

# Quick Copy Class #13 - Steve's Monthly "Cheat Sheet" of Marketing and Copywriting Teachings for Smart Business Owners

Published monthly or whenever I get the urge. Usually a one page "from the trenches" single topic lesson about what's working now. See notes at the bottom before contacting me. Valued at \$15.00.



## Bin Laden died in the Tora Bora caves in 2001, not during the Seal Team 6 raid in Pakistan 10 years later... Or Did He?

***How to Use this Hot Button - Present in ALL of Us - in Your Marketing...***

Proof every human thinks like this...

- My second last visit to the US fell on the anniversary of the JFK assassination... a newspaper article revealed that something like 325 books had been written on the subject, most of which claimed Lee Harvey Oswald was NOT the shooter (or the lone gunman). Note to self, I've read 2 of them!!! How many TV shows?
- 9/11 attacks on New York and Washington in 2001 were carried out NOT by al-Qaeda... conspiracy theories fall into 3 categories: #1 LIHOP ("Let it happen on purpose"), #2 MIHOP ("Make/Made it happen on purpose"), and #3 the official account of what happened is wrong for reasons yet to be revealed... each theory has followers in the 10s of 1,000s who BELIEVE. We can't all be right – try telling the believers!
- And then there was, as one of my recent emails revealed, the story by investigative journo Sy Hersh which Bin Laden died in the Tora Bora caves in 2001 and was not killed in the raid by Seal Team 6 in Pakistan a decade later... no doubt this will gain momentum because of the HOT BUTTON we all possess

So these are just 3 examples from a couple of narrow fields but the big point is... how can sooooo many people go against accepted "known facts". And believe earnestly and passionately that they are "right"?

**ANSWER:** one of the most potent forces in all of us... a belief in **MYSTICISM**. The truth is, people (you and me) believe in secrets, in conspiracies. We think information is being kept from us. We "know" others have superior or unique powers we aren't privy to. And we WANT what they've got and what we DON'T have.

**NOTE:** this crosses all demographics and niches... your market is NOT different (need more proof than Google "home stake oil swindle" and see how many wealthy, intelligent, celebrity types got caught up as much as the little guy... or pick any scam and you'll see the same thing at play... people say yes to these things because of this powerful force – a belief in MYSTICISM.

**HOW TO USE IT:** please only use this force in all of us for good, not evil: Use the word "Secret" in your headline because it's one of those hard-wired into our brains words that instantly grabs us. Just like these...

**"The Secret to Fat Loss Finally Revealed"** or **"The Secret to Profitable Stock Picks Which Saw My Last Trade Alerts Yield Quick Profits of 58%"** or **"The Secret to a Happy, Fun-Filled Family Holiday Begins with this Checklist – Download Today for FREE!"** or **"The 5 Secrets to a Happy Marriage – Which are You Missing?"** and so on.

The key thing is to create something others know (your business' product or service) which the reader does not. We all believe this to be true. Remember, as always, persuade for good, not for evil. See you next issue!

Best, Steve

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