too many benefits to list here.

### **I'm very busy, how long will the report take to read?**

It should take you approx. 10 minutes to read. It's a good excuse to grab your favorite cuppa, sit back, relax and study the report.

### **What's it going to cost me?**

The Report is FREE. No Catches. No obligations. You do not have to purchase anything?

### **No seriously I want to know how much 'what ever it is' will cost me?**

The business and marketing kit, comprising 14 videos, 18 cassettes and 6 manuals costs \$1,497 including GST plus \$25 postage & handling. I can also offer you easy payment terms and the entire package comes with a 90 day unconditional money back guarantee.

Do you think that we would offer such a guarantee if the package didn't work? Look you have nothing to lose and everything to gain. But don't take my word for it, please read the report and then either call us to discuss any question about this ZERO Risk Free Offer.

Note: Keep a copy of the actual FREE report handy so that you can tell them some of the benefits over the phone.

### **Can you give me an example over the phone?**

Sure. I will show you how adding one letter to an advert increased the results by a staggering 300%! Have you got a piece of paper and a pen? Please write this down.

I know of a music tuition company that ran an ad in the newspaper. Here's their first ad:

#### **EXAMPLE Ad No.1**

**“PUT Music In Your Life . . . ring ABC Music Now on 9999 8888”**

#### **EXAMPLE Ad No. 2**

**“PUTS Music In Your Life . . . ring ABC Music Now on 9999 8888”**

Can you see a difference between to 2 ads?

The first example means the customers has to take action to get the desired result.

The second example ‘PUTS Music In Your Life’ means it's done for you – a benefit and benefits sell. Products and features do not.

Both adverts took up the same amount of space, cost the same \$\$\$ . . . yet **advert no.2 achieved a staggering 300% increase in response.**

These types of results are regularly achieved by business people who use these type of simple, but effective marketing strategies.

The FREE report will also include numerous customer testimonials and real life success stories.

**NOTE:** You can adapt this script to obviously suite your product/service and also your own personal style.

# Marketing & Copywriting Questionnaire

Use the questionnaire to every time you want to write a sales message, après release, an advert etc.

You may need to use separate paper to answer these questions.

1. What is the goal of your copy?
2. What is your overall goal that you want to achieve? Look to the future from now. If this project could accomplish just one critical task, what would that be?
3. What other goals would you like to achieve with this project?
4. Is there anything about your product or company that will lend credibility your sales pitch? This might include awards you've won, how long you've been in business, how many locations you have etc.





12. What type of guarantee do you offer?
13. What level of service and support do you offer?
14. Please send me copies of any of the marketing pieces and items listed below;

Sales Letters	Newspapers & Magazine ads
Brochures	Radio & Television spots
Catalogues	Press kits and News Releases
Classified ads	Telemarketing scripts
Marketing Plans	Sales Training material
Product sample(s)	Old issues of promotional newsletters
Testimonial letters	Complaint letters
Any feature articles about you or your company	

15. **Finally, I want you to "sell" me your product as if I was sitting across the table from you. (Please use a separate piece of paper for this)**

**This questionnaire brings out most of the major elements needed to create a winning ad. However, there is another BIG step in my**

process which “takes the cake” when it comes to delivering the Sales Copy & Business Coaching (if applicable) needed to succeed, and that last question (number 15) is a big, big key to your success.

The more research that we do, the better your ads and overall marketing will be. In fact your ad, sales letter or marketing pieces will practically be written for you . . . if you've done your homework.

Initially, you may not feel as though you are getting anywhere or that you've paid out considerable fees and things aren't happening as fast as you would like . . . And you are wondering why?

Well quite simply, the more information that I can get from you, the better your marketing will be. Look, I can rush it & provide you with a flurry of marketing pieces . . . which will more than likely NOT work . . . because the foundation to your marketing will be WEAK!

YOU and only you, are the in best position to understand exactly what it is that your customers want from you and why they do business with you. It's part of my job to help you ethically exploit the Lifetime Value of your Customers. Let's face it . . . if you are going to rely on me or anyone else to tell you about your customers, you are in serious trouble!

The ONLY way to do this right is to be a little patient. This is being done for the long haul . . . not a quick fix situation. Once everything is in place, it will be time to test, test, test and then measure PLUS fine tuning will also need to be carried out! You may not like everything that I do and you may even get offended at times and if you do . . . I'll apologize in advance as it's nothing personal.

My job as an Advertising & Marketing Mentor is to Coach YOU . . . not to do it all for you. When was the last time you saw a coach in ANY Sport . . . run onto a game and play? The last thing you want is me 'telling' you what to do - I'll leave that to the Consultants! We need to work together . . . I will make suggestions and we will discuss them and make any changes . . . from there, it's YOUR decision as to whether you actually implement or NOT!

*Trevor Crook*

Trevor 'Toe Cracker' Crook

<http://www.MagicWordsSell.com>

<http://www.TrevorCrookLive.com>

<http://www.trevorcrookblog.com>

Los Angeles, California USA.

**Skype user name:** toecracker

**PS.** If you want to create sizzling sale copy then YOU need to get your copy of Magic Words Sell . . . over 15 hours of pure copywriting content delivered to your inbox within minutes. **Go on over to:**  
<http://www.MagicWordsSell.com>

**PPS.** Get your **FREE** 77 minute, pure content interview on "How To Ignite Your Sales & Profits Using Low Cost Marketing Strategies To Promote Your Business For Under \$500" now at <http://www.TrevorCrookLive.com>

You will also get a **FREE** subscription to Trevor's 'Toe Cracker' report, on copywriting and marketing, valued at \$127 when you visit his website.

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