

Quick-Start Copywriting System



24 Lead Starters that Get You Off to the Races!

In this Chapter ...

- A way to make sure the first few paragraphs of your copy explode with interest and excitement ...
- Ever struggle with how to open your promotion? Here's exactly how to move from your headline and deck copy... to an opening your prospect simply can't resist reading ...
- 24 different lead templates – just “plug and play” and you can have a world-class lead in a matter of minutes ...
- And so much more ...

By now you know that how you lead off your running text – those first 5-6 paragraphs that immediately follow your headline and deck – is one of the most crucial parts of your promotion. It sets the tone and pacing for everything that follows. If this part of your copy is weak, readership will absolutely plummet, but if it's strong, it can overcome other negatives in your body copy.

Also, know that there are probably as many ways to open an ad or sales letter as there are copywriters on the planet. You can start with an anecdote, a series of questions, a problem – pretty much anything that further accomplishes the goals you just learned in the last three chapters on headlines ...

... With that said, we recognize that it's often hard to come up with your own stuff. It helps to have training wheels until you've got lots of experience under your belt. Then you'll find it easier to be naturally creative.

But until then, we want you to have and USE the following templates whenever you find yourself struggling to come up with the right lead. As you'll learn later in Chapter 20 on Swipe File Secrets, it's often just a matter of substituting you own product, benefits and

context into the copy examples we've provided.

Also, you'll want to make sure that your lead transitions smoothly between your headline/deck copy ... and the logical argument that we worked on in chapter 8. More on this in the action steps.

Let's take a look at the different possibilities ...

Lead Strategy #1: The "Advanced Knowledge" Lead

This kind of lead works especially well in the investment market, because timing is so critical. The investors who can predict the future most accurately make the most money. But it can also work in other industries, too. For example, We've seen some very savvy Internet marketers essentially use this advanced knowledge – combined with track record – to emphasize the importance of their sales message. Basically, you can use this one in any industry where trends heavily impact your prospect's ability to succeed or make money.

When was the last time
YOU had advance knowledge of
a future event that could turn a

molehill of cash into a veritable mountain of money?

When was the last time you not only foresaw the event, but also had strong evidence of when it was going to occur, AND knew the investments and strategies most likely to turn the event into windfall profits for you?

That's *precisely* the kind of priceless knowledge that's available to you now ...

Pardon me for being blunt – but it is absolutely critical that you fully understand this: [AS A COPYWRITER, THIS IS WHERE YOU LAUNCH INTO KEY POINTS OF YOUR LOGICAL SALES ARGUMENT.]

Lead Strategy #2: The "Advocate" Lead

There will be times when your product centers around the spokesperson – the central figure that prospects are paying to experience. Often times this can be a celebrity fitness instructor (such as Richard Simmons or Chuck Norris) ... a well-known doctor (like Dr. Whitaker or Dr. Andrew Weil) ... motivational guru (think Anthony Rob-

bins) ... you get the idea. The point is that you harness the trust, respect and credibility this figure naturally has – and you use that to establish rapport and momentum right off the bat. With so many sales messages out there coming across as greedy and impersonal, this approach can really set you apart.

Dear Health-Savvy Friend:

STATISTICS SAY it's a losing battle.

STATISTICS SAY you'll just keep hurting more every year until you die.

BUT I SAY you're not a statistic and ...

You'll soon be the glowing exception

HOW? You'll be stunned by how simple it is. And I'm going to show you the *living proof*.

The people you're about to meet were *not* genetically superior. Far from it! Their arteries were closed up, their backs and joints were freezing up, but instead of simply giving up ...

They decided to do something EXCEPTIONAL ...

And that's where I came in.

I'm Dr. David Williams, and I've devoted my life to making medicine wonderfully different.

For more than two decades, I've broken the rules that consign senior Americans to the scrap heap. Instead of merely treating symptoms, I've been seeking to erase the causes of our so-called "diseases of aging" ...

Lead Strategy #3: The "Act Now" Lead

When your prospect is facing a VERY urgent problem, your best bet may be to dramatize the fact that he's got to act – NOW – or risk some dire consequences. You'll see this quite often in the financial market (with an impending crisis threatening to vaporize the prospect's money) ... sometimes in the health market (where a sudden heart problem, blood clot or similar disaster could claim his life) ... and a few other places. You could probably also use it for alarm systems – underscoring the urgency of him protecting his property.

Unless you take action now – and I do mean NOW – your stocks, your mutual funds, your

bonds and even your IRA, Keogh or 401(k) will get absolutely creamed in the next few months.

Look: When stocks got creamed by 20% on October 29, 1929, they wiped out \$200 million of investors' wealth. But they did much more than that: The shockwaves created by Black Tuesday's debacle triggered a massive ... [build up the terrible problem and solution]

Ignore this sober warning, and you may as well take your savings ... your retirement – and your very financial security – and KISS THEM GOOD-BYE.

On the other hand, if you HEED the warning in these pages and ACT on the advice I offer you in this urgent report, not only will you have plenty of time to insulate your wealth ...

... you'll have the opportunity to *rake in gains of up to 562% in 2004-2005!*

Lead Strategy #4: The "Authority" Lead

Quoting authorities in your lead is

a fantastic way to not only grab your prospect's attention, but also to communicate believable value. Copywriting legend Gary Bencivenga does this all the time. There are several things you want to be sure of: (a) that the authority you quote is someone your prospect knows and respects ... (b) their quote is both interesting and relevant to the issue at hand ... and (c) that the statement from this authority sets up the rest of your argument perfectly, or it raises crucial concerns that your copy will quickly answer.

It was F. Scott Fitzgerald who observed, "The rich are different from us."

It was Ernest Hemingway who then shot back, "Yes, they have more money."

But money isn't all the rich have more of. They also have more worries ... so before you accept this invitation to move up higher financially, you may want to consider some of the pros and cons.

For a lengthy example of this kind of lead, see **Figure 12-1**.

Lead Strategy #5: The "Conspiracy" Lead

We've already covered conspiracy themes and headlines in depth. When you choose that approach, you also need to know how to write conspiracy-type leads. These kinds of leads usually alert the prospect of an impending danger, and begin to build up an enemy. Done right, you'll begin to get the prospect a little angry. Also, this shouldn't be common knowledge. The conspiracy you lead with and begin to build up should feel like genuine news.

Just recently, three lifesaving natural medicines were banned by the FDA ...

And the brilliant scientists who make them were financially ruined. WHY?

Did any of these natural substances have any unsafe side effects? NO.

So why did authorities snatch them away from patients whose lives depended on them?

**Because the medicines
*worked too well ... and the
makers printed the truth!***

Figure 12-1

FROM THE EDITOR
BY DAVID ZINCZENKO

WHAT DO MEN REALLY WANT?



Sigmund Freud never thought to ask that question, maybe because to him—and to anybody who'd ever seen a rooster on a fence—the answer seemed obvious. And today, an entire section of the newsstand just keeps echoing that tired old refrain, as if cleavage, cravats, or cool stuff are all us predictable men have on our minds.

And, hey—if that's all we had to "worry" about, wouldn't life be a breeze? But, I don't need to tell you what a pressure cooker an average guy's day is—juggling the rat race, buddies, and your relationship, plus trying to look good and stay healthy while you do it all.

That's why I think you'll love MEN'S HEALTH—because the information you'll find every month in MEN'S HEALTH magazine is the stuff that can make—or break—a guy's life!

MEN'S HEALTH is all about the topics that are important to real guys—see for yourself with our 10 FREE EXCLUSIVE REPORTS!

Each of these reports is stuffed with new discoveries and advice from experts—and they won't cost you a cent. You don't have to buy anything, either. We just want you to see what's made MEN'S HEALTH **the most popular men's magazine on the planet.**

You see, we've built our success around what men—at least the kind we admire—really want: the principles, guidance, information, and motivation they need to make every single aspect of their lives better.

Let us prove it to you. Just tear out the reply card in the back of this magazine and drop it in the mail. **I'll send you the next issue of MEN'S HEALTH, plus your 10 EXCLUSIVE REPORTS—FREE.** If you like what you see, we'll continue to send you MEN'S HEALTH for the next year (10 issues in all).

Here's what you'll discover:

● **MEN'S HEALTH takes research seriously:** After all, lives are at stake. We talk to the research docs and study the medical journals and attend the conferences for one simple reason: it gives men **the freshest, most authoritative, most relevant information on health, relationships, style, and fitness available anywhere.**

● **MEN'S HEALTH knows how to talk to men:** Kind of like a smarter older brother—confident, funny, understated, trustworthy, talking with you shoulder to shoulder. And, the advice in MEN'S HEALTH really does cover everything that matters most to guys. Plus, killer abs, too.

And that's why...

● **MEN'S HEALTH changes lives:** Look at the guys in the Belly Off Club. Think about the power of information that can transform a 230-lb. beached whale into an Ironman athlete.

I'm betting that once you get your 10 FREE EXCLUSIVE REPORTS and your FREE issue in your hands, you'll agree—MEN'S HEALTH has what you really want.

So why not take a free look at the magazine that supplies men with an invaluable service in every line of text, in every chart and illustration. Mail the enclosed reply card today!

P.S. Remember, your FREE issue of MEN'S HEALTH and your 10 FREE gifts are yours to keep whether or not you continue your subscription. You have nothing to lose, so why not mail the reply card today!

Think the First Amendment protects free speech? Not if you make alternative medicines!

The message is clear – if your natural cure works, you’d better not say what it does.

These bans have sent a chill throughout the alternative health community. Even doctors we greatly admire are self-censoring their own publications, for fear their clinics and dispensaries may be shut down ...

But they can’t silence all 90,000 of us!

We’re Health Sciences Institute (HIS) – alternative medicine’s first and foremost global information network. We’re 90,000 enlightened doctors, researchers and health-conscious people like you, and ...

Because we don’t make or sell any medicines, VESTED CAN’T SHUT US UP

Another great example of a conspiracy lead is on **Figure 12-2**. The whole idea of “they’re lying to you” that you see throughout the copy is a sure tipoff of this. Also, notice how the objection is countered (the doctor may not even

know it’s happening – but that doesn’t matter!) ... this is brilliant.

Lead Strategy #6: The “Contrarian” Lead

This type of lead is perfect for when your theme centers around debunking myths – going against what almost everybody else is saying. And it works well in so many industries. Essentially, ANY time a market becomes saturated, sophisticated and skeptical – you can launch into the “old” things that are no longer working ... the myths ... the lies ... the mistakes. Then you position your product or service as the “real” answer – the surprising, counterintuitive breakthrough that allows your prospect to get the benefits he hasn’t been able to find elsewhere.

Health knowledge is changing so fast that many of medicine’s sacred cows and pet theories have already been slaughtered and laid to rest ...

Hormone therapy was good, now it’s bad. Low-fat diets were “in,” now they’re “out.” Eggs were a no-no, now they’re okay. Mammograms and PSA screenings save lives ... or do they?

Figure 12-2

over the world. There are literally dozens of methods of knocking cancer out of your system...

The problem is that your doctor *doesn't know about them*. He's hopelessly stuck with the outdated cancer treatments he learned in medical school—many of which are now proven NOT TO WORK. But only a small sliver of the medical community knows the REAL CURES. You are now about to discover what may be the most remarkable cure of them all.

An 86% Cure Rate for Hopeless Cancer Patients

In 1999, a leading doctor in cancer treatment was sought out by a number of cancer patients who were so far gone that their bodies weren't responding to any of the standard therapies. Because they were classified as "untreatable," he decided to give them a new therapy that showed promise—a non-sugar component of a glycoside group called AGS.

Five years later, all of these patients were supposed to be dead, but 86% of them were still alive and kicking. So we know AGS works!

Since then, he has been seeing more successes, and his biopsy technicians are rubbing their eyes in disbelief at how fast it works.

The 24-Hour Miracle

● **It kills cancer cells in one day.** Researchers have used AGS on deadly melanoma tumors, and cancer cell death comes at high speed—reported results have been in as little as 24 hours. Remarkable, huh? No, it's stupendous. Imagine: *If you were diagnosed with cancer next Tuesday, wouldn't it be terrific to find out*



on Wednesday that it's definitely going away?

● **AGS shuts down tumors without dissolving them chemically.** One of the hottest fields in cancer research is the tactic of "starving" tumors to death by shutting off their blood supply—a gentle solution that beats chemotherapy by a mile and a half. Researchers used AGS on cancer cells that had spread to patients' lungs (once it's there, it usually goes everywhere), and incredibly, it shrank the lung tumors and stopped the disease in its tracks!

● **It beats even the new super-cancers.** Here's the dirty little secret of chemo: *It's rapidly creating new kinds of cancer that don't respond to conventional treatment at all.* Just as germs become resistant to antibiotics, these new cancers are multiple-drug resistant. Near-frantic authorities are predicting *four million people worldwide* will soon die of these super-cancers. But insiders at a biotech firm investigating AGS recently leaked the incredible news that AGS has also been found to be effective in drug-resistant cancers. If the medical establishment would only wise up and get behind AGS, they could save three times more lives than have been lost in all the wars in

U.S. history combined.

● **It has zero side effects.** You've seen women lose every strand of their beautiful hair. That's because chemo and radiation attack growing cells, hair follicles being the first target. You've seen patients choose to die rather than continue to face the terror of nauseating treatments. But all this could be over with. Tests of AGS have concluded that it is non-toxic and carries with it no adverse effects. If you're quick on the trigger, you've spotted the meaning of this: *AGS is so gentle that you can start taking it regularly as a preventive, to keep yourself cancer-free forever.*

Hard to believe, but new studies are starting to show that AGS works on colon, lung, ovarian, kidney, and brain cancers. And another physician, Dr. Paul Ling Tai, is now seeing amazing results in patients with the deadliest cancer of all: Pancreatic.

The Bad News, the Good News

A prominent biotech firm (I can't mention the name) is pulling out all the stops to develop a drug based on AGS. But first, they have to take AGS apart molecule by molecule, then reconstruct the main ingredients artificially so they can patent it. After that comes the maddening, slow approval process. In a decade, it might be in the pharmacy.

You'll find out more cancer cures like this one in your free report, *The 50 Very Best Solutions to the Worst Health Problems of Today*. Keep reading and you'll get the real, original AGS—at a fraction of the cost you'll pay for the drug version once it's even available!

(See Lie #2 on next page...)

It's no fun discovering that something you've been doing (or taking) for years to stay healthy is suddenly useless, wrong, or even dangerous.

But brace yourself. A barrage of new medical "about-faces" is on the way! In the pages ahead, you'll read about 7 medical theories that have been proven obsolete, yet doctors still haven't changed their treatments. (To see the rest of this lead, see **Figure 12-3**.)

Lead Strategy #7: The "Direct, No-Nonsense" Lead

When you're having trouble figuring out the optimum way to lead off, consider just being very direct. Often, this can work amazingly well. You have to know your prospect incredibly well to use this kind of lead, because he'll be able to decide in a split-second whether your copy is worth reading any further. Bore him, confuse him or fail to communicate unique interest and you'll quickly sentence your copy to the nearest landfill.

I'm writing to offer you a job.

It's not a permanent job, understand. You'll be working for as much time as you find it rewarding and fun.

It's not even a paying job. On the contrary, it will *cost* you money.

But if you're willing to travel to offbeat places all over the U.S. and abroad ... to meet fascinating new people of all ages and nationalities ... to open your mind to new perspectives and ideas ... and in the process to help make this planet of ours a better place for us all ...

... then please accept this invitation to become a member of EARTHWATCH ... and prepare yourself to enjoy some of the richest rewards human existence offers.

Another variation:

You're busy. So I'll get right to the point.

The Novell Companion is a unique resource that will help you run your Novel Netware system as never before!

● Figure 12-3 ●

Special Edition
Alternatives

Dr. David G. Williams, Editor

FACT: Over 50% of today's health advice is wrong and obsolete!

This Bulletin alerts you to 7 current health notions that are so off-track, they're *dangerous*. I'm giving you this early heads-up because the official news probably won't come for many years. Here's the story...

by Dr. David G. Williams

Health knowledge is changing so fast that many of medicine's sacred cows and pet theories have already been slaughtered and laid to rest...

Hormone therapy was good, now it's bad. Low-fat diets were "in," now they're "out." Eggs were a no-no, now they're okay. Mammograms and PSA screenings save lives...*or do they?*

It's no fun discovering that something you've been doing (or taking) for years to stay healthy is suddenly useless, wrong, or even dangerous.

But brace yourself. A barrage of new medical "about-faces" is on the way! In the pages ahead, you'll read about 7 medical theories that have been proven *obsolete*, yet doctors still haven't changed their

treatments. For example...

Have you heard the latest about heart disease?

The cholesterol theory of heart disease has been dead for 20 years. It was shot full of holes when scientists showed that the majority of people who suffer heart attacks have *normal cholesterol levels*. This makes cholesterol-lowering drugs irrelevant and useless.

Later studies identified the real cause of heart disease (explained on page 7). Now, prompted by the failure of cholesterol-lowering drugs to reduce heart disease, doctors are beginning to look into this "new" theory. But their investigations will take many years.

Meanwhile, 13 million people

in this country remain on cholesterol drugs, and millions more are being urged to start taking them. It will be a long time before an official about-face comes. Tragically, hundreds of thousands of people will go to their deaths following this old-school advice in the false belief they're being protected.

I've been waving a red flag about cholesterol-lowering drugs since August, 1991, when I first discovered they are not only ineffective, but potentially *deadly*. (They can rob the heart of an important nutrient, CoQ10, that powers its beating.)

I also wrote about a far safer, easier, and cheaper way to duck a heart attack. It works by cleaning out the plaque in arteries, which all of us have to one degree or another.

continued on page 4...

Call Toll-free **1-800-219-8591** To Receive Your Free Reports

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Simply put, it's the most comprehensive and valuable reference work on installing, configuring, administering, and troubleshooting NetWare networks ever available. You'll get the latest inside information on all NetWare versions, including straight talk on 4.1 and the pros and cons of upgrading.

For another really good example of this kind of lead, see **Figure 12-4**. It presents the prospect with the harsh reality that he can agree with and instantly recognize. From there it's easy to transition to the rest of the argument and benefits.

Lead Strategy #8: The "Dollar Bill" Lead

This lead-in, from the mighty pen of direct response pro Gary Halbert, is certainly a candidate for the all-time best attention-getter in history. The letter has no headline – just a one-dollar bill tacked to the top. Think about it: Doesn't money always get your attention – especially when it's an actual bill! Your ability to use it will depend on lots of different other factors ... whether you're going to actually mail out letters ... your budget ... and more.

Here's Gary's inspired copy ...

Dear Friend,

As you can see, I've attached a crisp, new one-dollar bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something very important to tell you and I needed some way to make sure this letter gets your attention.

2. And secondly, since what I have to tell you concerns how you can [FILL IN THE BLANK], I thought using a dollar bill as a sort of "financial eye-catcher" was especially appropriate.

Anyway, here is why I'm writing you:

Lead Strategy #9: The "Fascination" Lead

Sometimes, especially when you're writing a promotion that's heavy on bullets and fascinations, your best approach is to simply lead with some of your most intriguing facts and ideas. As you've already learned, few motivators are more powerful than curiosity – es-

Figure 12-4

IN THIS ISSUE...

■ **5 little-known ways to reduce arthritis pain without anti-inflammatories and painkillers.** (Hint: One is to eat more grapes.) Page 9, inside.

■ **The biggest mistake you can make when E-mailing your résumé.** Employers won't even read it if you do that. Here's how to get it read every time. Page 8, inside.

■ **How to get a complete workout if you only have 30 minutes a week.** This revolutionary program is more effective and more efficient than ordinary workouts...and safer, too! Page 6, inside.



■ **What you should never bring to an IRS audit.** This common mistake can open you up to more problems...awful ones, too. Page 3, inside.

■ **Best way to avoid crippling falls in your golden years.** Simple 3-minute technique improves balance and coordination. Page 6, inside.

■ **Do you own a supermarket loyalty card? Here's why it can be used to jack up your insurance rates.** Plus...what you can do to keep your records private. Page 7, inside.

■ **Did you know that mammograms fail up to 50% of the time when the cancer is small?** But thanks to this new breakthrough, you can improve your detection rate to 86%! Page 2, inside.

■ **Make your grandchild a TAX-FREE millionaire!** How the new Roth IRA rules let the child accumulate a fortune...without ever paying a dime in taxes on it. Page 3, inside.

Bottom Line PERSONAL

THE WORLD'S BEST INSIDE INFORMATION

SPECIAL EDITION ■ SUMMER 2007



How to DOUBLE your IRA tax deduction -- page 2

How to Turn a \$25,000 IRA Into \$500,000 or More

Millionaire's secret to retiring richer faster

By Marjory Abrams, Publisher



Let's face it. Putting a couple of thousand dollars a year in an IRA and letting it earn 10% to 12% a year in the market won't get you far—unless you do it for 30 years or more!

MARKETS REPORT

INDEX	PERCENT CHANGE
DOW	0.50%
S&P 500	0.40%
NASDAQ	0.60%
RUSSELL 2000	0.30%
NYSE	0.20%
NYSE ARCA	0.10%
NYSE ARCA	0.10%
NYSE ARCA	0.10%
NYSE ARCA	0.10%
NYSE ARCA	0.10%

doing it for years. And here's why it makes sense for you to do it, too—even in an inflated real estate market:

Most of us don't have that much time. We need to save a lot more money, a lot faster. What should we do? To find the answer, I interviewed 28 of the top financial experts in the country.

Let's say your IRA puts a \$25,000 down payment on a \$100,000 condominium or other rental property. And that the rents from the condo are enough to pay the mortgage and expenses and leave you with \$50 in net monthly cash flow. That's \$600 a year in net income.

These are not your ordinary, run-of-the-mill financial planners. They're top tax and estate attorneys...managers of multibillion-dollar hedge funds...advisers to the wealthiest Americans and largest multinational corporations.

Now let's say that the property appreciates by 5% the first year. That's a \$5,000 increase in the value of the property.

These experts revealed some amazing strategies the average person can use to increase their IRA by hundreds of thousands of dollars in just a few short years. I'm going to reveal two strategies to you right now. So let's roll up our sleeves and get started!

Finally, let's say that after the first year, you've reduced your loan balance by \$1,000.

SECRET #1: Do like the Donald

Did you know you can legally buy real estate with your IRA? Shrewd investors have been

So what's your total return from this investment? You've got \$600 in net rent, \$5,000 in appreciation, \$1,000 in amortization (loan reduction), for a total of \$6,600.

But your down payment was only \$25,000. That means you got a 26% return on your investment—more than double what you'd get from a stock index fund.

(Continued on next page...)

BOTTOM LINE makes you Healthier, Wealthier, Wiser...Happier, too.

pecially when there's a big benefit in finding out the answer!

This letter is about information that's "none of your business". For example ...

Did you know that certain specific foods they serve on planes will lower your blood sugar count at high altitudes – leaving you tired ... cramped ... headachy?

Now, perhaps you're thinking, "Why would airlines want to make me tired and grouchy?" Well, they don't want to, of course. But they do want to slice the cost of each meal – so if it's cheaper, and (artificially) tastier ... then – why not?!!!

Ever wonder how doctors stay healthy while treating sick people all day? Me, too.

To find the answer, I called one of the leading infectious disease specialists in the country.

He told me the reason doctors don't get sick is that they're constantly washing their hands. He added that frequent hand

washing is the single best way for anyone to stay healthy.

Well, I'd heard all this before. I told him that what he said about doctors made a lot of sense ... except for one thing:

It's not true!

Lead Strategy #10: The "Forget" Lead

When your prospect is into certain products, services or ideas – and you have knowledge that those aren't really all that good, this is a good way to go. Of course, you don't want to be purely negative. Make sure you tell him what works instead of the stuff you're telling him to forget. Then explain why it works and get into the benefits.

Here's an example from my friend Kent Komae:

Forget oil. Forget gold. Uranium is the next natural resource blockbuster.

Why? Because a softball-size chunk of uranium can release more energy than a train-load of coal. And it's in HUGE DEMAND for nuclear energy.

For months, I've been shouting from the roof tops, "BUY URANIUM STOCKS!"

Take Cameco. In October 2004, I issued a 'buy' at \$25. At this writing, it's over \$65 ... a whopping 160 percent gain. And you ain't seen nothing yet!

Are you going to get it before it's too late?

If you look at **Figure 12-5**, you can see another possible variation of this kind of lead. As you can see, the word "forget" is used to break down the prospect's pre-existing beliefs about the product – and sets the stage for what's going to be different about the new product being offered.

Lead Strategy #11: The "Hero" Lead

When your editor or spokesperson is a big part of the product you're offering, your best bet may be to lead with paragraphs that make him or her come across like a hero. You see this so often with the medical doctors we promote. Part of it is because we know that prospects idolize doctors and desperately want to have a relationship with a skilled doctor who cares about them. It's also related to celebrity appeal:

Many of the products that are sold in the mass market sell because the prospect so identifies with and adores the celebrity behind the product.

In such circumstances, when the prospect is most interested in having a close relationship with this figure, then you want to build up this person and then promise the prospect a relationship with him or her.

Dear Very Savvy Reader,

When elite research labs need a new breakthrough ...

When top natural doctors are stumped for an answer ...

When medicine's "best and brightest" run dry ...

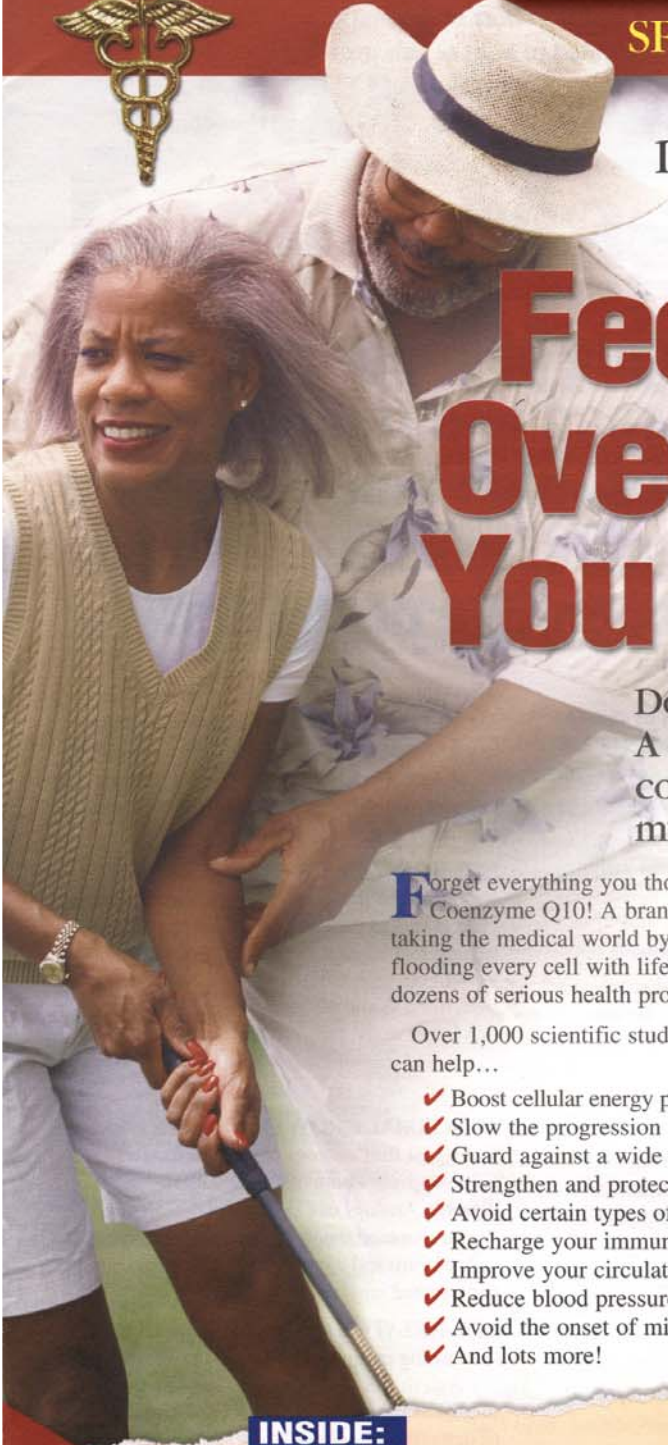
Ever wonder who they run to?

So did I! So I picked up the phone and called some of today's greatest names in natural healing. "When the fat's in the fire, who do YOU call?" And they all kept on naming one guy ...

Dr. Marcus Laux! Turns out he's the brains behind dozens of medicines that health insiders swear by ...

● Figure 12-5 ●

SPECIAL HEALTH BULLETIN



Discover the healing miracle of Super CoQ10™ ...

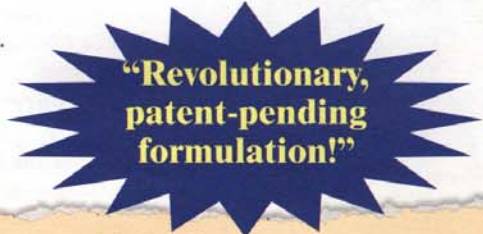
Feel Better Over 60 Than You Did at 45!

Don't just sit back and do nothing! A single step—just 10 seconds a day—could help re-energize your heart, muscles, and brain!

Forget everything you thought you knew about the cellular energizer known as Coenzyme Q10! A brand-new type of super-potent, highly absorbable CoQ10 is taking the medical world by storm. It can help reignite your body's failing metabolism—flooding every cell with life-giving energy and offering protection and healing for dozens of serious health problems...

Over 1,000 scientific studies over the last 49 years have proven that Coenzyme Q10 can help...

- ✓ Boost cellular energy production, flooding your body with new energy and vitality...
- ✓ Slow the progression of neurodegenerative disorders...
- ✓ Guard against a wide array of age-related cognitive disorders...
- ✓ Strengthen and protect your heart...
- ✓ Avoid certain types of brain disasters...
- ✓ Recharge your immune system...
- ✓ Improve your circulation...
- ✓ Reduce blood pressure...
- ✓ Avoid the onset of migraines...
- ✓ And lots more!



INSIDE:

>> Why most powder and liquid forms of CoQ10 sold today are highly ineffective and pass out of your body, unused...

>> The one thing that you must have in order for your body to absorb CoQ10.

European and Asian doctors use CoQ10 routinely to prevent and treat:

- Heart problems ■ Brain tragedies ■ Poor circulation
- Migraines ■ Immune deficiencies ■ Angina ■ Blood sugar problems
- Chronic tiredness ■ Male infertility ■ Muscular problems
- Swollen joints ■ Irregular cell formation ■ Overweight conditions
- Degenerative nerve problems ■ Sports injuries
- Breast engorgement ■ Fibromyalgia ■ Inflammatory bowel conditions
- Inflammation ■ Swollen glands ■ Traumatic swelling
- Chronic ear infections ■ Edema ■ Intestinal conditions
- Periodontal problems ■ And lots, lots MORE!

Guaranteed to Work for You— Or it's FREE!

He's the top gun that today's best natural biotechs put on their most lifesaving projects ...

He's the trouble-shooter who finds out what works, what doesn't and what's downright dangerous ...

He's the best-connected, best-informed, most trusted researcher in the business ...

Lead Strategy #12: The "Identification" Lead

One of the best strategies for leading off is to get your prospect to strongly identify with the sales message. In this type of lead, you illustrate an intimate understanding of his world, which carries the strong implication that you can help him *improve* his life. Often this is a matter of presenting your prospect with facts, beliefs, attitudes and desires that's you're 100% sure he's experienced (and better yet, IS experiencing!) – so that he reads the copy and thinks, "Yes!" here's someone who understands me. This person may be able to help.

If it hasn't happened to you already, it probably will very soon ... faster than you can say "At last!"

I'm referring to one of life's most exhilarating experiences ... an adventure called retirement.

The years when you can finally do what you want to do – including nothing. Go where you want to go – including nowhere. See whom you want to see – including nobody. And be up when you've finally finished sleeping – not when the alarm says you must.

You've done it all. Juggled the demands of your career while being a loving wife and mother. Been the family nurse, bookkeeper, chef, and social activities director. Lost the same ten pounds ten times. And stayed awake countless nights, worrying about everyone around you. No wonder you're worn out!

Well, I have some good news for you. Regaining your energy and youthfulness and staying healthy is a lot easier than you think. Also get rid of aches and pains, stiffness, and soreness. In the next few pages, you're going to learn exactly how to do it.

This process of creating identification in your lead can also be done in a negative sense. Just look at **Figure 12-6**. It immediately lists things the prospect is currently being frustrated by, in a way that he immediately identifies. Then it transitions into a message that's likely to resonate very favorably with the prospect.

Lead Strategy #13: The "If-Then" Lead

Pioneered by Gary Halbert and popularized by John Carlton, this is a very reliable and straightforward way to start off your body copy. Essentially the formula is ... "If you've ever wanted to [primary benefit], then this will be one of the most important messages you ever read." What you're doing is getting your prospect to nod his head (thinking, "Yes, I want to experience that benefit!") and then making it clear that your promotion is about helping him get there. Here are some examples ...

If you've ever wanted to drive a golf ball with the explosive velocity of a howitzer cannon (adding half the length of a football field to your tee shots alone) ... while hitting all your fairways and greens with masterful precision ... then this will

be the most important message you ever read.

If you are even remotely interested in learning how to physically protect yourself (and your loved ones) with complete confidence, then this will be the most important letter you ever read.

Here is why: I have recently discovered a "scientific" fighting system that is so effective, you will be able to knock senseless anyone who confronts you – no matter how skilled they are at fighting – within 4 to 6 seconds! What's more, this fighting system is so easy to learn, you will be able to master it completely overnight, even if you have never been in a fight before in your life, or are a "klutz" at physical skills. Kids, women, even grandparents can master this system with equal ease – and be able to instantly "put away" any bully or criminal who comes after them.

Also, you don't necessarily have to use the whole "most important message you will ever read" line. Just look at

● **Figure 12-6** ●

RULE #1.

***If everyone hounds you to
do it or avoid it...***

IT'S A MYTH

My Dear Set-Upon Friend:

If you're fed up with forking out \$20 a pound for wild salmon...

If you keep putting off your cholesterol test...

If you can't afford scads of insanely priced pills...

***Forget that malarkey and
LIVE A LITTLE!***

I wrote this little book to save your life before they hound you to death about blood pressure, trans fats, sunbathing, high cholesterol, salt, sugar, butter, beef, beer, whiskey, nicotine, and everything else you're supposed to be terrified of. Because, contrary to what the government and TV health hotshots insist...

- ▶ **Trans fats may *heal* heart disease (page 10)...**
- ▶ **Vegetables can make you blind (page 11)...**
- ▶ **Higher blood pressure can be healthier (page 8)...**
- ▶ **Sunscreens may *cause* cancer (page 18)...**
- ▶ **Modern dental advice leads to *dentures* (page 34)...**

And for gosh sakes, don't drain your life's savings on "miracle" drugs *or* gee-whiz supplements, because...

Figure 12-7. The point is that you lead with an “if + benefit” statement and then transition.

Lead Strategy #14: The “Inside Secrets” Lead

When your promotion will be revealing legitimate “insider” information, this can be one of the most exciting ways to jump into your body copy. Usually you want to show your prospect that something’s been hidden from him – or that he’s been in the dark about something valuable to his life. Then you want to reveal the insider information that he’s going to discover in just a moment. Of course, make sure that you’re revealing genuine inside information. There’s no bigger turnoff to the prospect than being promised something like this, only to find out that the information is common.

Dear Friend in Search of
TRUE Breakthroughs:

Your broker may say it’s impossible to boost your retirement income by 68% overnight ... Your doctor may claim it’s unthinkable to cure high blood pressure forever, in a matter of weeks ... Your friends may un-

derstandably swear these secrets can’t possibly work ...

But they do. These techniques are NOT risky, illegal or even that hard ...

And I know plenty of ordinary people who are quietly using them right now to make their lives “impossibly” prosperous, happy and healthy. As you’ll see in the pages ahead ...

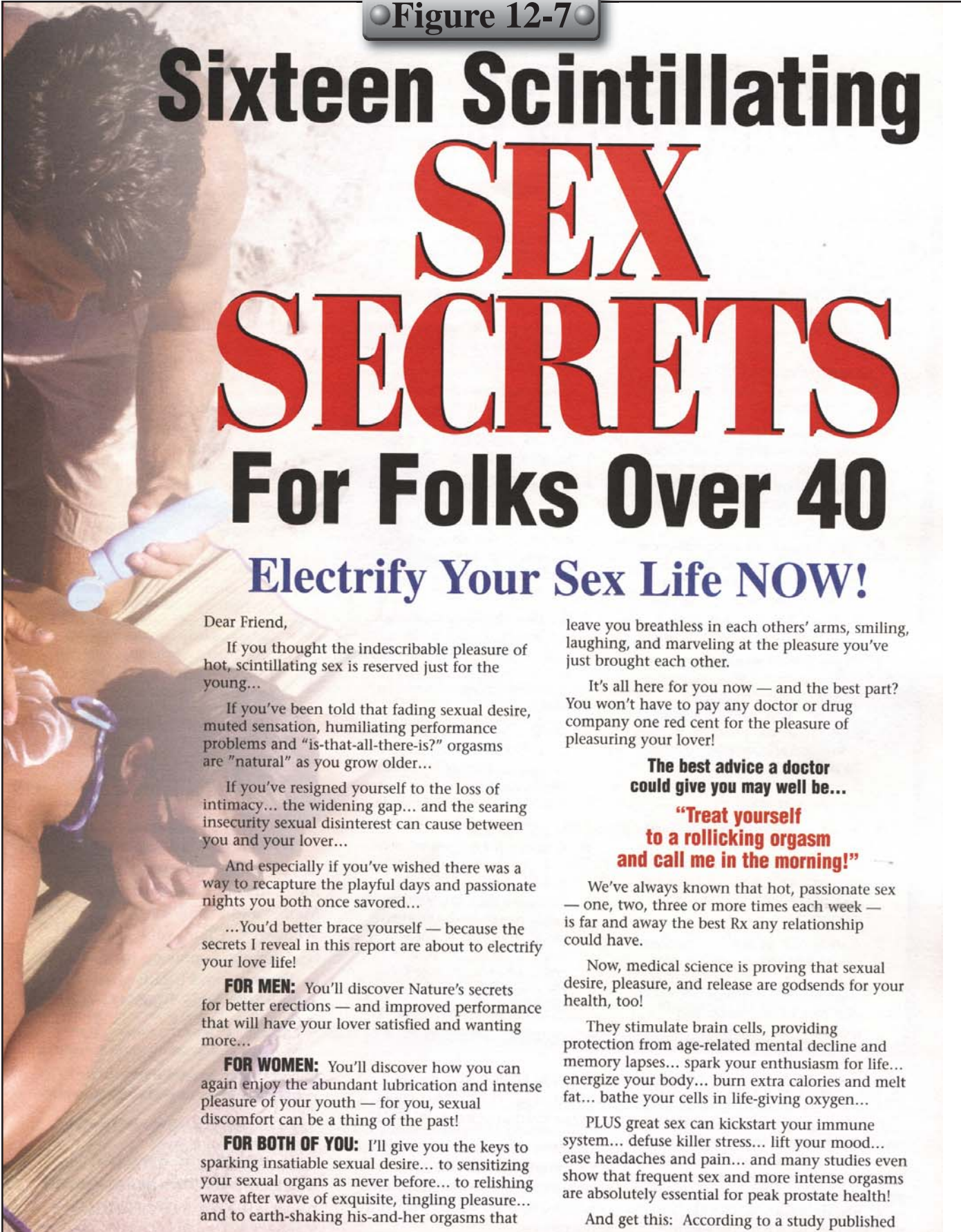
- » You don’t have to be RICH to start adding \$100,000 a year or much more to your income (page 8) ...
- » You don’t have to WORK HARD to arrange for someone else to pay your mortgage (page 9) ...
- » You don’t have to be a MOVIE STAR to attract the opposite sex in 90 seconds (page 13) ...
- » You don’t have to be a ROCKET SCIENTIST to win 50% more at any casino (page 13) ...

All you need is an open mind and an armful of freshly unearthed insider secrets from ...

America’s ultimate guide to the inside track,

BOTTOM LINE Personal!

● Figure 12-7 ●



Sixteen Scintillating **SEX SECRETS** For Folks Over 40 Electrify Your Sex Life NOW!

Dear Friend,

If you thought the indescribable pleasure of hot, scintillating sex is reserved just for the young...

If you've been told that fading sexual desire, muted sensation, humiliating performance problems and "is-that-all-there-is?" orgasms are "natural" as you grow older...

If you've resigned yourself to the loss of intimacy... the widening gap... and the searing insecurity sexual disinterest can cause between you and your lover...

And especially if you've wished there was a way to recapture the playful days and passionate nights you both once savored...

...You'd better brace yourself — because the secrets I reveal in this report are about to electrify your love life!

FOR MEN: You'll discover Nature's secrets for better erections — and improved performance that will have your lover satisfied and wanting more...

FOR WOMEN: You'll discover how you can again enjoy the abundant lubrication and intense pleasure of your youth — for you, sexual discomfort can be a thing of the past!

FOR BOTH OF YOU: I'll give you the keys to sparking insatiable sexual desire... to sensitizing your sexual organs as never before... to relishing wave after wave of exquisite, tingling pleasure... and to earth-shaking his-and-her orgasms that

leave you breathless in each others' arms, smiling, laughing, and marveling at the pleasure you've just brought each other.

It's all here for you now — and the best part? You won't have to pay any doctor or drug company one red cent for the pleasure of pleasuring your lover!

**The best advice a doctor
could give you may well be...**

**"Treat yourself
to a rollicking orgasm
and call me in the morning!"**

We've always known that hot, passionate sex — one, two, three or more times each week — is far and away the best Rx any relationship could have.

Now, medical science is proving that sexual desire, pleasure, and release are godsend for your health, too!

They stimulate brain cells, providing protection from age-related mental decline and memory lapses... spark your enthusiasm for life... energize your body... burn extra calories and melt fat... bathe your cells in life-giving oxygen...

PLUS great sex can kickstart your immune system... defuse killer stress... lift your mood... ease headaches and pain... and many studies even show that frequent sex and more intense orgasms are absolutely essential for peak prostate health!

And get this: According to a study published

For an interesting spin on this kind of lead, check out **Figure 12-8**. It's kind of a blend of the conspiracy approach and the "inside secrets" thing. The point is that the prospect get the feeling he's about to learn something others don't know or have access to.

Lead Strategy #15: "Laundry List of Benefits" Lead

This lead works well when you've got a diverse set of powerful benefits tied into your central theme. Essentially, you're getting your prospect to nod his head, while at the same time revving up his greed glands. The challenge with this kind of approach is to still maintain your focus. In the example you're about to read, Arthur Johnson's central theme was that of "boosting your brain health" – and as you'll see, his argument is that all of these amazing other benefits are the result of simply boosting your brain health.

So as you consider using this kind of lead, think about the dominant core benefit you're presenting – whether it's more energy ... doubling your prospect's income ... or anything else.

Dear Smart Friend (soon to be even smarter!) of Bottom Line:

What if you could suddenly become not just smarter, but ...

- » Impervious to stress ... page 4
- » Immune to the blues, bad moods, anxiety, and insomnia ... page 8
- » Sharp as a tack with near-photographic memory ... page 6
- » More productive on the job than anyone around you ... page 5
- » More creative and clever than ever before ... page 11
- » Madly attractive to the opposite sex ... page 10
- » Utterly fascinating to everyone you meet ... page 11
- » Miraculously endowed with super-sensitive eyesight and hearing ... pages 12 and 13

Not in years or even months, but **STARTING MINUTES FROM NOW ...**

Simply by following some remarkably simple instructions ...

And then taking some amazingly safe nutrients!

Sounds almost sinful, doesn't it?

But wouldn't you do it if you could? Of course!

● Figure 12-8 ●

In the next five minutes...

This man will tell you what

WALL STREET ANALYSTS WON'T DARE REVEAL

For Fear of Losing Their Jobs

Discover Wall Street's Most Overlooked Opportunity

- It's **obvious** (You'll grasp most of what you need to know within minutes)...
- It's **easy** (I call it the lazy man's way to riches)...
- It's **more profitable** year in and year out than any other strategy.

And you will NEVER hear about it from a broker, money manager or professional analyst.

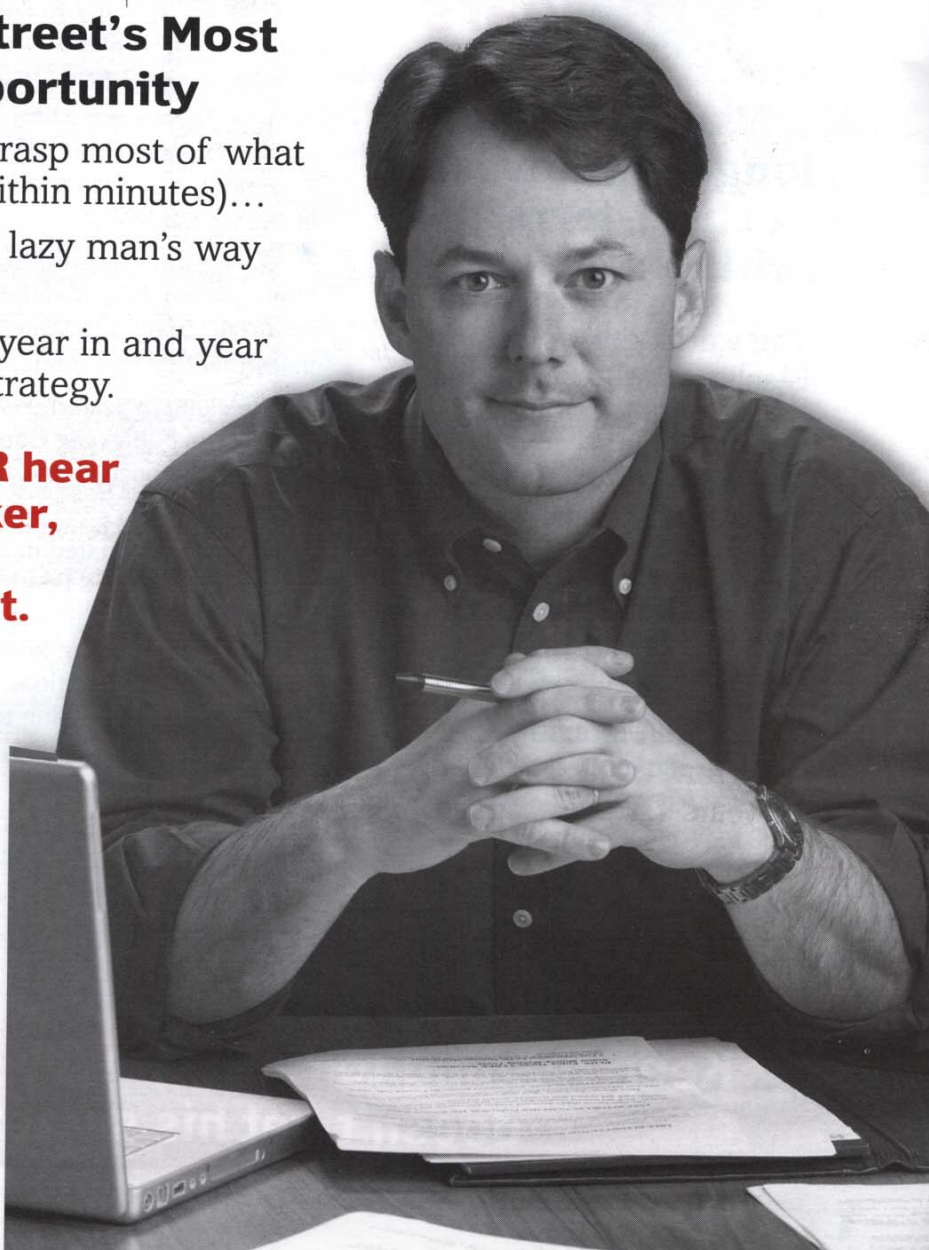
No Wall Street "expert" will keep his job writing about what I'm going to reveal in the next few minutes.

In fact, he might *lose* his job. He sure wouldn't be popular with his bosses. He won't exactly be marked for a promotion and a bright future.

But the investment strategy Wall Street WON'T tell you about is the most powerful moneymaking opportunity on earth. Period.

Problem is, it's not the most profitable one for Wall Street.

Turn page, please...



Well, believe it or not, it's not only possible now, but shockingly easy. And we'd like to show you all the secrets of how thousands of people have done it for real ...

FREE!

Lead Strategy #16: The "Newsy" Lead

You know the value of topical themes and headlines, but how do you actually *write* topical leads? They're pretty easy, actually. Depending on the product and market, you could lead with a credible discovery of something important to the prospect ... why it's such a big deal ... and then transition into what it means for the prospect. This kind of lead approach is great, because you can make virtually any new event "news," and your copy will take on a feeling of greater importance because of it.

For the first time, Russian researchers have discovered a powerful new eye drop that's proven to do the impossible – literally melting cataracts in just a few months – without surgery!

Human studies prove its effectiveness in 90% of all cases, with absolutely no side effects. A success rate that high is almost unheard of for any medical treatment, let alone one for vision improvements.

Mercifully, this breakthrough is now available in this country – and you can get it without a prescription. But it will still be some time before word of this discovery gets out. Doctors are so firmly entrenched in their "cut-it-out" surgical mindset that they won't even consider a natural, non-invasive alternative.

For now, you're one of the only people to learn about this incredible, sight-saving discovery, right here ...

Lead Strategy #17: The "Proof" Lead

When you have super-strong credibility elements behind your product or service, why not jump out of the gates with them? This is especially important when your prospect immediately recognizes how much he wants the benefits, but will be naturally skeptical. You can defuse

much of this skepticism in your lead copy this way. There are different ways to do this too – you can lead with a specific study or mention in a credible publication – or you can just mention the general proof and get to the specifics later.

Dear Friend,

New research and clinical testing reveal that a little-known nutrient derived from soy is revolutionizing brain health and giving folks of all ages new hope for their minds and memory.

It's a remarkable nutrient called PS (which stands for Phosphatidylserine), that's been clinically proven to ...

- » Wake up “dead” brain cells
- » Banish memory loss
- » Boost your brainpower and make you smarter
- » Protect you from a devastating “brain disaster”

Works wonders even in hopeless cases.

Lead Strategy #18: The “Reason Why” Lead

This lead is pretty straightforward.

You're essentially telling your prospect that there's a reason why something is the way it is – and ideally you must be talking about an interesting phenomenon. Anything surprising and valuable will do. In the example you're about to read, it uses credibility – “There's a reason why this nutrient is so amazingly credible ...” and you can do the same thing with a benefit ... a big, horrifying problem ... and so on.

There's a reason why – at a staggering \$900 per pound – raw Coenzyme Q10 may be the single most valuable nutrient on the planet: 300 studies by 200 researchers in 18 countries have PROVEN beyond a shadow of a doubt this Nobel-Prize-Winning substance really can help:

- » Energize your heart, your brain and your muscles ...
- » Maintain normal blood pressure and heart rhythm, and banish chest pain ...
- » Insulate you from deadly free radicals that make you old and sick before your time ...
- » Provide the abundant energy your cells need to repair themselves and reproduce normally ...

- » End sleep problems, ramp up your natural immunity and shield your heart and brain from disaster!

... So why haven't you had YOUR CoQ10 miracle yet?

Lead Strategy #19: The "Simple Fact" Lead

This is a great lead for setting up your sales argument. You make your very first sentence something authoritative – something you KNOW your prospect will agree with. And at the same time, your lead statement of fact must be something he doesn't hear often. It's more of a confirmation of an underlying belief or truism that sounds unique and powerful when verbalized. The point is that once your prospect firmly believes this fact, and it's on the top of his mind, you can transition to the successive points in your sales argument very effectively. Look at the example below to see what we mean ...

Energy is life.

Without sufficient energy, your muscles lose their strength and stamina – and you lose your spunk – your "get-up-and-go." Fatigue ... lethargy ... and de-

pression can take hold of you – and life begins to pass you by.

That's the kind of energy crisis you can feel – right down to your bones!

And when you feel that way, you can bet your bottom dollar something else is happening inside you – something insidious ...

Lead Strategy #20: The "Simple Introduction" Lead

When the author of your promotion is both interesting and credible, often the most powerful approach is to simply introduce him. Just make sure that you quickly either (a) build credibility ... (b) intrigue the daylights out of your prospect, so that he can't help but read further ... and (c) ideally, get to the payoff – exactly how this person can solve his or her problems, plus achieve the most desired benefits.

My name is John Doe.

I'm the editor of the WALL STREET UNDERGROUND, the largest financial newsletter of its kind in the world.

I'm writing you from a secret, heavily guarded location somewhere in the northern hemisphere.

Although I was born in and love America, I can no longer live in the United States. I would love to but I can't. I communicate with associates via specially scrambled satellite phones. My e-mail is encrypted and shuffled across two dozen Internet servers, in as many countries, so my location cannot be traced. I never send or receive faxes or regular mail.

In fact, my closest associates have no idea where I live ... or even how to call me on the phone. Most have not seen me in years.

Why the secrecy? Well, let me put it this way: There is a \$5 million price on my head. Everyone from Bill Clinton to Bill Gates would like to see me dead.

Of course, only use this when you've got a highly credible and intriguing person standing behind the product. Otherwise you'll bore your prospect and it'll be game over.

Lead Strategy #21: The "Smack Dab in the Middle" Lead

This approach immediately puts your prospect right smack dab in the middle of the action – and does so in an interesting or dramatic way. It takes advantage of the “show, don't tell” maxim, where people enjoy and believe someone who shows them something – but quite often resist being told something. In this sense, you also give your prospect an emotional experience related to your product and its benefits. It's like a free preview of the pleasure that awaits him once he orders. Copywriting legend Bill Jayme was an absolute master at this technique and the three leads below showcase his amazing talent.

First, fill a pitcher with ice.

Now pour in a bottle of ordinary red wine, a quarter cup of brandy, and a small bottle of club soda.

Sweeten to taste with a quarter to a half cup of sugar, garnish with slices of apple, lemon, orange ... then move your chair to a warm sunny spot. You've just made yourself Sangria – one of the great glories of Spain, and the perfect thing to sit back with

and sip while you consider this invitation.

You're waiting at the corner for the light to turn green.

On your right is a woman who'd love to look like you. To possess your vitality. To have your skin, your hair, your eyes.

On your left is a schoolgirl who yearns to own everything you have on. The gold. The cashmere. The leather. The fragrance ...

... and looking at you from across the street is a really good looking guy who'd give almost anything to ... or something equally R-rated.

When you find yourself seated at dinner next to someone unusual like Bette Midler, you've got two choices.

You can ask what her brother Danny is up to, why she worships Bobby Darin, whether they really paid her in gold for her recent round-the-clock world tour, why she thinks Paloma Picasso should design clothes, where her favorite hot

dog stand is in L.A., and how she feels about Barbra Streisand.

Or ... you can say, "Excuse me. Can you please pass the salt?"

Lead Strategy #22: The "Story" Lead

You don't need me to tell you that humans love stories. Stories engage ... they entertain ... teach ... they show, rather than tell. It's difficult for anybody to stop reading a good story, and if you can find one in your research that sucks you in – chances are you've got solid gold on your hands. Just distill the story down to 3-4 very compelling paragraphs ... follow the other lead guidelines you're learning in this chapter ... and you may just have a monster winner on your hands.

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both – as young college graduates

are – were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion. They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

Other times, the best approach is to lead with the most powerful case history you've got in your file:

To be precise, Bob H. is over 98, and his wife is bowled over that he's driving, cooking, housecleaning and even doing the grocery shopping! Whatever happened to his arthritis? Discover his secret, and the shocking new non-drug proven in 60 years of covered-up clinical research ...

ONE *little vitamin pill!*

What the heck is going on here? Hundreds of detailed case histories don't lie. See page 8, then find out how many more onetime "old-timers" are merrily *running rings* around youngsters ...

Lead Strategy #23: The "Wrong" Lead

One thing that's been proven to work is to lead by attacking and debunking your prospect's common assumptions. As you've seen already in our discussions of bullets and headlines, there can be nothing more startling – and INTRIGUING – than finding out that you've been dead wrong about something. Especially when the implications to knowing the truth are immense. This is why you so often see the right/wrong formula used in the health and financial markets. Because myths and fallacies in these areas can cost the prospect a fortune, or even his life!

The trick is to know your prospect well enough that you can present the exact assumptions that are holding him back. Once you debunk this false stuff, it's simply a matter of showing how your product can lead him to the truth

– and the amazing benefits that await him when he gets there.

“You can’t beat the indexes and stay safe.” *Wrong.*

“It’s impossible to pick stocks with complete certainty.” *Wrong again.*

There’s just no way I could make 37,000% profit in buy-and-hold stocks.” *This is SO wrong.*

“It’s crazy to even think I could be a million dollars richer this time next year.” Let me prove it to you.

In the pages of this free guidebook, you are about to discover that almost everything you’ve ever been told is “*impossible*” about investing is just wrong.

You’ll learn that there are five simple steps that are so effective, academics and Wall Street professionals are studying them as *breakthroughs*.

You’ll discover that once you take every *scrap* of guesswork out of your investing decisions, all you are left with is *profit, pure profit*.

Lead Strategy #24: The “You’re About to Discover” Lead

This type of lead is pretty straightforward. When you’re promising your prospect valuable, useful information within your promotion, you can lead with all the amazing things he’s about to discover. The key is to promise your prospect that he’s going to discover unique benefits that he eagerly desires – stuff that he simply can’t find out anywhere else. This kind of lead isn’t usually as compelling as some of the others. But it’s a good backup to have in place, something to fall back on when you’re writing advertorial copy and nothing else seems to fit. You can also weave in some credibility elements for your editor or spokesperson, and get into bullets that promise specific benefits. Just as you see in this example:

Dear Reader,

In the pages that follow, you’re going to learn the stunning, untold truth about the prescription drugs you take every day.

And you’re going to learn about safer, natural alternatives

that I believe work better than drugs ... without the drug side effects.

Your guide for this healthy journey of discovery is the legendary Dr. Marcus Laux. Depending upon who you are, you either LOVE Dr. Laux – or absolutely HATE him.

The drugs companies hate him because he tells you what they never, absolutely never want you to know about the drugs you take every day ...

The alternative medicine establishment hates him too. Why? Because he's NOT a slave to alternative medicine and he demands real scientific and clinical proof before he even considers recommending a natural cure.

But his over 25,000 loyal readers and patients absolutely LOVE him because he guides them through the medical minefield straight to the safest, most effective natural cures on Earth. Cures that will help you ...

- » **Heal and reverse your worst health problems** – often in as little as a few hours.

- » **Erase the pain and chronic conditions** that can make your daily life miserable.
- » **FREE you from the toxic grip of prescription-happy drug companies** who are looking to get richer and richer ... while you get sicker and sicker.
- » **Energize your everyday life** and eliminate those afternoon “power failures” that make you want to take a nap.
- » **Protect you from the medical scare tactics the medical establishment uses** to get you to do what they want ... instead of what's best for you.
- » **Save you thousands, even tens of thousands of dollars every year** by avoiding the expensive drugs you no longer need.

Start Your Copy Off With a BANG and Never Look Back!

Now that you have every practical tool possible for leading off your copy with powerful momentum and interest, it's time to put everything to work. Remember the main goals you need to accomplish:

- » To start your copy off with momentum ...
- » Introduce and deepen your product's benefits ...
- » Get your prospect nodding his head in agreement ...
- » Establish the conditions/basis of your sales argument (the problem and solution) ...
- » Intrigue, fascinate and interest your prospect into reading further ...
- » Bond with your prospect ...

Ultimately, your job is to come up with a lead that matches your main theme ... that perfectly flows from your headline and deck copy ... and then makes it impossible for your prospect to look away.

We recommend that you first ground yourself thoroughly in the principles, so you understand why and how great leads work. Once you've done this, go through the templates and see which ones best fit the circumstances in your promotion. Use the "substitution" principle to adapt it to your own promotion.

Either way, whether you create your own lead from scratch – or you swipe from one the many examples we've provided, your leads will be much better than ever before.

