AWAI’s Four-Legged Stool

Your Guide For Writing Strong Copy Every Single Time
By the end of this special report, you’ll learn how to develop and refine each leg and how to put them all together. Once you master this technique, you’ll be able to evaluate every package you write for depth and balance. And you’ll be able to scan competing packages and know – in a matter of seconds – if they’ll succeed or fail.

Let’s get started!

"For years, I watched packages that seemed ordinary make tremendous splashes in the direct mail waters. And I couldn’t figure out why.

Until one day I discovered the ‘magic’ formula behind them. Each one contained four critical parts that gave it strength and balance:

- Benefits
- Ideas
- Credibility
- Track Record

When you have all four parts – or four legs as I like to think of them – your copy will stand firmly on solid footing. But forget to include just one of these legs, and your package will topple over like a poorly constructed stool.

– Michael Masterson"
Benefits: Going Beyond Features — Persuade your prospect and connect on a deep emotional level

As you learned in Section 19, every time you sit down to write copy, you have a chorus running through your head:

“Benefits, not features... Benefits, not features...”

And in order to do that, it’s critical that you understand the differences between features and benefits.

Basically, features are the raw facts about your product. It’s what you can see, smell, hear, taste, or feel. And, benefits are the specific advantages your product or service offers your prospect.

Benefits show the reader what’s in it for him. They keep him engaged and moving through your copy. And, they create a psychological link between his desires and your product or service.

Separating a product’s features from its benefits is just the beginning. As an A-level copywriter, you will identify those benefits...plus the deeper benefits... that intimately push your prospect’s emotional hot buttons. Then, put yourself in your prospect’s shoes and imagine how using your product will make him feel and even change his life.

By connecting with your buyer – by touching on his needs, hopes, desires, and emotions – and by emphasizing the benefits of your product, you’ll connect with him on an intimate level and likely make the sale!

Master Copywriter John Forde helps you further understand the differences between features and benefits in this article he wrote for The Golden Thread.
Now, let's take a look at some features and benefits for a hot, new sports car, an electric shaver, and a stock newsletter.

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
<th>Deeper Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>The 420 horsepower Audi R8 will go from 0 to 62 mph in 4.6 seconds.</td>
<td>You’ll blow the doors off most other production sports cars in your Audi R8.</td>
<td>You will seem more virile.</td>
</tr>
<tr>
<td>The Norelco Arcitec shaver has Flex &amp; Pivot Action with three independently flexing heads that swivel with a full range of motion.</td>
<td>Your shave will be perfectly close with no skin irritation, even in the hard to reach places with the Norelco Arcitec.</td>
<td>Women will find your smooth face attractive.</td>
</tr>
<tr>
<td>A high-tech stock newsletter gives recommendations/information about high-tech companies.</td>
<td>You will make more money than ever before.</td>
<td>You’ll be seen as a smart investor.</td>
</tr>
</tbody>
</table>

HINT: Ordinary benefits are stated. Deeper benefits are implied.
Ideas: The Second Sale – Selling To Your Prospect’s Rational Mind

Selling with Ideas

Okay, so you know your sales letter must communicate benefits so the reader knows what’s in it for him.

But even the most benefit-laden copy would fail if it didn’t contain a single thought-provoking idea. That’s how important ideas are to the success of your packages – and, consequently, to your success as a copywriter.

In Section 9 you learned that people are sold emotionally … and that once sold they need to rationalize their purchase. That’s where ideas come in. They are a powerful way to “sell” your reader rationally.

Ideas hook your reader intellectually. They pique his interest. And they draw him closer to your product or service.

According to Michael Masterson, for an idea to work it must meet 2 requirements:

► Correspond to the prospect’s experience (i.e., it must reinforce his pre-existing beliefs and feelings.)

► Be simple enough so that the prospect can re-communicate it to someone else from memory.
How the French Live Longer Than Everyone Else

...even though they eat like kings and smoke like chimneys!

Harvard Med, Johns Hopkins and UC Davis Medical Research Results All Say YES!

Studies from researchers at some of the country’s most prestigious medical schools report that a potent molecule discovered in red wine actually sweeps extra fats out of your digestive tract to avoid serious consequences of a high-fat, calorie-packed diet.

continued on the back...
IRS set to grab ONE-THIRD of your retirement assets!

While your money has safely grown tax-deferred for years in your IRA, 401(k), or pension plan, the IRS has lurked quietly in the wings...waiting patiently to finally lower the tax boom on your hard-earned nest egg!

By Bob Carlson—Editor, Retirement Watch

Dear Friend:

There’s no doubt in my mind. The IRS is rubbing its hands in greedy glee. They’ve been waiting for this moment since 1974...over 30 years since the first IRA was introduced.

It seemed like a great idea. Deposit tax-deductible money into an Individual Retirement Account...save for your future...and you wouldn’t have to pay any taxes until you started withdrawals.

Even though Congress made you jump through hoops to contribute to your IRA—limiting the deductibility of what you put in based on income...threatening you with a 10% early-withdrawal penalty...and demanding you take distributions at a certain age—you saved anyway.

Congress approved even more tax-deferred savings plans, like the 401(k) in 1979—so you saved even more. Meanwhile, the IRS continued to wait patiently...knowing that one day it would be time for YOU to pay the piper.

Because now that you’re retired or are on the brink of retirement...
In order to appeal to your reader, you must understand what makes him tick...delve into his feelings, beliefs, and desires...picture him in your mind’s eye. You must connect with him in plain, clear language that will draw him closer to your product or service.

An idea that’s too abstract or esoteric will go right over your reader’s head, instead of stimulating his mind. Your job is to present ideas simply, so that he can share them with a friend. If he can’t do that, then he doesn’t really understand...and then, you likely won’t make the sale.

Why we need ideas:

- Ideas provide readers rationale to make the purchase.

- Ideas arouse your reader’s intellectual curiosity.

- Ideas pique his interest.

- Ideas provide credibility to back up your claims and promises.

- Ideas are the backbone of a successful sales letter.
Every European Phone Company and Internet Service Provider Must Buy The Services This Company Provides -- BY LAW!

All EU Phone companies and Internet service providers MUST comply with the new laws that will be set into effect on September 15, 2007

Companies missing their respective deadlines will be shut down and their officers can be thrown in jail for up to two years. This is serious business. And for you, this is a wonderful opportunity to own what I see as the TOP INVESTMENT PROFIT MAKER OF 2007.

ITLI is already enjoying sales with top companies including, Telecom Italia, 3 Mobile Media Company, Fast Web, and TIM Brazil. IBM, Oracle, Siemens and other providers have already partnered with ITLI as well. As I said, this is serious business and a serious opportunity for you.

Buy Intelligentias (OTCBB: ITLI) now under $2.50, before Wall Street catches on. ITLI could potentially double, then it could potentially triple its share price or more by year-end. But for now, buy ITLI under $2.50 and fasten your seatbelt for the ultimate liftoff!
We talk a lot at AWAI about “Big Ideas.” In fact, we built the company on an big idea – “Can You Write a Simple Letter?”

A Big Idea is the idea that drives your package... that sets it apart form all the clutter ... that captures your reader’s attention.

Here’s how AWAI Co-Founder Paul Hollingshead explains it:

“It’s a new, interesting and compelling way to say what everyone else is saying has said many times before. It’s something that makes your readers want to stop, take notice, and find out more.

Big Ideas: Why Every Package should Have a Big Idea...

➤ Hook your prospect’s interest

➤ Confirm his prejudices

➤ Reinforce his emotions

➤ Stimulate his desires

➤ Articulate a large, social, unspoken belief

Here’s more about Big Ideas from Will Newman.

Click here for the article
Prevention Special Announcement

23 Inches of Belly Fat Vanished!

In July 2007, we assembled a panel of women to test our new Flat Belly Diet. One month later, they returned. The Results?

Before: 202 Pounds
After: 168 Pounds
3.5 Inches Lost

Before: 139.5 Pounds
After: 133.5 Pounds
6.5 Inches Lost

Before: 162 Pounds
After: 150 Pounds
11 Inches Lost

Lost 15 Pounds in 32 Days
Lost 12 Pounds in 32 Days
Lost 6 Pounds in 32 Days

MaryAnn
Evelyn
Nichole

Lose up to 7 Pounds and 5 inches in just 96 hours!
Credibility: Give Your Prospect Reason to Believe You

The easiest way to describe credibility is this: You must prove, beyond a shadow of a doubt, that your product or service will do what you claim (your promise).

If a sales letters tried to sell you a little green pill that will eliminate your chances of ever getting prostate cancer, you’d say: “Yeah, right.” But when you read it’s the only drug of its kind approved by the FDA ... you see studies conducted by researchers at Harvard, The London School of Medicine, and the Premier School for Near-Eastern Medicine in Sri Lanka ... then read about three happy users of the little green pill who say they’ve never gotten prostate cancer ... you start to think: “Hey, maybe this green pill does work.”

And you – the prospect – begin to justify the purchase in your own mind.

What needs to be credible?

► The company behind the product or service you’re selling.

► The person who is doing the selling (the narrator of your letter).

In every sales letter you write, use as many of the following credibility-builders as you can:

✔ Testimonials. These can be...
  • gathered from surveys and conversations with customers or subscribers.
• personal success stories from people who have used the product.

• personal letters from a satisfied customers.

✓ Personal profiles of your experts/product creators.

✓ 3rd-party validation. Stories, studies, anecdotes, and reports that validate your claims.

• You can gather them from these sources which your reader inherently trusts ...

• the popular or mainstream press

• academia (famous universities and/or professional organizations such as the AMA)

• well-known experts in the same field (e.g., Warren Buffet, Henry Ford, etc.)

✓ Graphs showing supporting, but SIMPLE (key) statistics

✓ Photographs showing ...

• before and after (This is a proof, really. But certainly good proof of a claim is a credibility builder.)

• the guru at work (doctors in white coats, experts talking to large groups, etc.)
• the product being made; how the product is somehow uniquely composed

✓ The use of “non-rounded” numbers and specific details (Details that sound unique to the product or the position help create the sense that nothing is made up here – for example, 0mph to 60mph in under 11 seconds.)

✓ The creative use of relevant jargon ... just enough technical terminology to make what you’re speaking about sound real, studied, and substantial. For example ... “Stabillitrac,” the road-sensing computer system Cadillac has installed to ensure your car handles the road in tough situations.

As you can see, there is a substantial amount of material you’ll need in order to build your most credible offer. But keep this in mind: If the product is well developed, the material you’ll need to build credibility has already been collected for you – by the marketing people responsible for the product!

If they haven’t done that work, you can use this checklist to help them gather the appropriate material.

It’s simple. In order to make your sales letter absolutely credible, you need credible material. You may have to gather some of it yourself, but think of it this way: If you don’t have it, you’ll have a hard time proving your case. However, if you have it ... you’ll undoubtedly be very successful.
There is a cancer-buster and chemotherapy partner that works 6 times harder than bestselling mushroom extracts! See page 11.

Even most alternative doctors are still in the dark about this stuff. But Dr. Marcus Laux is in the trenches...he’s the one inside the most-cutting edge supplement laboratories in the world. He knows things like...

Food firms are adding an appetite-increasing chemical to thousands of bestselling products. It’s making us secretly fat, and it’s linked to Parkinson’s Disease! See page 19.

Calcium pills can’t cure osteoporosis, but there’s a barely-known nutrient that works like crazy, unquestionably. When skeptics challenged it, government experts examined all the evidence—and issued a legal statement confirming it works! See page 20.

Too wild to be true? I wondered too, until Dr. Marcus Laux sent me...

Boxes full of carefully documented proof...

It was all there—every last bit of proof and documentation. This stuff was incredible—the kinds of cures that save lives, spare untold heartache, and save you tons of money on top of all that! I was looking at 20 volumes of the life-changing new cures you’ve likely never heard about.

What did I do? I pleaded with him to let me help get the word out. Just one of these finds could save a loved one’s life or make it worth living again. So here’s what I’m going to do...

I’d like to send you Dr. Laux’s complete LIBRARY OF CURES...
That’s 20 Life-Changing Reports for FREE!

That’s right. TOTALLY FREE. Every one of these 20 blockbusters are yours just for trying Dr. Laux’s exciting monthly publication, Naturally Well Today—there’s no obligation, no risk whatsoever either. Curious? Well, before you accept my free report offer, let me tell you a little more about other amazing revelations he confided to me. I guarantee you’ll discover things that could help you or someone you love starting right now—today! Please read on...

Robert Knorr

Meet Dr. Marcus Laux

CREDENTIALS: Licensed naturopathic physician; clinically trained in acupuncture, homeopathy, and physical medicine.

GRADUATE: Doctorate from the National College of Naturopathic Medicine in Portland, Oregon.

PRIVATE PRACTICE: 15 years practicing medicine at America’s elite integrative medical clinics.

RESEARCHER: More than 20 years researching cures in top medical labs throughout the world, including hands-on fieldwork in the South and Central American jungles, Siberian steppes, Asia, Switzerland, and the Mediterranean.

LECTURER: Presents continuing education lectures for medical doctors and pharmacists worldwide.

BESTSELLING AUTHOR: Natural Woman, Natural Menopause and Top Ten Natural Therapies.

AS SEEN ON TV: Millions of TV viewers worldwide have seen Dr. Marcus Laux on Fox News, CNN, BBC, Canadian Television’s Wellness Watch, and his European TV series, The Natural Health Show; and the Hollywood Health segment on The Morning Show in the UK.
"I trust Bob Carlson completely..."

"As a Wharton graduate, money manager, Chief Financial Officer, and Certified Financial Analyst, I didn’t think I needed help in making investment choices and planning for my retirement. I was wrong. I have been a subscriber to Retirement Watch since 1997. I trust Bob Carlson completely and follow his investment, tax, and planning advice personally.”

—Sandy Kagan, CFA, CFO Partner, Tatum Partners

“It’s now my one and only investment guide. I’m 54 years old and I’m depending on you.”

—Todd Warner, Glendora, CA

"Retirement Watch helped me conserve my investments after a very bad experience with a financial advisor. I am doing much better on my own with your input.”

—T.L.V., Stuart, FL

"Bob Carlson is helping me build an income and growth portfolio. I lost a lot of money by not paying attention to Retirement Watch! I finally fired my financial advisor and am paying much more attention to Retirement Watch.”

—Johnny Guy, Annapolis, MD

"Retirement Watch highlighted our inadequate estate and tax situations, prompting me to make changes per your comments.”

—James L. Mason, Oakland, NJ

“I wish I had followed your advice more closely. I would not have lost so much during the last 2 1/2 years.”

—William M. Gilkison, Greenwood, IN

“It’s very hard to make money in this market. Retirement Watch helped me make some money and protect my principal. Thank you!”

—Marvin Offutt, Bowie, MD
Track Record: Show – Don’t Tell – Why Your Product Or Service Is Great

Track record is an extension of credibility that often gets forgotten about ... or put aside. It gets your reader more involved in your product or service. It allows him to see the impact your claims can actually have on his life. And it gives you a competitive edge over other copywriters who don’t know the power of this secret.

Track record is your product or service’s record of performance. It can be composed on statistical data, figures, and testimonials.

Track record is about showing ... not telling.

Credibility and track record go hand in hand ... and can some times even overlap. When you use credibility, you tend to tell the reader things about yourself or your company that will make him believe what you say. Track record is where you show your reader how your product or service has worked for other people ... and how it can work for him.

When you present track record to your reader, you’re giving him food for thought. You’re not telling him what to think. You’re not shoving anything down his throat. You’re presenting evidence for him to consider, roll around in his head, and make a decision about.

The result: Your reader automatically becomes more involved in your product or service. He has formulated his own opinion about it ... he has almost experienced it.
The First Purpose of Track Record / Credibility

What happens just before someone buys something?

- Fear
- Doubt

• Track Record / Credibility validate the impulse.

The Second Purpose of Track Record / Credibility

What sometimes happens just after someone buys something?

- Fear
- Regret

• Track Record / Credibility validate the decision.

Track Record / Credibility help your reader justify his purchase, both before and after the sale.

Once your prospect has made an emotional commitment to buy, he wants credible information to justify his decision. Techniques you can use to accomplish this:

- Statistical data
- Logic
- Photographs
- Charts and graphs
- Figures
- Testimonials
When you combine track record with benefits, ideas and credibility, you will have a powerful tool at your disposal. You will have the rock-solid balance of AWAI’s 4-Legged Stool.

And when you can achieve this high level of balance in your writing, you’ll never have to worry about producing a package that fails.