

# Secrets of Copy That Really Closes Sales



**By David Garfinkel  
Co-Founder,  
The Copywriters Guild**

**Report 1 of 6**

<http://www.TheCopyWritersGuild.com>

# Secrets of Copy That Really Closes Sales – Special Report 1 of 6:

**“How to instantly set yourself apart in the marketplace by presenting powerful credentials no one else can duplicate!”**

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**C**opywriting. It's the kernel of entrepreneurship. It's your ticket to wealth.

There are hundreds of ordinary people who have learned and mastered copywriting and are making six- and seven-figure incomes — many of them from their homes — and they're making this money with one- and two-person businesses. You've heard of these people. You may even know one of them. (One of them wrote this report you're reading.)

And you could already be one of them... or, soon become one of them. Here's the bottom line: Copywriting **is the only way I know of where you can make a lot of money starting from scratch.** Even if you already have a lot of money. Or if you have next to nothing.

Many people will tell you that copywriting techniques that were developed and perfected in the early 1900s, or near the end of the century, are valid today.

I would agree — and disagree. Yes, the principles are the same. But the world has changed. So the applications of the principles have changed as well.

In these 6 Special Reports, I'm going to show you exactly how to stick with the tried and true without getting stuck in the mud. How to use proven fundamentals principles in totally new, up-to-date ways.

Because there are a lot of people out there who haven't changed with the times and will try to tell you that if you just learn their principles and follow their out-of-date examples — things that have worked so well in the past — you can make a fortune.

Turn back the clock 10 years and what they are saying is (was) absolutely true.

But if you want to make today's money today, you need to combine the best of the old and the new. Cutting-edge new.

### **What does that mean – “combine the old and the new?”**

Here. I learned how to type in 1967 on a manual typewriter. Most of these nearly-extinct beasts of burden now gather dust, mainly in historical museums.

Fast forward from 1967 nearly four decades: I am currently working with the largest advertiser on the Internet and studying state-of-the-art computer-based distance instruction from a company founded by **Dr. John Sperling**, the only Forbes 400 billionaire who made it on the list with an educational venture – which happens to own the largest fully-accredited university in the world.

Does that qualify me to teach you copywriting?

Not at all. It's just an example of combining the best of the old – typing on a typewriter – and the new – leading-edge online education.

However, I think, for other reasons, that I am qualified to teach you copywriting – better qualified than anyone else.

That's an outrageously bold claim, I know. But I will prove it to you in the next six days. Not just by what I've done, but what I will do for you here in this report, in real time.

#### **You will discover:**

- 4 ways – ranging from cutting-edge high-tech to down-and-dirty simple – to add profit-increasing personalization and personal qualities to your copy (Special Report 2)
- The secrets of what really works on the Internet – secrets you must have to stay in business, even if you don't have an Internet business and never plan to (Special Report 3)
- The right ways to use audio and video to skyrocket your online sales (Special Report 3)
- 5 dangerous traps to avoid that kill your sales (Special Report 4)
- 3 specific ways copy fails, and how to turn them around (Special Report 4)
- The 5 characteristics of winning copy (and easy ways you can profit from this information) (Special Report 5)
- The 4 key components you must insist on from any copywriting training you receive (Special Report 6)

## **In short...**

Simple, simple, simple ways to write copy that obscenely swells up your bottom line... and how you can put these tricks to work for you immediately. And that's just the tip of the iceberg. It's all in this series of reports, plus more.

### **What You Must Be Aware of To Prosper in 2006**

But before we get into the meat of the matter — and I promise you, we will — I need to set the stage for you. Would you care to join me on quick, imaginary trip in time, back to the turn of the century, to see how much the world has changed in a few short years?

If you had gone into a coma in 1999 and woken up today, surely you would think you had been kidnapped by aliens and transported to another planet that looked a lot like Earth used to look, but was distinctly different:

- Most of the dot-coms had crashed and burned, but a funky-looking Web site called **craigslist** was taking millions of dollars of advertising revenue away from newspapers by offering tons of free want-ads... and yet still making millions itself.
- **Al Gore** had turned from a traditional politician into a movie star with a PowerPoint presentation, and was part owner of a cable TV network, Current, where viewers supplied the content (and the same thing was happening with Web sites like **video.google.com** and **YouTube.com**, which, at the time of this writing, are talking about merging into one company)
- **Bill Gates**, the richest man in the world, was getting out of the software business and into charity work, and the second-richest man in the world, **Warren Buffett**, had pledged 85% of his \$40-billion-plus fortune to Gates' charitable foundation
- Former big man on campus **Tom Cruise** was being publicly humiliated by **Sumner Redstone**, a big Hollywood money man, and blogs (which didn't exist in 1999) were nastily speculating that the new baby **Suri**, whom Cruise claimed was his own, actually had a Chinese or Indian father
- A left-handed African-American Harvard Law School grad and Senator from Illinois, **Barack Obama**, was featured on the cover of a new magazine called "**Men's Vogue**," and was being touted as possibly "the First Black President"
- **Cell phones** were being banned from locker rooms at health clubs because people were using the digital cameras inside to take nudie pictures of other members
- And, last but not least, at least three copywriters had created **Web sites that pulled in over \$1 million apiece** in product launches for small entrepreneurial

companies — two of them hitting the million-dollar mark in less than a day.

Yes, the world has changed in the last seven years. It has changed a lot.

You can read about the first six great changes in the mass media. For the seventh one — the million dollar launches, and the secrets behind them — you'll have to stay with this series of Special Reports.

I know the three copywriters who wrote the sales letters that broke records. The first, **Michel Fortin**, was my teaching partner at a \$5,000-a-head seminar I sponsored called "Breakthrough Copywriting." The second and third copywriters — **Dr. Harlan Kilstein** and **Mike Morgan** — are my private mentoring clients.

Because no one else has mentored both these record-holders for almost-instant million-dollar sales promotions, you should read this report very carefully. Whether or not you want to write copy that will make \$1 million in one day for your business or someone else's, I have some important information for you about the way things really work here in 2006.

### **\$1.5 Million in Sales In A Few Days**

As I mentioned, one of the three million-dollar copywriters is a powerhouse of sales success named Mike Morgan. He was actually the lesser of the three, because it took a couple of days for his promotion of **Ewan Chia's** Affiliate Cloning program to meet the million-dollar mark (by the end of the week it climbed to \$1.5 million in sales).

But that's not too bad — recently I had a group of people vying for a free copy critique on a live teleseminar, and they showed me their Web sites that were making nothing, no sales at all.

Yesterday I asked million-dollar Mike to give me a report on how the mentoring was going, in the form of a testimonial. This is what he sent me:

*"I've spent tens of thousands of dollars in copywriting training over the last 2 years. Lots of that money was spent on training that didn't make the grade and live up to their promises. David Garfinkel is different... maybe that's why they call him the 'World's Greatest Copywriting Coach.'"*

*"David has taken me from a low 'B' level copywriter to an in-demand 'A' level Internet player after only a few months of working with him. This year, I've already raised my fees 3 times... and it looks like I'm ready for number 4. What kind of difference has that made in my life? Well, I just booked and paid for a 2 week Christmas vacation in Hawaii for 7. (Let's just say money isn't an issue*

*anymore.)"*

Good work, Mike. But, I have to admit... I couldn't have done it without you.

So maybe you're sitting there reading this and thinking, "Great. But that's not me. I'm not planning to become an 'A' level Internet player. I just want to write copy that makes me more money than I'm making now."

Fear not. Instead, listen to what serial entrepreneur and marketing coach **Jim Van Wyck** has to say:

*"I've spent well over \$100,000 to study with every known copywriting and marketing guru in the Western world. What I learned from David Garfinkel has made highly profitable copywriting easier than anything I learned from anyone else. As proof, after learning from David I helped a start-up company get acquired by a Fortune 500 company, for \$12.5 million. I know it was the advertising I wrote that made them want to buy the company, because the startup didn't even have their products ready at the time the deal was sealed."*

So, whether you want to excel as a for-hire copywriter or just write copy for your own business, I've got you covered. I've been teaching writing in the business sphere since 1987.

In 1993, taught mechanics at **United Airlines** to write reports to management that used to take them a week... and we got the writing time down to as little as an hour. United measured the difference and calculated that my first two seminars saved the company over \$1 million a year. I have it in writing.

In 1999, I recorded a copywriting seminar using old-fashioned pro-audio technology. In 2001, with the help of pioneering Internet publisher **Mark Joyner**, I put it on the Internet as the first online multimedia course called "**Killer Copy Tactics**." One of my business partners who I met years later confided to me that after buying every training product from a well-known copywriting guru, he found that my online course was the first one that broke the process of writing copy that makes money into simple, actionable steps he could use.

And he has made millions of dollars since then.

**Jay Conrad Levinson**, the world's best-selling marketing author (**Guerrilla Marketing** — 14 million books sold) could have chosen anyone he wanted to co-author an audiobook called "**Guerrilla Copywriting**," to be published in 2007. He chose me as his co-author.

I was banned from attending **a famous old-school copywriter's seminar** because he was worried that I might share his "secrets" with the masses. But friends who attended told me they only learned a handful of things from the big guy -- and even so, these were the same things they had already learned from me, years earlier.

### **So Why Am I Telling You All This?**

Believe me, I'm not telling you this to brag. You might think I am, but if I wanted to do that I have all kinds of other flashy things I could tell you that would look good on a resume but wouldn't mean squat to you. Honors, awards, books written, media mentions, jobs, clients, you name it.

No, I told you the things I told you for another reason -- and understanding this reason is vitally important to your success as a copywriter.

I gave you specific credentials of mine to provide you with the hope — if not the outright proof — that I can do for you what you've been looking for someone to do all these years: teach you easily and quickly to write highly profitable copy.

After all, if I can teach frustrated mechanics (who typically don't have strong writing skills to begin with), mechanics by the way at an airline which promised friendly "skies" but never applied the word "friendly" to their management-labor relations — if I can teach those mechanics a way to reduce their writing time by 97.5%... what can I do for you?

The reason I wanted you to pay close attention to how I used examples and credentials is because, while you may not have known it at the time, this was your first lesson in masterful copywriting. Look at the claim I made early on: "I think, for other reasons, I am qualified to teach you copywriting — better qualified than anyone else."

Then, I gave you specific, relevant real-world examples of how I have done that in a variety of contexts. Online. With private clients. With home study materials. On an audiobook, co-presenting with the world's best-selling marketing author.

★ This is the same kind of thing you need to do to convincingly prove your claims in your copy.

If I haven't got you itching and scratching for further proof of this point, then you're just not really that interested in learning more about copywriting anyway.

But, if you are interested, then look at the kind of proof I have provided so far. Not standard credentials. Not empty generalizations, either. But compelling specifics you

can mentally compare to what you want.

Moving on, I know you would like find out what you can get out of these reports and how you can learn to write copy than put a little more money in your pocket ... or a lot.

Stay with me and I'll show you how. In the next Special Report. Tomorrow.

Coming in **Special Report 2**, tomorrow: A simple, proven script you can use on your Web site that has added hundreds of thousands of dollars of sales to small businesses in different industries... a simple Web site technique that changes one word of copy and has much as doubled sales for people who used it... and much, much more! Watch for the email.

Note: If someone forwarded this to you and you would like to sign up for all six Copywriters Guild Special Reports — they're free — go to:

<http://www.thecopywritersguild.com>