

# Quick Copy Class #2 - 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.



## Tease the Heck Out of them with Fascinators or Bullets... Here are 7 Templates to Follow...

1. **Pure Benefit Bullets** – each one highlights a specific benefit your prospect will get.
2. **Blind Bullets** – these create curiosity or intrigue by teasing the reader with a promise and just enough information to make him want to know more.
3. **Provocative Bullets** – You can say something that contradicts current beliefs. Introduce a new, interesting use for a common item. (Discover how tap water can...)
4. **Claim/Proof Bullets** – Make a claim of what your product can do – and immediately back up your claim or statement with proof. You can do this with a quick real-life example – or quickly cite new case studies and statistics that support it.
5. **Interesting Fact Bullets** – Eugene Schwartz called bullets —fascinations -- Go through your notes and look for any interesting facts or ideas, then turn each one into a bullet.
6. **Question/Answer Bullet** – Ask a question (do you have this problem?) - then tell them about the solution. How quickly it will be solved. Tip: Try leaving out just enough specific information so it creates curiosity.
7. **The "triple jab" bullet... 1-2-3 punch.** The basic idea is ...
  - WOW your readers with a short, headline-like opening
  - REWARD them with fascinating or useful information
  - ENTICE them with a tantalizing teaser

When you keep the copy tight and sharp, the effect is a solid bang-bang-bang right down the line. Your readers have just been wowed, rewarded, AND enticed before they even realize it. Eg

- **Fattening HEALTH Drinks** – Most people think this all-natural choice of beverage is the best thing for you. Well, unless you've just done an intense workout, these "natural" drinks are just going to spike your blood-sugar levels, increase your waistline, and (when consumed at the WRONG time) damage your colon (see p. 91)

**There you go... 7 ways to "fascinate" and tease your reader... try them out, push their curiosity button and watch your response soar!!!! As always, test and measure. See you next issue!**

Best,  
Steve

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