



THE PROFIT CENTER™ & EASYWRITERS™ MARKETING CLUB PRESENT

The Screaming Eagle™

YOUR ROADMAP TO DIRECT RESPONSE RICHES

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September Member Events

Thank You, for being a part of [The Total Package](#) family!

Clayton is thrilled to be able to share with you the secrets he's used to attract more than 3 million new customers and rake in over \$1 Billion in sales for his clients.

Make sure you dig into our [free archives](#) to get the nitty-gritty details behind ...

- How Clayton helped Security Rare Coin skyrocket from \$3.5 million in sales to over \$120 million (a 3,400% increase) – in a little over a year ...
- The secrets he used to QUADRUPLED sales at Blanchard & Company to over \$115 million per year ...
- How he attracted more than one million new, paying customers to Phillips Publishing in just over 3 years ...
- How he helped make Safe Money Report the largest publication of its kind in the world by QUADRUPLING its customer file ...

Plus, you'll discover more business building, direct marketing and copywriting secrets, insights and strategies from the rest of *The Total Package* team. All of them real-world experts working right now online and off to get bigger winners, more often.

21 Bullet Secrets That IGNITE The Selling Power of Your Copy

- ✦ Take the world's most powerful **BULLET** and **FASCINATION** secrets (stolen directly from decades of red-hot controls) ...
- ✦ Combine them with proven principles for boosting response, both online and off ...
- ✦ And finally filter it all through one of the most **RESPECTED** copywriters to ever pick up a pen ...
- ✦ Do all this and you've got a wickedly effective new bullet-writing system that will change your copywriting and marketing, almost overnight!

By Anthony Flores
Executive Editor
Fellow Business Builder,

Why should you read —
and HEED — the secrets
I reveal in the following pages?

Simple: Because the ability to write great bullets and fascinations is one of the most powerful skills you'll **EVER** acquire as a copywriter. And the ability to *recognize* both good and bad ones is essential to being a great direct response entrepreneur or marketing director.

Don't believe me? Just scan through a stack of controls. You'll find TONS of sales letters and even larger promotions based almost entirely on great bullets and fascinations. This is especially true when selling books — like Boardroom and Rodale do through the mail. And like many Internet marketers do online.

Just about every great A-list writer has

"If you've ever wondered how to write response-boosting, order-pulling BULLETS and FASCINATIONS that literally keep your prospect tossing and turning, unable to sleep until he orders your product ... then this will be one of the most important marketing letters you ever read!"

developed the ability to write world-class bullets and it's rare to see a big package without *at least* 10-20, if not many more.

Plus, it's hard not to love them — these little benefit-packed gems do so much in so little space!

9 times out of 10, bullets and fascinations offer benefits ... but GREAT ones do much more than that.

The best bullets and fascinations often

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do the following:

- Powerfully stimulate curiosity and intrigue ...
- Seduce your prospect to read, read, READ!
- Build desire — little by little — by creating the urge to “know” the secret your bullet promises to reveal ...
- Seize your prospect’s attention and keep him zooming through the copy ...
- Make your sales message more readable (which *always* boosts response!) ...
- Pump up your promotions with more variety and prevent the disastrous “flat” benefit syndrome ...
- Crush “headline block,” instantly delivering a wealth of fantastic headline possibilities ...
- And much, much more!

How to write bullets that make it IMPOSSIBLE for your package to be put down

Writing great bullets and fascinations is truly a science. It’s about taking all the right tools and then assembling a little powerhouse of desire.

If you’re writing them for a book or a premium booklet, you’ll typically begin by researching the daylights out of your subject.

Legends like Gene Schwartz would begin reading a book multiple times, highlighting key points and tidbits with each read. Then he’d have his secretary or a typist type up all of his notes (which would often add up to a 60-70 page document!) Finally, he’d organize the research information and begin filling in the running text, creating the fascinations as they came to him.

Others have a slightly different approach. Clayton’s good friend and seven-figure writer Parris Lampropoulos begins by going through his research and writing *as many as 700 fascinations*. Talk about discipline! He’ll probably only keep about 100 of them, but Parris likes to have about seven times more than he could ever use.

This is an elite strategy because it guarantees that every bullet or fascination that makes it into the final draft is exceptional. He gets to select strictly from the “cream of the crop” rather than some good ones and a bunch of mediocre ones. (I’m sure you’ve seen this problem — especially online — where you’re reading a long string of bullets and 3 out of every 4 are mediocre, at best. You can bet the writer didn’t write *seven times* what he needed and then select his very best!)

In looking at Parris’s packages, I see how this also gives him so much variety in his bullet sections, making them more intriguing and enjoyable to read. This is crucial — especially in promotions that involve lots of fascinations — because even just one or two bad ones can cause your prospect to start “skimming.” In some cases, a few bad bullets alone can get your promotion tossed!

Remember — your #1 job is to keep your prospect READING!

As you know, the fundamental goal in copy is to MAKE THE SALE. And, without a doubt, the BEST way to do that is to keep your prospect reading.

Have you ever noticed when you’re reading sales letters ... if you read or study a good one from cover to cover ... you start feeling like you WANT the product? That’s the magic of long copy! But it ONLY works if you KEEP your prospect reading all the way to the end.

That’s why Clayton constantly



“Having an army of killer bullets/fascinations at your disposal gives you a whole slew of fantastic headline and subhead possibilities. Keep your eye out for those that will most forcefully grab his attention.”

talks about systematically weeding out “weak links” in your copy — because weak links cause you to lose readership. And ultimately cause you to lose sales. Because they’re so easy to read, bullets can be the deadliest of weak links.

That’s why, if you bore your prospect with dull or repetitive bullets, the best case scenario is that he starts skimming and scanning (the opposite of what you want). This is one step from putting the letter down or throwing it in the trash.

So you want to make sure you vary your bullets in such a way that your copy has a natural flow, that it doesn’t feel artificial. Which means you want some bullets long, others short, some bullets blind and others where you reveal the full secret your prospect can use immediately.

Reading through the bullets should give your prospect an exciting feeling. Almost like he’s on a roller coaster ride and doesn’t know which way he’s gonna be turned next.

If you can get your prospect through a long series of quality bullets/fascinations, your chances of making the sale shoot up exponentially!

How to CRUSH “headline block” for good

And here’s another really powerful advantage you’ll have when you become a great bullet/fascination writer. Having an army of killer bullets/fascination at your disposal gives you a whole slew of fantastic

headline ideas and possibilities.

Some of the very best writers in the business will often begin their writing process with bullets and fascinations.

That way, when it’s time to write the headline, you’ve literally got dozens ... if not HUNDREDS of possibilities for a headline.

One of the best recent examples of a winning headline that began as a bullet is from the control for *Bottom Line Personal*:

How Doctors Stay Well While Treating Sick People All Day

This was simply the most intriguing, benefit-based bullet out of many hundreds written by the author of the package. If you notice, it also hints of “proof” because it references doctors. (We’ll discuss the need for proof/credibility in your bullets more in just a second.)

To work the same magic in your own writing, just write TONS of bullets covering every shocking, fascinating and emotionally stirring piece of information you have. When you’re done, you’ll almost certainly have at least a few very good headlines in there — and probably at least 1-2 GREAT ones!

21 proven bullet formulas revealed by the best writers in the business

After scouring hundreds of controls looking just for bullets,

here’re the main types I’ve discovered:

1. The “how to” bullet

This is probably the single most popular type of bullet/fascination and you see loads of it, both online and off. It works because we seem to have a natural affinity and curiosity for “how to” information. That’s especially true if the “how to” information is tied into our deepest feelings and desires. That’s the key to making it work.

● **How to use the secrets of “loading” your body for maximum power! (Traditional swings rob you of this potential power — while the Triple Coil Swing actually increases it two-fold!)**

● **How to make yourself safer than 89% of other car passengers — page 389.**

● **How to rub your stomach away. The simplest and most natural way to lose weight is by this effortless two-minute exercise.**

2. The “secret to” bullet

This formula is perfect when you have a piece of information not commonly known — something that can be legitimately called a “secret”. Typically the “secret” is centered on “how” your prospect will get the benefit. Be careful not to overuse this idea, however, or your prospect will become excessively skeptical. After all, if everything is a secret then each one becomes a little less unique and enticing. These bullets MUST be based on information not commonly known and varied for maximum impact.

● **The secrets of “Single Finger” takedowns ... using moves that are indefensible even by a larger and more experienced opponent!**

● **Little known secrets that can steer you to tremendous profits in gold ... even if bullion drops to \$250 an ounce!**

● **The secret of “that schoolgirl**

complexion” revealed! This is the natural compound you must have for health, beauty and long life. Develops that youthful beauty from within.

3. The “Why” bullet

This bullet is ideal for building intrigue. Essentially, you’re promising to reveal why something is a certain way — with the implication that *knowing why* will make a difference in your prospect’s life. So make extra sure the info your promise presents is ... (a) something your prospect is instantly curious to know more about and (b) directly beneficial in his life.

- **Why if this disaster strikes the US, you’ll pay up to 15 times more money for cheap imitations of your favorite supplements — and why that’s the good news!**

- **Why up to 70 percent of all poisonings happen to children under five. And the best prevention of them all. Page 34.**

- **Why you can’t trust your pension fund: Dirty tricks they play with your money — and how to stop them COLD ...**

4. The “What” bullet

“What” bullets work well in two ways. First they can give your prospect very specific instructions for action (“What you MUST do now to avoid ...”). Second, they often offer him elusive, valuable information (“What doctors don’t tell you about ...”). Both do a wonderful job of bumping up the perceived value of the information, while at the same time *hiding* it for

added curiosity!

- **What you must do immediately before November 15th, 2001 to preserve your wealth and ...**

- **What you must do at once if you receive a mild shock when you touch an electric appliance — page 26.**

- **What the Corporate Fat Cats don’t tell you about their CoQ10 supplements ...**

- **What to watch when you’re eight feet apart (it’s NOT his eyes — a terrible mistake most fighters make that gets them hurt) ... and what to watch inside the two feet “crunch time zone” ... to keep you a precious step ahead of even superbly-trained fighters!**

You can see more great examples of the “How to” ... “What” ... and “Why” bullets on page 1 (*The Safe Money Investor Service*) of your Ride-Along™ in the FREE GIFT #1 sidebar. As you’ll soon see, sidebars can showcase your best bullets with tremendous impact.

5. The “What NEVER” bullet

If you’ve ever read a Boardroom report, I’d bet big money you’ve seen this type of bullet. They popularized it with the following bullet that became a blockbuster headline:

- **What never to eat on an airplane. The dirtiest, deadliest airplane in the whole wide world.**

Here’s another example:

- **What never to keep in your deposit box. Never. And how to**

stop the state from stealing it.

This kind of bullet/fascination can be applied to many, many pieces of information. And it’s powerful because it alerts him of a possible mistake (tapping into fear emotion), promises information that will protect your prospect from the mistake (benefit), and also builds curiosity and intrigue because he doesn’t yet know the answer. If you’re selling supplements, you could say, **“What NEVER to take along with Vitamin C ...”** If you’re in the investment market, you could say, **“What NEVER to invest in as inflation rises ...”** The list could go on for miles.

Along the same lines, you can present any other type of “What NEVER” information with leads like “Why you should not ...” or “The absolute worst ...” or “What to avoid ...” — because the premise is exactly the same. Just play around with the different versions and see which works best for your information. Here are a few more examples:


- **Why you should not use soap anywhere but under the arms and on the genitals. Page 37.**

- **The absolute worst time for your body to do paperwork or read. Page 26.**

- **The One Place NEVER to Store Your Gold: It’s practically an engraved invitation to thieves. Where to store your gold for maximum safety and convenience.**

6. The “PLUS” bullet

The “PLUS” bullet is a greed bullet — it gets your prospect into the mindset of more, more, MORE! Its structure isn’t terribly unique — essentially it’s just one of the other formulas with a PLUS at the beginning. PLUS bullets work best at the end of a list, helping finish with power and momentum. Here’s an example from some of Clayton’s financial self-mailers:



“When you promise to reveal something incredibly intriguing — something that’ll make a huge difference in his life — you create a burning desire for the answer that must be fulfilled.”

● **PLUS — How to turn the tables on them: Insulate your wealth and then USE their treachery to lock-in profit potential of up to 562%!**

● **PLUS my complete list of 1,837 companies that we suspect of fudging their earnings — make sure your stocks are NOT on this list!**

7. The “Number” bullet

Use this kind of bullet when you can group together multiple ways of doing something, multiple secrets or multiple reasons why something will happen. It’s a great way of condensing unique information into a value-added team of enticing secrets, methods or ways of delivering a desired benefit.

● **Four ways to stimulate the body to release its own natural pain-killers.**

● **The seven little-known signs of internal bleeding and what to do about each — page 4.**

● **The world’s two most powerful inflation fighting strategies: PLUS the stocks that can hand you gains of up to 562% as inflation returns ...**

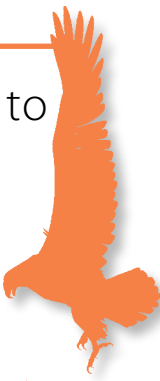
● **3 often overlooked investment vehicles that can make you up to 10 times richer when the next earnings scandal bursts into the headlines.**

8. The “Right ... WRONG!” bullet

There are times when you’ll be able to bank on your prospect having certain assumptions. That’s where this kind of bullet comes in. You suggest the assumed idea or belief and then you immediately debunk it with ... **WRONG!** It’s great because everybody wants to know why or how they could be wrong about something they thought they knew. Especially, if there’s a killer benefit in knowing the right answer!

● **Sneezing into a tissue prevents colds, right? Wrong! Page 2 explains why.**

“Together these bullet formulas allow you to hit every piece of intriguing info from a variety of angles. Practice using them **TODAY** and you’ll never write dull or repetitive bullets again.”



● **The bathroom medicine cabinet is the best place to store medicine, right? Wrong! It’s the worst. The facts are on page 120.**

● **“Unscented” products have no scent? Sorry. Many are masked with a chemical that can cause allergic reactions. Page 24.**

9. The “WARNING” bullet

It’s perfect for when you want to alert your prospect of a danger ahead. You’ll often also see the words “caution, alert, danger” at the beginning instead of warning. This is particularly effective when your promotion targets the fear emotion. Of course, this bullet works much better when you give proof that you have the solution (benefit) to the problem you’re warning your prospect about.

● **WARNING — Your #1 asset is now in extreme danger! Why the equity in your family’s home may be vulnerable to an all out attack in 2004-2006 — crucial self-defense ...**

● **WARNING: Avoid These 2 Popular Gold Investments Like The Plague! Ignoring this single warning could leave you broke and holding the bag!**

● **Cell phone DANGER! Avoid sleep disruption from electromagnetic waves ...**

● **CAUTION: Washington and Wall Street are conspiring to HOODWINK YOU! They only want you to THINK that they’ve cleaned up Wall Street. Discover the**

shocking TRUTH that can protect you from being fleeced again!

10. The “Are you ...?” bullet

With this bullet, you ask your prospect about something you strongly believe he’s *already* doing. Then you offer him a specific benefit, advice, or instructions with as much credibility as possible. This bullet is particularly strong because you get your prospect to say “yes” and nod his head, building momentum toward the sale.

Variations on it can be “Do you ...?” or “Does your ...?” or “Is your ...?” — all work equally well!

● **Are you and your doctor making these common mistakes with your health? One of the Country’s most respected M.D.’s exposes the 9 deadliest flaws in disease treatment that could be robbing you of your health and hard-earned money.**

● **Does your broker have a “rap sheet” with the SEC or NASD? Here’s how to find out — FAST!**

● **Do you take any of these 16 popular vitamins or supplements? If so, please read this M.D.’s urgent warning!**

11. The “Gimmick” bullet

Here you carefully extract an idea from information in your research and put a creative “spin” on it, assigning it a name. For example, say you’re selling a fitness book and you find there’s a body fat test which requires you to pinch certain parts of your body. You

could create a gimmick like ... **The simple “pinch test” that instantly tells what your body fat levels are — with pinpoint, .5% accuracy.**

This technique works effectively because it often combines a benefit with specificity, intrigue/curiosity, and *delivers* a precise mechanism for achieving the benefit. AMAZING! And it does this ALL in a couple of simple lines.

● **The amazing “Towel Hanging” trick that increases the strength of you erection ... plus your love-making stamina ... allowing you to supercharge your love-life in a very short time! (You have to *experience* these kinds of “rocket burst” orgasms to believe they’re possible! See page 139.)**

● **And ... the amazing “follow through” secret that is the foundation of making long, straight drives so easy you could cry with joy! This alone will change your game forever ...**

● **The “optical illusion” that absolutely destroys most golfers ... the single most damaging “habit” nearly all amateurs suffer that *GUARANTEES* they will never experience a consistently great game! (Once you know the secret, however, you will *OWN* the course!)**

12. The “Sneaky” bullet

This one is used very selectively by top writers — because overdoing it can make your copy feel contrived. Not everything can be “sneaky”. It typically applies when you have a piece of info that has some sort of conspiracy factor ... or in less extreme cases: a hidden, guarded or overlooked element. It’s most often used when there’s something a group doesn’t want you to know or is actively hiding from you.

● **The sneaky ways professional fighters use the element of**

surprise to turn around dangerous situations ... even when they’re the ones who’ve been “jumped” by an assailant unexpectedly!

● **Sneaky little arthritis secrets that doctors never, ever tell you about ...**

● **Sneaky insurance tricks that could be costing you an arm and a leg. Make sure you’re not a victim.**

For an example of this kind of bullet (and many others!), see page 2 of your Ride-Along™. It’s from *The Bob Livingston Letter*.

13. The “Statement of Interest + Benefit” bullet.

This formula works best when you have an exciting or intriguing tidbit you can lead with. Then you immediately follow it with a strong benefit. Often you’ll start with a fact and then use one of the “how to” or “why” types of bullets for the second line.

● **Drowning is the third leading cause of accidental death. But did you know it’s possible to save a drowning person even if you can’t swim? Page 15.**

● **You walk into an empty self-service elevator late at night and press the button. Before the door has a chance to close you get back out fast. Why? (Nine ways to outwit a mugger.) Page 380.**

● **Platinum Prices Up 90% since 2002 — Here’s How To PROFIT: Why platinum prices are expected to surge throughout 2005. Best coins and bars for profit-minded investors.**

14. The “Direct Benefit” Bullet

Here’s where you simply make a claim (ideally a unique and powerful one!) in the opening line of your bullet. The first word is usually an action verb, instantly promising the benefit. Then the next line is spent deepening, proving, and adding

intrigue or additional benefits to the original claim.

Some examples:

● **BUILD ENORMOUS STRENGTH AND MUSCLE TONE *without exercise!* Ten minute breakthrough *naturally* triples your growth hormone levels. Secretly being used by the New York Mets, Chicago Cubs and many Hollywood stars. All you do is *stand*.**

● **BANISH MENSTRUAL CRAMPS FOR GOOD with a common vitamin! Now shown to *wipe out* over 80% of all cases of cramps.**

● **RECOVER FROM LATE-STAGE CANCER, even after it has spread to the bones. Just a tiny dose of this cutting-edge nutrient has now been shown to make it happen.**

15. The “Specific Question” bullet

This bullet hooks your prospect by leading with an intriguing question of importance. Just like many of the other formulas, what follows must offer the desired solution either within the running text of the copy or the product that’s being sold. And, of course, it’s always good to mix in credibility, benefit, intrigue and curiosity.

● **Do you know that one-quarter of all household burglars gain entrance without breaking in? Here’s how they do it ... and how to get them to stop doing it to you. Page 157.**

● **Joint bank accounts? Close them fast and open separate ones ... or you’ll pay dearly. Page 142.**

● **What time of day are you at greatest risk for low blood glucose? This surprising answer will put you on alert.**

16. The “If ... Then” bullet

The “If ... Then” bullet works because it first engages your prospect by inviting him to meet a simple

requirement. It can also ask him if he's in a specific "group" or if he's experiencing some kind of malady or symptom. If you've selected the right piece of info, he's naturally interested in whether he meets the requirement or is experiencing what you describe. It quickly grabs his attention!

And then he also wants to see what happens if he DOES meet the requirement — which becomes the benefit you hit him with in the latter half of the bullet. The legendary Gary Bencivenga is particularly fond of using these types of statements as headlines and they've produced some very big winners for him.

- **If you have a tension headache, here's why you should forget your scalp and concentrate on your toes.**

- **If you've got just 20 minutes a month, I guarantee to work a financial miracle in your life.**

- **If you are now a "B" or "B+" copywriter, by learning this one unusual secret, you will much more easily move up quickly into the rarefied ranks of the "A" or even "A+" writers who command the biggest freelance fees and make fortunes in royalties.**

17. The "When" bullet

Perfect for when you're promising a benefit at a very specific time. It's great because you're implicitly saying, "Do this at a certain time, and you'll get a guaranteed result." Your prospects will naturally want to know *when* he can get the benefit and *how* he can get it, so intrigue and curiosity are automatically built in.

- **When the IRS has to pay you interest! If they miss this deadline by a single day, they're legally obligated to do so. Page 15.**

- **When it's safe to ignore the April 15th filing deadline. No**

"You never know when one of your best bullets could become a world-beating headline. That's why it pays to put tons of energy into them, making every single one as powerful as possible."



interest. No penalties. No nasty visits from the Feds. Page 14.

- **When cold pizza is the perfect fat-loss breakfast. Page 14.**

You can see another example of this bullet and other great ones on page 3 of your Ride-Along™. It's from Rodale's *Powerfood Nutrition Plan* promotion — a very bullet-heavy control that features many of the techniques you're learning in this issue!

18. The "Quickest, Easiest" Bullet

Here you offer to reveal the quickest or easiest or simplest way to do something, to achieve a beneficial result. It's human nature to want to get something easier, faster and with less effort — especially in today's instant gratification driven society! You can make this bullet work very simply or you can pile on additional possibilities (from the formulas above) for a wonderful one-two punch.

- **The easiest way to beat out even the most ferocious competition in your marketplace, even when their marketing is brilliant, their budget huge and their copy is so persuasive, it could have been written by Claude Hopkins himself.**

- **And finally, the easiest way to be a master of persuasion — the simple, 12 word sentence that will make you one of the most persuasive people on the planet, no matter what field you're in. This is the "master secret" of knowing how to persuade almost anyone to do**

almost anything.

- **The quickest, easiest ways to find a broker who won't cheat you.**

19. The "Truth" bullet

Use this one when you want to help your prospect put a controversial or debatable issue to rest. Select pieces of information that appear conflicting or confusing to him. Then offer him a clear solution in the form of the "Truth". People love to read about a controversy or commonly held belief getting demystified. (You can see a great example of this on page 4 of the Ride-Along™. The second bullet on the page begins with "The real cause" — another way to word this same concept. The fourth bullet on the page says, "The truth about fish oil.")

- **THE TRUTH ABOUT MUTUAL FUNDS. What your broker doesn't tell you could cost you up to 5% this year.**

- **THE TRUTH ABOUT TUNA. Is it good for you? Or does it contain harmful metals that can ruin your immune system? See page 70.**

- **THE TRUTH ABOUT ALCOHOL. Will it interfere with muscle growth? Will it help your heart and circulatory system? See page 274.**

20. The "Better" Bullet

When there's an assumption that something's good but YOU have something even better — use this bullet! It's a great way to sneak right under your prospect's BS detector and

slip in your benefit, build curiosity and create momentum. A possible variation on this same concept is to lead with the word “beyond.”

- **BETTER THAN THE BENCH PRESS.** For a broader, more muscular chest, the uncanny exercise on page 17 works wonders.

- **BETTER THAN SQUATS!** Try this leg exercise on page 29. It takes less time than squats and will not injure your back!

- **BEYOND THE BEDROOM!** Other rooms can spice up your sex life. Every home contains sexual secrets waiting to be unlocked ... DAY 3 shows you how to make your lovemaking more fun!

21. The “Single” Bullet

This type of bullet is best used when you have a piece of information or benefit that exceeds all others. And you have proof. It’s effective because you’re promising something that stands head and shoulders above anything else being offered. You’re promising to cut *directly* to the most powerful and often *exclusive* possibility. Provided the benefit is strong and credibility is there — who wouldn’t want that?

- **The single most important sentence you will ever read about how to create powerful marketing. It contains just nine words, and they will forever change your approach to marketing.**

- **The single most important**

nutrient you’ll ever need for heart health. It’s not expensive — but there are at least 7 different forms of it and only ONE works. To find out which one, see page 23.

- **The single most explosive investment in this coming crash. It takes advantage of my three proven growth factors and is still available dirt-cheap. But it won’t stay that way for long!**


Now that you have this army of hot new formulas ... USE THEM. Whenever you’re creating bullets/fascinations for your promotions, attack each piece of information from at least 2-3 different angles using the formulas that fit best. You’ll be shocked at how much better they come out and how much more variety you have in your final draft!

The 3-step “Makepeace Makeover” that supercharges ANY bullet in a matter of minutes

There’s really no excuse for writing poor bullets. You just need to get clear on the critical elements that make a good one, and then be sure you include each element into your writing.

This is a process I learned personally from Clayton. Let’s try it — taking a weak bullet and give it a quick Makepeace-Makeover!

Often, especially in “institutional” advertising, you’ll see dreadfully flat bullet/fascinations like:



“Whenever you’re creating bullets/fascinations for your promotions, attack each piece of information from at least 2-3 different angles using the formulas that fit best.”

- **How to profit from stocks in 2006 ...**

This bullet obviously sucks. It’s flat ... it builds no intrigue or curiosity ... it lacks specificity — really the only positive is that it offers a benefit: profit.

But even then, the lack of specificity makes the benefit appear common and less believable. After all, you’ve probably been exposed to hundreds (if not thousands) of opportunities to make money or “profit” ... and almost none of them work.

On the other hand, if you said:

- **How to make 307% profit from gold stocks in 2006 ...**

Now that’s a different story! Specificity is the key ingredient in bullet writing. The 307% implies you’ve done some sort of research or analysis, that you’re not just pulling this idea out of you-know-where. And the “gold stocks” provides a more specific *mechanism* for achieving these kinds of profits.

Revealing the *mechanism* your prospect will use to achieve the claim is HUGE in today’s saturated markets. By *mechanism*, I’m talking about the means, method or system your prospect will use to achieve the benefit. Some examples are: a proprietary investment system, certain nutrient(s) in a weight-loss pill, new advances in technology, etc. Showing your prospect that you have a unique mechanism helps differentiate your claim from others making similar ones. You have a new way to get him what he wants. And this gives you a better chance at having readers at least *consider* your claim. They’re more open to believing it.

OK — back to our example. Our bullet is decent at this point but it could still be better. There’s a benefit, some intrigue — your prospect wants to profit and he’s probably curious

about how he could profit 307% from gold stocks. But then again — he's busy and he's probably reading many other similar claims from other investment newsletters and headlines. Something more is needed.

So let's add a tad bit more intrigue and credibility, let's make him VERY SURE that this is a *real* opportunity. Now what if we said:

- **How to exploit Warren Buffet's "Bull Market X-Factor" and make 307% profits on gold stocks in the next 60 days ...**

WOW! Now we've got something here. Your prospect is being offered: (a) the benefit of making a profit, (b) the intrigue/curiosity of how he can do it using Warren Buffet's "Bull Market X-Factor" and (c) the credibility that he'll make precisely 307% on gold stocks, using a very specific strategy. And he'll do it within the next 60 days!

This is a very good bullet and yet still fairly short. We could have created something longer but this one was already packed with plenty of great information. (For some examples of longer bullets that work very well, see page 5 of your Ride-Along™. It's from the *Real Health* promotion that has been mailing for years.)

Ultimately remember that it's not about how big or complex your bullets are — it's about how *believably* they seduce and build DESIRE. That's all that matters!

Clayton's personal practice for creating killer bullets and fascinations

Clayton often looks for a series of benefits, steps in a procedure or other copy points that he can group using bullets, numbers, letters, etc. He's looking to add clarity and impact.

And his promotions — because

"Revealing the precise mechanism your prospect will use to fulfill your promise is mega-powerful in today's saturated, skeptical markets. It's a fantastic way to introduce benefit, credibility and intrigue, all at the same time."



he promotes investment newsletters and supplements much more often than books — will often contain fewer bullets/fascinations than a package for Boardroom or Rodale. When he does create bullets/fascinations, it's typically to sell the premiums, for some of the sidebars ... others are used in the deck copy and the back cover.

To begin, Clayton goes through the research, the premiums, the rough draft and then creates many more bullets/fascinations than he'll need in the final draft. Next he carefully selects the best possibilities for each section — and then edits them according to the process we just went through above. He makes sure they have gut-level, greed-tickling impact.

Finally, Clayton often takes his BEST bullets and fascinations and puts them in the most important places: the front and back cover. Once he's expanded upon the headline, he'll often jump right into a series of bullets that bribe the prospect into reading the report or publication. Then the back cover will also be packed with 5-10 teaser bullets that compel the prospect to open up and find out the answers inside.

For example, look at page 6 and 7 of your Ride-Along™. On page 6, you'll see very powerful bullets used as the deck copy (beginning with "4 bald-faced lies"). And then on page 7, four killer bullets suck you into opening up the report. Both are perfect examples

of Clayton's bullet principles.

How to write world-class bullets when you've got no mystery or secret

Also, because Clayton works heavily in the supplement field, he'll often have to create pure benefit sequences of bullets (where he's not hiding intriguing or fascinating info).

Here are some pure benefit bullets from a health promotion he wrote:

- The brain cells that control learning, reasoning, memory and coordination are being rejuvenated and sparking to life again ...
- Nerve endings, once deadened, are now being revived and electrified. Creaky, inflamed, painful joints are being soothed, renewed and rendered pain-free ...
- Entire organs — from his eyes and ears ... to his heart, lungs and liver ... to his stomach, pancreas and intestines — and even his sexual organs — are being revitalized and are returning to their normal functions ...

The trick with these kinds of bullets is to make them as readable and interesting as possible. It's more difficult to create curiosity and intrigue because they're not "blind," promising elusive information. But you can at least make sure the benefit is (a) clear, (b) something desired by

your prospect and (c) that you use strong verb choices like he did (deadened, rejuvenated, sparking, revived, electrified, renewed, revitalized).

Also, as you see on Ride-Along™ page 8, these pure benefit bullets can also be used to enhance your guarantee presentation. At the bottom of the page, there are six bullets beginning with, “Avoid any brewing disasters ...” that make the benefits clear and compelling.

... Or another strategy he uses is to present horrifying alternatives:

- **Ages your eyes:** Free radicals have been shown to damage your chromosomes and block the enzymes needed to repair your DNA.
- **Taxes your brain:** Research from the *New England Journal of Medicine* shows that the more free radical hits your brain is exposed to, the slower the response in nerve synapse communication. Which means these little “bad guys” could be hacking away at your brain-speed and intelligence at this very moment!

How to create a “theme” for your bullets that maximizes their impact!

Other times, Clayton will billboard benefits, meaning he’ll create a tightly connected group and put them on the cover of the promotion. The advantage of “theming” your bullets like this is that you can hit a certain topic from a variety of angles. Your prospect will get the feeling that you’re thorough and that he’ll be getting a comprehensive exposé that’ll change his life!

The fascinations below are from a recent promotion for *Your Money Report*:

● **Great Real Estate Investments At A DISCOUNT!**
Think rising mortgage rates mean you’ve missed your opportunity to

get rich with real estate? THINK AGAIN! Why you’re about to have a second chance to become a real estate millionaire: *page 5*

● **8 Deadly Real Estate Traps: Avoid These Profit-Killers At All Costs!** The size of your monthly payment can make the difference between a profitable real estate investment and a costly one. Here are 8 pitfalls to avoid when shopping for your next mortgage! *Page 6*

● **Thinking About Becoming A Landlord?** Get ready to raise the rent! The secret reason why landlords are about to get a LOT richer ... *Page 7*

Other times, he’ll even create a label. This series, “**7 Guilty Secrets Drug Companies Do NOT Want You To Know**” was also touted on the cover of the piece as a reason to read it:

FACT #1: Drug Companies Kill Tens of Thousands Each Year: Many of today’s most-often prescribed medications are not only useless, but extremely dangerous — crippling and killing as many Americans each year as died in the 18 years of the Vietnam war.

FACT #2: They Do It Knowingly — For Money: The ultra-rich U.S. drug industry — the single most profitable businesses in America — is guilty of using bogus research, distorted reporting, and bald-faced lies to push deadly and ineffective drugs onto unsuspecting doctors and patients.

Let’s strip down some examples to the bare essentials

In this section we’re going to take bullets from some of the best writers in the business and reveal exactly what makes them tick. You’ll see how they harness the secrets revealed in this issue for maximum response.

These are from Gary Bencivenga’s promotion for his retirement seminar that he held last year and if you’re not

on his list (www.bencivengabullets.com) — you need to jump onto that site and sign up ASAP. Each bullet is a picture-perfect example of everything you’ve learned. Here they are:

● **The easiest way to control the process of persuasion rather than merely guess at it. You’ll learn that persuasion, like music, comes down to a few simple notes. Master them, and you can play an infinite variety of melodies that are music to your prospects’ ears.**

Right off the bat, you see that this is an example of Bullet Formula #18, the “Quickest, Easiest” bullet. And it offers a direct benefit — you’ll learn how to consciously control persuasion and how to do it easily. This benefit is actually targeted at the more sophisticated writer (ideal prospects for Gary’s \$5,000 seminar) and it works because although writers at this level understand persuasion, they desperately want to have greater control over the process (just like he does!).

Next, he creates an analogy with music to make you believe that the process can be simplified. Surprisingly, this is actually the credibility component of the bullet because it gets you to believe that — just like a few simple notes of music — this secret will get you to the heart of persuasion and do it more automatically, with less effort.

And lastly, he deepens the benefit by adding the idea that once you “get” this persuasion secret, you’ll be able to successfully use it in a wide variety of situations. Notice the colloquial expression, “music to my ears” is adapted to this benefit as “music to your prospect’s ears.” Colloquial expressions like this are *extremely* effective in bullets because they say more — often MUCH MORE — with fewer words.

● **You will create intense desire for your new product and yours**

alone. In other words, once you introduce your product this way, your market will never again be satisfied with your competitors' products. Buyers will seek your product out specifically, demanding exactly the unique features you described in your advertising.

This bullet is actually part of a continuous sequence, all based on a single secret for launching new products successfully. That's another smart way to use your bullets — which Clayton does all the time and we briefly touched upon earlier in this issue. Most of the time, you'll see bullets that are based on a wide range of information and seem to be put together with no particular order or pattern. There are LOTS of situations where that works fine.

But other times, it's even more effective to have sections of bullets where each new one feeds off the previous one. You benefit from the bullets being tightly and sequentially connected. That's what's done in this promotion and it's often a life-saver because it means you don't have to accomplish as much in any one bullet. You just introduce benefits and then explain a little about why it works. As you can see in this example, there's not always a need for an extreme level of specificity or proof. And that's OK — as long as you can accomplish that in other bullets from the same section.

● **How to use a simple punctuation mark to boost your response by 50% or more. No, it's not an exclamation mark (they often decrease response, because they smell like hype).**

While this is obviously a "How to" bullet, Formula #1 — it's actually also a subtle combination, using another formula (the "Right/Wrong" bullet). And it harnesses powerful psychology because he *knows* most readers will assume he's talking about an exclamation mark.

"Colloquial expressions are extremely effective in bullets because they say more — often MUCH MORE — with far fewer words."



tion mark. But that's WRONG! And because the prospect's natural assumption has just been shredded to pieces, he's baffled and now wants to know the answer even more!

This creates wonderfully interactive reading if you're a prospect: you're told about an exciting benefit ... you're teased by the hidden information ... you think you know what the answer is ... but then what you think is ruled out ... and you end up *really* wanting to know what in god's name he's talking about! It engages you and builds desire — the more often you do this to a prospect in the course of a promotion, the more likely he'll become a buyer.

Sex sells ... and sexual bullets sell even better!

These are bullets from a very edgy promotion — one written by copy legend John Carlton (Special thanks to John for letting me use these bullets and others earlier on). Bullets and fascinations make up about 80% of this eight-page letter. And even though it was a fight to get it approved, it *creamed* the previous control and mailed profitably for over five years! These are some of the best examples you'll EVER see:

● **... Plus ... how to replenish (and manage) a steady new flow of fresh, youthful testosterone ... allowing you to finally experience more frequent, more intense, and more pleasurable orgasms!**

This "Plus" and "How to" combination bullet works so well because

its benefit is *perfectly* targeted. Every guy wants to be able to replenish his "youthful" testosterone and you better believe that EVERY guy wants to experience "more frequent, more intense, and more pleasurable orgasms!" The fact that it hits home so precisely with what guys want allows him to leave out the typical level of proof and specificity you'd need. As long as you make most of your bullets specific and credible, big promise bullets like this — ones that hit your prospect's emotional nail on the head — can work wonders for your copy.

● **The "Pre-Coital Secret" (only recently made public by a famous female sex therapist) that breaks the code on giving any woman an explosive orgasm ... every time you make love! Page 114.**

This is a "Gimmick" and "Secret" bullet and if you're a guy, it's hard not to have desired flamed when you read this. Again, what guy wouldn't want to know this mysterious and very *specific* secret — credibly "made public" by a famous female sex therapist? One that allows him to give women explosive orgasms, every time! It's a slam-dunk, no-brainer. In fact, hold on a second ... I'm going to go order this book ...

● **The seven most effective ways to seduce the woman of your dreams — compiled by a rare study of women themselves! (Plus — the SINGLE most important thing you can do to win her love forever ... and the worst sin you could ever commit — an unforgivable act that can**

destroy your love life!) See page 161.

Yet another bullet that has it all. You get seven ways (the “Number” bullet) to seduce the woman of your dreams. Again, do you see how he has the ability to laser-in on the EXACT benefit his prospects are looking for? It’s uncanny and a big reason why these bullets are so hot.

The proof/credibility is the fact that these seven ways have been compiled by WOMEN themselves in a rare study. Then it adds a “Single Most” bullet that’ll reveal what can cause a man to win or lose her love forever. And finally there’s the threat of committing an unforgivable sin that destroys your love life — what you RISK by not seeking out the answer in this book. WOW. That’s a LOT to accomplish in just a few sentences.

● ***The 10 “Come Hither” Sexual Signals given by women that most men miss entirely! These are the ultimate secrets of meeting women — finally revealed by women themselves and supported by 20 years of scientific research!***

Are you starting to see how — once you master the formulas in this issue — you can begin combining them to hit your prospect’s hot buttons from every possible direction? This bullet combines the “Number” formula (10 signals), the “Gimmick” formula (“Come Hither”) and mixes in the “secrets” element as well. Plus, it’s not just some writer saying this — these secrets have been compiled by women and are supported by 20 years of scientific research!

It’s clear why this promotion worked so well. Imagine, as a guy, reading through pages and pages of killer bullets like this ... with each and every one hitting a red-hot desire button with sniper-like accuracy. It’s almost impossible to not mail in the postage-paid free-trial card and see

what answers lie inside.

Bullets that helped quickly build a direct response giant

Before we conclude, I want to quickly break down a few of the fascinations from the famous, “*What Never to Eat on an Airplane*” piece because they played a huge role in building Boardroom up to the direct mail Titan it is today. Here they are:

● **Ever been abused by an uncivil servant ... humiliated by some self-important official ... or given the runaround by a large corporation? Here’s how to write a simple letter that creates instant havoc ... gets financial satisfaction ... and gives you sweet revenge.**

This “Specific Question” bullet electrifies prospects’ emotional hot buttons — specifically the negative ones everyone so desperately wants to relieve. The promise of being able to create “havoc” for these jerks that rip the prospect off and humiliate him is incredibly appealing. It gives him “sweet revenge.” Always look for emotional goldmines like this when crafting bullets of your own.

● **The 20 safest banks in the U.S. — and the lemons, which spend their time lending to third world deadbeats ... and real estate hucksters.**

Not only does this bullet offer extremely practical information (Who doesn’t use a bank? And who doesn’t want a “safe” bank?), it also promises to reveal scandalous information about banks who lend to “deadbeats” and “hucksters”. This is shocking, intriguing, and it’s also very helpful to know.

● **What you don’t have to tell an IRS auditor — and how to prevent a “fishing expedition” through your records.**

We all do taxes every year and almost everybody worries a little

about the nightmare of getting audited. So the promise of what you don’t have to tell an auditor — one that can prevent a “fishing expedition” through your records — is more appealing than we realize at first glance.

Overall, these bullets aren’t terribly complex or sexy. But they’re ultra-practical and slowly-but-surely they build on each other, working up desire in the prospect until he realizes that sending for a free-trial of *Bottom Line Personal* is well worth a shot.

Now that you’ve got the secrets, USE them to drive your response to the moon!

First off, I URGE you to create your own bullet/fascination archive and add to it whenever you see a great example. This will make you a fantastic copywriter and you’ll quickly find yourself creating A+ bullets each time you pick up your pen!

When it comes time to begin crafting your bullets, whip out this report so that you have each of the formulas handy.

You’ll usually find that 2-3 will fit well with each piece of information you’re basing your bullet on. Simply create a bullet with each formula and move on.

Once you’ve created more bullets than you could ever use, scan through and pick out the most powerfully intriguing ones you can find.

Keep selecting until you have the right number you need and strategically arrange and place them throughout your copy.

Follow the guidelines in the report ... practice, practice, PRACTICE ... and you’ll become a killer bullet writer in no time!

Yours for better copy made easy,



Tony Flores
Editor, *The Screaming Eagle™*