

# **What We're Doing Here:**

**Weekly Trainings On All Things Copy and CRO Including:**

Affiliate Swipes, eCom Email Sequences (winback, welcome, abandon, seasonal, etc), Personality Driven Emails, Long Form Sales Letters, eCom Hybrid Pages, Facebook Ads (In-Feed, Video, Static), YouTube Ads, TikTok Ads + TikTok Shop, Native Ads, Advertorials, Upsells, A/B Testing Across The Funnel, Winning eCom Landers, Checkout Page CRO, Offer Economics and Metrics that Matter, AOV and LTV Optimization, SMS Campaigns, Unique Mechanisms, Deep Market Research, Using Curiosity and Emotion in Your Copy, Quiz Funnels, High Ticket and Webinars, Copy Chiefing, Killer Leads, and more.

**And for the first several weeks we'll be leading off by focusing on Big Ideas.**

Specifically we'll be talking about:

What Big Ideas are, how to come up with them, how to stress-test if a big idea is good or not, how to execute on incorporating Big Ideas into all types of copy, and how to use AI to help automate this process and more generate big ideas with less work and in less time.

**So what is a Big Idea?**

Here's how the great David Ogilvy defines the concept:

*“A big idea is an idea that is instantly comprehended as important, exciting, and beneficial. It also leads to an inevitable conclusion, a conclusion that makes it easy to sell your product.”*

I actually think this is a pretty good definition...

But before we get to why...

Let's actually break things down one level further...

And ask an even more basic question:

## **“What Is An Idea?”**

**David Hume says:**

*“All this creative power of the mind amounts to no more than the faculty of compounding, transposing, augmenting, or diminishing the materials afforded us by the senses and experiences.”*

Put more simply...

Hume is saying that our ideas are just composites of our experiences...

**And he quite famously uses the following example:**

“When we think of a golden mountain, we only join two consistent ideas, gold, and mountain, with which we were formerly acquainted.”

**In other words, on a very basic level Hume is saying that our ideas are simply combinations of other elements...**

And meanwhile, in more modern times...

in his excellent book “A Technique for Producing Ideas”

**The great “Ad Man” James Webb Young argues:**

***“An idea is nothing more nor less than a new combination of old elements.”***

**So are you with me so far?**

Any “idea” is really just a combination of old ideas in a way that appears novel or compelling...

**And so, if we go back to Ogilvy’s definition of a Big Idea, which again was:**

*A big idea is an idea that is instantly comprehended as important, exciting, and beneficial. It also leads to an inevitable conclusion, a conclusion that makes it easy to sell your product.*

**We can reasonably say that if you break down a Big Idea into its basic elements...**

It is a combination of old ideas to create a “new” idea that feels important, exciting, and beneficial while also making it easier to sell your stuff.

Now I played with this concept a lot in a training/framework I created a few years back called Breakthrough Ideas...

Which is really a methodical process for coming up with Big Ideas...

And I’ll be teaching that during this first month of training in CA PRO (along with a lot of other stuff)...

But since I can’t teach that whole thing in this email...

**Instead, let me just show you some examples of famous Big Ideas in copy...**

And we can see how they really are just combinations of Old Ideas that are synthesized to create a “new” idea that feels important, exciting, and beneficial (while helping you to sell your product).

## Example #1: Headline Complex for a Gut Offer I Wrote:

One of America's most celebrated doctors reveals bombshell discovery:

# “Could Hidden Constipation Be the Real Culprit Behind Our Bloated, Swollen Stomachs?”

*Plus: the simple, 20 second fix that can rapidly improve digestion, slim down our bellies, return bowel movements to regularity...*

*WITHOUT any detoxes, master cleanses, or turning your insides into a gurgling, swirling vortex of discomfort.*

In this promo, the Big Idea is that something called “Hidden Constipation” is behind your bloated, swollen stomach.

And when you think about it, all we’re doing is combining a few other ideas together in a way that feels novel and new.

**Big Idea Build Block #1:** Constipation

**Big Idea Building Block #2:** A Secret, Hidden Problem

Idea Building Block #1 is self-explanatory...

**But to understand why Idea Building Block #2 is so powerful here...**

It helps if you know the market you're speaking to.

In the case of gut health, if you look at the top selling promos and take time to research what prospects are saying...

You'll find that a common refrain mentioned both in the most successful copy, and uttered by many of those suffering with these issues is this:

*"I know there's something that's messed up in my gut, but nobody seems able to diagnose it (not even me!).*

In other words, **it's hidden...**

So of course our prospects would love for their hidden issue to be illuminated so they can start feeling and looking better...

And we're promising to reveal what could be the real cause of their pain point with our Big Idea...

Something called Hidden Constipation...

Which of course helps us to sell our product...

Since, as it turns out, the product helps to relieve hidden constipation.

**So can you see how this satisfies Ogilvy's Criteria for a Big Idea, and why this promo worked well?**

I hope you can...

And before I wrap up this email...

Let me share one more example of a Big Idea with you.

**Example #2: Opening For A Beat Your Control Lead I Wrote For a Muscle Product Called IM-21 (With Mike Tyson as the Spokesperson)**

***Mike Tyson confessional bombshell...***

***“I Used To Talk About Ripping My Opponent’s Heart Out... But Inside I’ve Always Felt Like a Fat, Scared, Little Kid.”***

*Here’s how the Champ finally reclaimed his manhood, all while dropping 83lbs of “retirement weight” that had been piling onto his gut and leaving him sluggish, exhausted, and knocking at death’s door.*



This lead smashed the control it went up against btw...

And personally I’m still quite proud of myself for coming up with the Big Idea here...

But rather than sit around congratulating myself...

Let’s break this down:

**Big Idea Build Block #1:** Mike Tyson

**Big Idea Building Block #2:** Secret Insecurities

What makes this Big Idea Work...

Is the juxtaposition between two seemingly incongruent things:

The “idea” most people have of Mike Tyson in his prime as a terrifying, extremely confident, apex competitor...

And the much more relatable idea of someone seeming tough on the outside, but being vulnerable and emotionally scarred on the inside.

Combining those two ideas in this promo was extremely powerful...

**Because it took most people’s conception of Mike Tyson and subverted it...**

So that he suddenly seemed more human, more relatable, and more like “us.”

This obviously creates a lot of curiosity too, and it captures the prospect’s attention...

**And, equally importantly, it made it much easier to sell the product to our prospects...**

Since one of their big objections would typically be:

*“Well Mike Tyson was a freak athlete, so just because he was able to lose retirement weight and put on muscle, doesn’t mean I’ll be able to. It was probably super easy for Mike, but it won’t be easy for me.”*

This Big Idea, the accompanying headline complex, and the rest of the lead punched that objection right in the face...

**By saying:**

*“Actually Mike Tyson struggled with his weight his whole life. He’s not a freak specimen, he tortured himself to make weight for his fights, and after he retired he put on weight and became a slob. He’s just like you, which means the solution he found can work for you too.”*

=====Pause=====

Okay so now let’s put this into practice.

And we'll use the following format to create a...

## Basic recipe for Analyzing and Coming Up With Big Ideas:

**Big Idea Build Block #1:**

**Big Idea Building Block #2:**

**The Big Idea (Combined Together):**

**Is The Big Idea:**

- Instantly Comprehensible?
- Important?
- Exciting?
- Beneficial?

**And Does The Big Idea Support The Copy In Selling The Product?**

[https://mypaleorecipe.com/ketobreakfast-ib?tid=102bc3ca7c77950626c78a334514d9&aff\\_id=100&mpcampaignid](https://mypaleorecipe.com/ketobreakfast-ib?tid=102bc3ca7c77950626c78a334514d9&aff_id=100&mpcampaignid)

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[https://try.rootznutrition.com/collagen/?oid=12&affid=38&ef\\_transaction\\_id=b92161f8349d40c19ff859672f1d952b](https://try.rootznutrition.com/collagen/?oid=12&affid=38&ef_transaction_id=b92161f8349d40c19ff859672f1d952b)

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[https://ketoactivate.com/pages/ka-tsifb?utm\\_source=fb&utm\\_medium=cpc&affid=1008&aff\\_sub=fb&tid=1&utm\\_campaign=Choctrendvisvar%7Cc\\_US-CT\\_CV12\\_L2\\_VR28-32-NDP&utm\\_content=23853591836280005&ad\\_id=23853591836280005&fbclid=IwAR33ELXd5H1tyYW3B0J7rnniNk9ussou3RaQkG-39y2iP5wWd3Elwv4JoNE](https://ketoactivate.com/pages/ka-tsifb?utm_source=fb&utm_medium=cpc&affid=1008&aff_sub=fb&tid=1&utm_campaign=Choctrendvisvar%7Cc_US-CT_CV12_L2_VR28-32-NDP&utm_content=23853591836280005&ad_id=23853591836280005&fbclid=IwAR33ELXd5H1tyYW3B0J7rnniNk9ussou3RaQkG-39y2iP5wWd3Elwv4JoNE)

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<https://truecanine.com/pages/nf-sales>

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<https://www.performancegolf.com/sf1/haney/facebook/hybrid-sc>

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**Ad Examples:**

<https://app.swipebuilder.io/swipes/swipe-file/>

 **Gundry MD**  
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gas Whether it's a toot, passing gas, or cutting the cheese, these gas escapes can give clues about your health!屁屁

According to gut health expert Dr. Steven Gundry, there's a few important things to look out for! 🍯便秘

Tune in to learn more!   [lnk.to/TRCT](http://lnk.to/TRCT)



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FIBER &  
NUTRIENTS  
that our bodies need.

GUNDRYMDTOTALRESTORE.COM  
Try Total Restore For 45% Off Today (Home Delivery)  
Dr. Steven Gundry is a globally celebrated heart surgeon  
and author of the best-selling books "Dr. Gundry's Diet...".

Learn More

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**Gundry MD**  
Sponsored

👉 Ever wondered what gluten ACTUALLY does to your body? Gluten-free diets are SKYROCKETING. But are we all chasing the RIGHT health trend?

As a doctor, I've seen true gluten allergies, like celiac, causing serious problems. But here's the catch: Only 1% have celiac, yet 33% are buying gluten-free.

Are we missing something?

Turns out, another plant protein might be the REAL culprit, NOT gluten!

So, what's REALLY going on with our bodies and these proteins?

Stay tuned to uncover the TRUTH behind the gluten-free trend. You might be surprised! 📺 [lnk.to/BC3CT](#)



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