

## **Inside AWAI – Free Webinar and Q&A**

### **20 Copywriting Secrets from Mega-Million-Dollar Direct-Response Legends**

#### **SPEAKERS**

Katie Yeakle Guillermo Rubio, Sandy Franks, David Deutsch, Jake Allen

#### **Transcript**

##### **Katie Yeakle**

Hi everybody welcome to this mega session of inside AWAI. We are going to be talking about Master copywriting secrets with Master copywriters we're going to be talking about 20 of them specifically from Mega million dollar response legends. So let's just jump right in. We have so much to cover today. But I do want to introduce my guests. We have the esteemed David Deutsch. Hi, David, how are you?

##### **David Deutsch**

I'm great, Dave. It's nice to be here.

##### **Katie Yeakle**

And for those of you who haven't met David yet or had the the honor of the excitement of learning from him, he's a world renowned direct response copywriter, marketing strategist, author and copywriting coach. He started at Ogilvy and Mather. His clients include Merrill Lynch General Foods American Express, as well as all the big direct direct mail greats in in the financial and health world. He's generated a billion dollars in sales for leading marketers, including a Gora and boardroom Inc. And he's had as many as six winning controls at once.

So, David, definitely a leader in the master club. Thank you so much for being here for this this exciting conversation. We also have sandy Franks. Hi, Sandy, Hi, Master copywriter with 35 years experience as a marketer and copy chief and I may add master storyteller. She's published two books she's written copy that has produced millions in sales for Agoras and others. She has cheaped some of the

best writers in the business. Sandy knows copy. So happy to have you here. And Oscar. Rubio. Hi, Guillermo. Hey, Katie. Guillermo has been a successful copywriter for 17 years he was personally mentored by Mark Ford click Make peace. Jed Canty and Paul Hollingshead. He's, his copy has generated millions in revenue. One email campaign, I have this written down. So I have it right helped bring in \$1.2 million in just 35 days, and generated up to \$173,000 in a single day, geez, part of his master's club. And we're so thrilled to have all of you with us. And the thing that I want to point out is not only are you all masters in your own right, but you have worked with all the greats, you have studied all the greats, you have learned from all the greats, but that's what makes this conversation so exciting to me, because not only will we be tapping into your vast experience and expertise, but the the stories and that the history and the the all of the building blocks that have built this industry are going to be baked into this conversation.

And I have to say, this is really the first time in our 60 year history that we have tapped into our masters vault. We since we started in 1997. We have recorded archived, cultivated every video presentation, every essay every lesson that has passed through the AWAI. Threshold. This is from the greats that have spoken at on our bootcamp stages, the greats that have had intensive private sessions that the greats that have contributed and all with a spirit of paying it forward of continuing to teach, keeping, bringing up the next generation of copywriters. So we've been hard at work working in this vault and getting this vault ready. So this is, this is like the tip of the iceberg that we're going to be talking about today. But I'm gonna be talking more about that as we as we get through the program, as we get through this next hour or so. And I want to say I'm going to be going very quickly. Because we're covering 20. Every single one of these we could probably spend a whole hour on and that's the beauty when you get pros together like Sandy, David and Guillermo. The conversations that happen when we get one when we hit on on some of these principles is it's so fun, and I'm just I'm just so thrilled to be part of this today. So that's what we're doing today.

That's our goal. Take notes, but pay attention and you are going to have the recording so if you miss something, don't worry you will be able to. And then at the end, if you have any questions we'll be, we'll be happy to field those as well. So we've met our experts. So, so glad to have you guys here. And we broken these secrets into these little grouping. So we're going to start with the first four. And the first one, David was one that you wanted to talk about specifically. And

it's the power of facts told in an interesting and even charming way. And the example that you wanted to show and share with us was one written by David Ogilvy. So what do you mean by this in an interesting and charming way?

### **David Deutsch**

Well, I think, from Ogilvy, I really learned that, you know, information, people don't want to be lectured to. Right, they don't want to just get a lot of facts and a lot of, you know, knowledge that we think is important. It needs to be done in a, in an entertaining way. Right? Where it's entertaining can mean circus, you know, that, that that? You know, that kind of thing. But it could also mean having a certain degree of charm. And I think Ogilvy really exemplify Bill Bonner does.

### **Katie Yeakle**

That's, I was just gonna say that. Yeah, Drayton bird,

### **David Deutsch**

they all right with with a degree of charm that just sucks you in and gets you nodding your head, and, and makes you keep on reading. You know, I don't know, it's a little hard to read on this. But you know, Ogilvy and Mather has created over \$1,480,000,000 worth of advertising and spent \$4,000,900 \$900,000 tracking the results here with all the dogmatism of brevity are 38 of the things we have learned, you know, with all the dogmatism of brevity, that's just, you know, you could think about, oh, we don't want to use words that people might not understand. And we want copy to be simple. But it also works when you when you just have that, you know, Jim Ross had that also that ability to write to the highest intelligence of the reader.

### **Katie Yeakle**

Exactly. And, you know, this is written to people interested in advertising, this is interest written to people that are potential clients, and of course, they want to know, these 38 things. And dogmatism of brevity is like an insider joke, almost. I mean, it would definitely make somebody in this business smile, because, you know, that's what, that's what copywriting is.

### **David Deutsch**

Yeah, it really is. And, you know, this whole thing is filled with a certain degree of, you know, with the bird of singularity, you know, what a nice way to say that the bird, you know, something, actions do something like a bird. You know, it's just

kind of an end the sheer, I think, just the sheer audacity to have having 38 things listed. Like that. Also gives it a kind of authority. Sure, you know, yet in a charming way, so you're not like, Oh, they're so boastful. No, just like, here's what we've learned.

**Katie Yeakle**

Yeah. And again, if I'm in this world, just one of these things could make a huge difference for me. And I'm thankful and I would feel a sense of reciprocity that I would want to give back to them, because he here is here, are these these lessons for me to apply? I probably can't do them as well as they can. But it certainly gives me something to think about and work on.

**David Deutsch**

Yeah, I mean, that's a great point. You know, he he knew about GLD and his principles before GLD numerated them, you know, so nicely, you know, just reciprocity. We're giving you this information, like

**Katie Yeakle**

another master secret.

**David Deutsch**

Yeah. What more would you give us if we hired your agency?

**Katie Yeakle**

Exactly, exactly. All right. Hey, I want to be one of the things that one of the case studies that that that you brag about, I want to be be part of this. So, okay, I'm gonna move a little quicker because like I said, we could have, we could have an hour conversation on this and Sandy and gee, I want you guys to chime in as well too. Because, you know, there's there's not just one definitive thing to say about about any of these things.

But let's move on to number two and Sandy, this is one of your master secrets that and just so everyone knows, we asked Sandy, David and G to send in five master secrets that had an impact on them. So that's what you're seeing here that they feel are powerful and just wanted to talk about today. So Sandy, you have the idea of coining a phrase make Doing something your own. And the example you have here is clientless copywriting.

## **Sandy Franks**

So you could just, yeah, this actually this is a package I worked on with Paul Hollingshead. And in a brainstorming for this came across this. We were trying to figure out how can we talk about this product was for people to learn how to create a product and sell it. And so you didn't have to have clients. So you're trying to figure out how can we say that in an interesting way. And so the light bulb went off? Well, we could clientless copywriting, and that's something that people hadn't heard before. And when you're able to coin a phrase like that, it brings in newness to the reader. I haven't seen that. I haven't heard that before. So automatically, they want to know more, when you can develop this phrasing. It can be simple, something simple, like this clientless copywriting. There's others that have been out there like plagued with a black debt was a way to talk about debt. That was like years ago, when everybody was worried about the national debt. So when you're able to make that phrasing standout like that, you just raised the bar where people just want to know what is that I have never heard that before. So if you can do it, it's a great technique to use.

## **Katie Yeakle**

Absolutely. And this touches on a really strong, want fear desire that some writers have, a lot of writers don't want to work with clients, and oh, wait, there's a way to be a copywriter. Without clients, I'd you know it, it taps into that as well, which is another speaker are going to be yet our word that we're going to be getting to. So let's move on to number three. And so Guillermo, you're you're such a master at this being specific at all times. And I know you sent a few for everybody sent over multiple examples. And I did have a very hard task of picking just one for example, but you know, we'll be able to get to the others as well. But, Guillermo, if you could just talk about this. It seems obvious, of course, you want to be specific. But But what is real power behind that? Well,

## **Guillermo Rubio**

I'll just start by framing it that I believe the biggest secret is just to master the basics. If you master the basics, that's the biggest secret you can have as a writer. So one of those basics is well, what are the basics? And it's going to be well be specific whenever you can. And so the first example there in the box, the number one small cap technology company to buy right now, most copywriters would think okay, that's pretty good, right? It's telling you what it is. But it's not really the as specific as it can be. When you compare it to one device to end all disease. It cost less than \$50. It's a 14 millimeter chip, it can cure every illness,

no, the revenue by 11 point 1 billion, like how many specifics? Are there 63,000% 7 trillion in wealth? So it's like, look how many specifics there are in which one would you rather read? Which one makes you more curious to learn more about it?

### **Katie Yeakle**

The first one, I want it, this tells a story. This is it. dimensionalize is which is a word we're going to be hearing and talking about a lot today, but it just makes it jump off the page. It's not just these words, here. This is a whole story. And it's something exciting that, you know, I want to be a part of,

### **Sandy Franks**

it's a very bold claim, it's making a variable claim to the reader. But by adding those specifics, that's what really gets the reader wanting to know more about this, what it can end all this. And then as decent other specifics that are added to it.

### **Katie Yeakle**

Yes, yes. All right. So number four, this was one that I saw Mike Palmer deliver in person. And it just made so much sense and it just felt like it opened up such a door for writers. And it's the in shorthand, it's tell the blank story no one else is telling. So for example, tell the gold story that no one else is telling. And you know, Mike is a master researcher. He reads everything and especially history and things like that. And he found this story about this little glitch that was going on that probably you know was under under everybody's radar. But he was he was able to turn that into this huge benefit that would educate, inform and entertain people that are interested in this there wanted they it piques curiosity and it it feels it makes people feel like you're getting some kind of insight or secret or or you're putting pieces together and it's just showing a much bigger opportunity. Hey, I think he actually got this from the mutant ninja and Ninja Turtle guys. And the way that they came up from the name is they new mutants were really big. They were going for teenagers. they'd like turtles and ninjas, you know, whatever it was they just put these four things together. And it became the story that no one else was telling. David, do you have anything to add to this?

### **David Deutsch**

Yeah, I think, you know, it's so important to to not be predictable. And to not tell people what they already know, like, oh, yeah, I know about this. I know about gold rising. Everyone's talking about gold rising. Oh, but wait a minute, there's a

glitch that enables me. It's like, you know, it's the same thing with like, you know, AI, for instance, right. Everyone talks about ai, ai ai. And now it's kind of well, what's the story? What's the story that's not being told exactly? How is it being misused? What's, what's a way to do it without like, oh, the the prompt, the end goal prompts, we don't want to hear that anymore. Right. And that, we want to hear that there's something I don't know about it. And so you take advantage of the power of what's out there, which is gold prices, rising AI, whatever it is, and you take advantage of the power of that. And yet you turn it in a way that gets attention and makes it interesting.

### **Katie Yeakle**

And it applies to health, self help. You know, there isn't a niche really, that you couldn't do something similar to this, find some little nugget and turn it into a story that hasn't been connected with with the typical conversations that are happening in this world.

### **David Deutsch**

And it means you've got to dig like you said about, you know, Mike, right, he digs he reads, and that's where you come up with these things.

### **Katie Yeakle**

Yes. All right. So we've gotten through for I think we're I think we're at a pretty good pace. Let's do let's do, let's do a few this next bunch here. And David, this is something that you've you credit, Eugene Schwartz, Master copywriter, and it's about spinning out and dimensionalizing benefits. And the example here is this rose bush letter.

### **David Deutsch**

Yeah, I just love this. I mean, those things I read periodically, just because it wakes up in me that there are so many ways to describe the benefit of something like how many ways can you say, you get a lot of roses on the bush, when you use this stuff? Well, he's 87 ways to say it, right, you get this many roses, you get, you know, along the path, you have roses, imagine your, your neighbor's being amazed at all the roses, you'll be able to cut the roses and bring them into your house. Like just so many ways to drive home, that there's a lot of roses. And it's the same thing with anything we do, right? Whether it's health or financial, how many ways can you say it stops your arthritis pain, it makes you feel better, you'll you won't get a heart attack, right? But there are so many ways to dimensionalize

that right in terms of, you know, how does it affect your family if you don't get a heart attack? So you know, and of course, his book is great for that breakthrough advertising where he systematically says, Okay, bring in an audience, see other people, you know, find ways to test it out, right? Try this out for yourself, put the fertilizer in, see if it doesn't multiply your yield by money. 100%

### **Katie Yeakle**

right. And I you know, I love that there's this report on the number of Blooms each month and how you can how you can accomplish it, you know, you're immediately thought like 16 1600 more blooms just in August and wait that's after 1500 in July you know, it's just beautiful. It's just such a such a great example of this. Again, that can be applied the these when a student when we hear it, we're like, Well, of course we try to do that but but be seen it in action and understanding. Really the the intentions behind it, I think just brings it to life in in a new way.

### **David Deutsch**

Oh, sorry. Oh, my blunt demo, say to the specifics of it, right. 4316 and Aug. 5227 in September 487. And, you know, just the patience of listing every month like that, but it dry.

### **Katie Yeakle**

But but it has that that pile pile up effect, which is in the best possible way. So now Sandy, you want to talk about dimensionalizing as well. And as far as from the prospects perspective of how how to make it feel deeper and more real. And you have this great example from Clayton.

### **Sandy Franks**

Yeah, Clayton was so good at doing this. I thought his packages and it's a thing. I guess ironic. Dave and I are thinking the same thing about trying to help people understand you wanted to mentalize a benefit because that makes it feel so real to the reader when you're able to do that. And this is an example from Chris eat and where he shows you basically how you do it you the feature is constructed of carbon steel. Well, why? Because it never wears out well, what is the benefit to that that the last drill bit you'll ever buy. So now he writes copy that says you can save up to \$75 year in broken drill bits, hours of unnecessary trips to the hardware store, and hundreds of dollars in lost income. So he's taking those little, those three little things and turn it in made it feel real. So the reader can

emphasize with it and feel like wow, it's going to save me all of these this money and these trips to the store the swag Ovation times that like so he's hitting the reader, right where they feel it the most. And he's taking that benefit and really drawing it out.

### **Katie Yeakle**

Great. So, Guillermo, again, another very basics. One of the basics to becoming a master is short sentences in simple language. And again, if you are a master at this, if you want to talk about your thought process and how you actually accomplish it.

### **Guillermo Rubio**

Yeah, so one of the, I guess secrets also, as far as the basics is, you don't want your reader to think you don't want to engage their rational thinking brain like you don't want them to realize they're reading a piece of advertising. Well, how do you do that? Well, for one, you have to know your audience, right? So but for the most part, you're going to be speaking in very simple terms, one idea per sentence, ideally, short one paragraph, one line paragraphs, like you see here, maybe at most three lines. And so it just becomes very, you look at it, it looks like very inviting to read. And then as you begin reading it by the time you think, okay, I'll just read one sentence, you've read that like, five, right?

So that's the secret is just making, how can you break down your big paragraphs and to make sure there's just one idea per sentence, that's a great way to do it, make sure the FK grade score level is six or below. Use simple language use trade in bigger words for smaller words, right? Things like that. And that'll help you make your sentences short and simple and just easy for the reader to read. So they're not engaging their brain.

### **Katie Yeakle**

I mean, it's a great challenge for anybody that's working on anything right now go through it, do you have more than one idea per sentence, if so, toss it, make it two sentences, make sure that it flows, make sure that you're using all these short words that just kind of run on into the next next sentence, the next thought so so you're just have this this stream of of conversation. Again, talking about dimensionalizing we all three, kind of in the same zone, in the same zone, but it but it's from different angles.

And so it's dimensionalizing kind of the benefit dimensionalizing what the prospects feeling and reacting to but then it's also dimensionalizing the identifications that the prospect has and and they're the beliefs and desires that go along that and you know, we all know that, that act Apple versus the PC, commercial. And you know, it was the the stodgy guy and the end the cool guy. I mean, you know, anybody reading that would put themselves in one of those categories. And immediately there's a connection there. There's a, an affinity towards connecting with that and wanting to know more about that. Guillermo, do you have anything to add to this part of the whole dimensionalizing idea?

### **Guillermo Rubio**

Yeah, the reason we didn't want to dimensionalize is because at the end of the day, you're trying to convince the prospect that what you're promising them is in fact, true. They have to believe it. If they don't believe it, they're not going to buy. So how do you get them to believe it one way would be using proof facts, figures. And this would be another way by dimensionalizing making them visualize themselves in that position of receiving all the benefits.

### **Katie Yeakle**

Yeah. Okay. So good. All right. Okay, so we're moving along here, we got our next little, little grouping here. And, David, I love that you went back to two cables, and again, talking about dramatizing a benefit. This is something that we've all probably hopefully have seen at some point. But I'd love your take on how beautifully this is done and why people should try to achieve this type of dramatizing benefits.

### **David Deutsch**

Yeah, you know, I think this is just to me, this is just the prototypical dramatization of a benefit, right. You could have said, Oh, learn piano overnight. You know, Oh, it's wonderful to play piano you'll enjoy it. You know, this Course trains you, you could have just focused on that. But he really dramatized it, he brought it to life by bringing you to that moment where someone sits down at the piano, and, and, and plays and people are their drawers are hanging open. We had no idea that David could play piano like this. And he even further dramatize it with they laughed. Right. So not only did David sit down at the piano and play, but David sat down at the piano. And they thought it was absurd, because

### **Katie Yeakle**

they were snickering, you feel you feel for you want to like, don't do a David.

**David Deutsch**

And, you know, and it gives that would like redemption, vindication. Yes. What you know, when you talk about what people want, right, they want benefits, they want this on, you know, save money they want. What they really want is vindication what they really want us to prove this. And when you can get at a core benefit like that and bring it out, as is done here. So well, that's just so powerful, because it's like you were saying in the one before, right? More than anything else, we want to be the person we want to be, right, we want to be the person that sits down at the piano and allows everyone, we want to be the cool guy with the Mac. We don't want to be the nerd. Right with Windows computer.

**Katie Yeakle**

I want to be the house on the street with the best roses. Right?

**David Deutsch**

We don't want that because you know me we do we love roses. And they're pretty right. But what we really want is the neighbor going by and going.

**Sandy Franks**

Yes, yeah, look at that house and all those roses. Yes, look at that house

**David Deutsch**

and all those roses, rather than Boy, I wish those two H's would you know, get a yard service? Don't aren't their covenants that they're violating?

**Sandy Franks**

Kick them out.

**David Deutsch**

Right, kick them out. And

**Katie Yeakle**

the idea and just the takeaway here, because you know, we're we're touching on so many of these things. It's it's all about really digging in understanding what your prospect really wants. And and how do you help him achieve it? How does he see himself doing it? And by taking these benefits, whatever the benefits are, that

you're that you're writing back? And just making it come to life with with your prospect being the star of it? You know, that's, that's, that's the goal.

### **David Deutsch**

Yeah. And I think you always want to work that in like, you're like this is just an example of it right? Out front in your face. Right, right. But even when it's not out front, somewhere in there, you want to make it clear to them, they're not just going to make a killing in the stock market. They're going to be at the Thanksgiving dinner table. And their brother in law is going to brag about how he did so well. But you're going to be able to one up him this year, because you've got this newsletter.

### **Katie Yeakle**

Exactly, exactly. Okay, Sandy. Now, I do have two slides here. And you talk about mix up your proof types. And again, this is what masters do. Awesome. I mean, they all had to learn it, obviously. But it does become second nature. And if you could just talk about the importance of how, how and why to do this

### **Sandy Franks**

in, in anything that you write. And we mentioned how Mike Palmer just digs in and gets that research. And that's what brings that package he writes to life because he's sharing all of this proof. And that's what we need the reader to feel like this is real, everything you're telling me is real. So we backup all the claims we make with some hard proof so that they can feel like we okay, I believe you beyond a shadow of a doubt. So there's different types of proof you can use when you're writing a letter, it can be something that's documented in a scientific study, always nice to have data, graphs and charts to visualize the proof. And can do it like you know, how does the product work, break it down step by step, you can pull in quotes from credentialed sources.

And then you can use the historical events. So these are just some of the type of things that you can use for proof. Then there are social proof like testimonials, who's used this product and had success tell that story in there? Are there any places where it's been mentioned in the media or prestigious publications? And then you can have real or implied expert or celebrity endorsements, someone who's famous who's used that product, who says something great about it. All these are elements that just ratchet up the proof so that the reader then feels like okay, I need to give this a try. I feel really good. You've shown me enough stuff

about how it works and all the things you can do and you proved it. I'm breaking down your resistance by doing this and I'm ready to To make a purchase.

**Katie Yeakle**

And it's not just one thing, it's not like Okay, check off the proof box. It's got all these things things in are interwoven. Alright, Guillermo, I love this one. And because this is something that, again, you guys do almost intuitively, but if we can break it down so that that others can start doing it as well. And that is promise the reader the thing that they already want, but a new way of achieving it. So you use this example, the X pattern, and I do have two slides here to go into this.

**Guillermo Rubio**

Yeah, so this is goes back to Jean Schwartz. Again, basically, he talks about tapping into an existing desire, you can't create desire and somebody for something that they don't want already want. And so basically, this is just another way of saying that just promise them the thing that they already want, but you have to find a new way to achieve it, which is a unique mechanism, right. And so if you can do that, then you're most likely going to have a very successful package on your hand. So in this case, everybody wants to, you know, usually the desires or promises are going to be in the three main buckets of health, wealth and relationships. And so this would be in the wealth category, here's how to make money easily, quicker, faster, et cetera, in a short period of time. And the new way to achieve it is this mysterious X pattern, and then there's all this proof right here in the headline,

**Katie Yeakle**

right? And then then just goes into a little bit more.

**Guillermo Rubio**

Yeah, that's basically the promises, you can capture a series of 164 point 68% windfalls, and with 100%, certainty, only by stocks that are going up, and the mechanism, or the new way of doing it is this, you know, this X pattern

**Katie Yeakle**

is X pattern. Yeah, love it. That's great. One thing that, again, is it's basic, everybody should do it, but but at the masters level, thinking about how you eliminate risk, with your offer, with your price with your incentive with your

guarantee. And, you know, David, if you could just share some thoughts on how to do that, that would be awesome.

**David Deutsch**

Yeah, I think, you know, you're always trying to, you know, take risk away, right, someone buys when the risk is low enough that they feel comfortable buying, right. And, you know, there's, it's a very interesting thing, because, you know, guarantees have almost become sort of expected. So what you want to do is to have a guarantee that really kind of stands out, right? That really, you know, whether you can always do double your money back. But one trick that I like to use is kind of a double guarantee. So it's a performance guarantee, we guarantee that, you know, you will be pain free, you know, within three weeks, but there's also a, if you just want your money back, we'll give you your money back.

**Katie Yeakle**

Right. And I think I have this here, too, like your investment is guaranteed three ways kind of thing. So.

**David Deutsch**

Right. So it's a triple guarantee, which sounds pretty sexy.

**Katie Yeakle**

Yeah. Yeah. Excellent. Thank you. All right, we're coming into the home stretch. David, if you could talk about Gary Halbert. Again, somebody that's not with us anymore, but has made such a tremendous impact on our industry. And, and this ties in with what Jim was talking about, but a little bit different in the terms of the secret of plain talk.

**David Deutsch**

Yeah, absolutely. You know, Gary was charming in his own way. But he could be charming in the persona of a housewife. So the first thing here is he just gets your attention with a, you know, juxtaposition, the amazing diet secret of a desperate housewife. Like it's got this soap opera, kind of feel to it. Yeah. And he starts out, you know, not not like, boy, I lost 35 pounds in two weeks, and you'll be amazed at it. Just like my name is Nancy Pryor. I'm 35 years old. I'm a housewife and a mother of three children. I would like to tell you something personal about myself. One day, last September, I just broke down and started to cry. I couldn't help but I had reached my breaking point. I felt like I was going to

have a nervous breakdown. It happened one Monday morning. I mean, how can you not be sucked into that? And and there's there's nothing in it that says I'm really some 60 year old crazy, you know, Florida writing this

**Katie Yeakle**

that would have been Gary

**David Deutsch**

sounds like a you know, like a housewife would right? Yeah. Say my name is Nancy Pryor. I'm 35 years old and blah, blah, blah, blah, blah. Right? It's it's almost like Daring to be boring. A little bit. But but you Get the feeling like this is going to be and that's the best proof in a way, this is going to be a real story from a real person. Right?

**Sandy Franks**

Yeah, so relatable.

**Katie Yeakle**

It just and and if you look at the subheads, again, you talk about plain and direct and genuine, you know, no hunger, more energy, no exercise healthy and safe. You know, these are the things that people want to know about. And it's just presented in this way that it does feel very authentic.

**David Deutsch**

You know, it's interesting that you bring that up, because it's almost like the subheads, or this assault, subliminal hype, within the context of a very plain talk woman, just kind of giving you her story. And it's flashing, you know, simple and easy. No exercise as you're reading her story. It's really

**Katie Yeakle**

interesting. But I now see, I didn't take it as flashing. I took it as these are the things that I want to know. And I'm getting my answers in, you know, three words maximum. Yeah.

**David Deutsch**

Yeah, no, definitely. If you just read the subhead, you'd be like, I want this thing, whatever it is, right. Exactly. What a magic weight loss. I want no exercise. I want a sparkling new body.

**Katie Yeakle**

Yes, please. All right, Sandy, this is interesting. If you could talk about future pacing, which you know, is taking your audience to a particular particular event in the future, where they're using applying reaping the rewards of the benefits, they're living in those future benefits.

**Sandy Franks**

Exactly. This is a way again, to break down the buyers, natural resistance that they have toward things. So what you're trying to do is let them see how they're going to benefit by the product, show them what it's going to what's going to happen to them in the next week or the next month. So they can visualize it. And if they can do that, then they're more inclined to hit the purchase button because they feel like, that's what I want, I want to have that I want to achieve that.

So it just That's all we're doing future pacing, it's a technique you really don't, I don't see it use that much. And I saw this remote, I was reminded people I follow on Twitter, and the person mentioned, and I'm like, Oh, my gosh, like that. And yours, but is a technique that masters use, where they're able to transport the reader into the future, letting them see themselves using that product. And this is just a quick one. You know, imagine that a few months from now that you're continuing to landing high paying clients and making more money than you imagine. And it all starts when you invest in these buttons. 21 Day Challenge. So right, they were saying imagine in a few months, this is what's going to happen. And all you got to do is make the purchase now and that becomes real to you. So that's what we're trying to do is put that reader in the future using the product.

**Katie Yeakle**

Love it. Love it. Guillermo, we've talked about Sandy touched on proof, but I want your take on overwhelming proof for every promise that you make and the new ways to achieve it. And again, I think I have two pages here if you need me to advance it.

**Guillermo Rubio**

Yeah, so you're making the promise. And now you have to prove it right so that they can believe you. And so you're gonna do that through kind of like how Sandy mentioned, like, facts and figures, anecdotes, stories, all that kind of stuff in this

particular case, that the proof is the fact that it's just one stock. And he's telling us less than \$3. So specifics.

And he's saying it's generates, he's teasing you by saying it generates more revenue than IBM, Facebook, even Google. So that's kind of a form of proof where he's just teasing you about it. But it's specific enough that you believe it, at least for now. And then later on he in the promo, there's plenty of proof, right. But basically, you don't want to give your proof, you want to frame your proof properly, you don't want to just spew out which I used to do a whole bunch of statistics one after the other and figures one after the other, you want to give it space, you want to set the reader up like a joke. And then the punch line is the proof. And you have to let the reader appreciate it before you go to your next piece of proof. So you don't want to just constantly be like, here's this, here's that profuse, oh,

### **Katie Yeakle**

bombard them. Yeah, I love that idea. And that's all part of pacing. That's all part of giving the reader time to absorb it, believe it, move on to the next absorb it, believe it. That's great. That's great.

### **Guillermo Rubio**

And I'll just add, you have to make them understand why that piece of proof is so significant. If you don't do that, which is part of the framing process, then it's just going to like, just pass by them and they're not going to appreciate why that proof is so powerful. So you kind of have to make sure you do that as a writer.

### **Katie Yeakle**

Excellent. Now, this is one again, this was our beloved Herschel Gordon Lewis who used to always bring the house down at boot camp, and one of his commandments was clarity. It was all about clear clarity and then This is a real billboard. Like, could you imagine if you're in your car? And I mean, I don't know how many accidents? People are trying to figure out like, Wait, yes, no, yeah. So, you know, I think it's very, very clear that what the what the lesson here is, is, you know, you have to make it easy, you have to make it as clear as possible. Don't make anybody do too much brain gymnastics to try and understand what you want them to do and to keep them moving along. Alright, so our last for David, this is from Bill Bonner. And this This is a big one. It's Transubstantiation. And speaking to the readers, highest intelligence, and if you could just talk on this,

I mean, this is Well, Bill is such a master. And whenever he writes anything, or teaches anything, it's it's such a treat. Yeah, I think,

**David Deutsch**

you know, you've got newsletters, right? You've got financial information. And there's not but so many ways you can sell that by my newsletter, right? By this wonderful thing. It's really good. No, it's really, really good. And, you know, instead he turned it into a supper club, right? He turned it into a club where you get, you know, like, and he used his own story, right. I'm the head of a financial research organization. I get in on deals all the time, I get to hear about deals. And so I wanted to have a small circle of investors, right, who can also be in on these deals that I'm inviting you to. So it just became something so much more than just selling another newsletter. It was it's like a real, you know, it's like, like taking a car, right? You say it's not a car, it's a jet plane ride, to you know, whatever. He really did that with this. He turned a newsletter into an exclusive club that you want to be a part of. Sandy knows this. Yeah,

**Sandy Franks**

actually worked. I worked on this campaign.

**Katie Yeakle**

Sandy, Sandy did but one of Bill's famous quotes is, nobody ever woke up and said, Honey, we need another newsletter today. Yeah.

**David Deutsch**

But we do need a group of insiders, that's going to give me access to deals that I don't know about, you know, ordinarily, and that just made this so attractive.

**Katie Yeakle**

And Sandy, what was it like working on this? Because this was a big breakthrough in the industry?

**Sandy Franks**

Yeah, it was something that you know, it was very experimental. We didn't know how well it would do. But it came about because people were always in the emails when they wrote to Bill sort of saying, you know, how do you come across these all these great investment ideas? And so we decided, well, why don't we just put a little group together and call it a supper club and make it feel like that. And so it

worked really well. Did a great. And we had people, we I think the first meeting we had was in Vegas, and I don't even know how many people were in the room to listen to these different ideas that Bill had. So it did really well. And it was a great campaign. And it was fabulous to work with him on this copy. Right.

**Katie Yeakle**

But again, it took basically an investment service and turned it into this. Something more about dimensionalizing and all of these, all these things that we've been, we've been talking about, David, were you gonna say something?

**David Deutsch**

I was just gonna say maybe that's the last and best secret is when when when prospects tell you something, listen,

**Katie Yeakle**

yes. That's a master secret, that's for sure. Sandy, again, this all fits in, it fits in with the supper club, it fits fits in with so many things that you've talked about. But the whole idea of putting up a velvet chord. And you know what that means and how to do it in a way that that works.

**Sandy Franks**

This is it. It's kind of remember the nightclubs and they would have bouncers at the door. And then they had the velvet rope and there's a line of people, and some people could get in automatically and most people had to stand in line. That's where this comes from. And it's basically that technique of wanting people I want to be part of that I don't want to be excluded. And so it's just a way to turn that idea in put it in copy that makes people feel like well, I do want to be part of this. And so for this is from Popular Mechanics, where they say this invitation isn't for deadbeats, ripoff artists or gentleman who hate to get their hands dirty. It's for the rest of us. So we're trying to say, look, it's almost a way for the reader to qualify themselves. Oh, yes, I want to be I don't want to be a deadbeat. I don't want to be any of those rip off. I want to be like these guys. I'm I'm willing to do this. So that's an example. But it's really just trying to get that reader to feel like I need you Be part of that don't exclude me from it. Right.

**Katie Yeakle**

And I love that this example particularly because when you think velvet cord, right, you think the fancy getting into the fancy, this is using it to get rid of those

fancy people what they don't want those. For everybody else, it's it's for the for, like me regular regular Joe's. Yeah,

### **David Deutsch**

so much of copywriting, I think at the highest level is about helping people be who they want to be and not be who they don't want to be. So much of what we've looked at is just that,

### **Katie Yeakle**

exactly, and there that that really sums it up beautifully. And again, keep that in mind, keep that front of mind as you're, as you're, as you're trying to help people accomplish this. And Guillermo, this is, again, it's about offer, it's about proof, it's about all of those things. But the goal is just to make it a no brainer and build on confidence that prove that you can deliver what you're promising, right?

### **Guillermo Rubio**

Exactly. Because you have, you still have to make the reader believe you could seriously have the best product in the world. But just because you do have that doesn't mean somebody's going to believe you, right? So you have to do everything you can to make them believe you. So think I at least try it. And so one other way would be to offer, you know, risk reversal. You know, it just shows that you're confident enough in your product, and it's going to do what you say it's going to do that. You're like, hey, try it free for 14 days, send me the unopened bottles, and you'll still get a refund. I've seen companies do that as well, because it just conveys the confidence that I'm so confident that you will get the result I'm promising that they'll let you try it risk free.

### **Sandy Franks**

And it doesn't always have to be the guarantee money related. Like I love that aha moments guarantee, that's great. So you're, it's not necessarily not the money, if it's like you're gonna have these great moments, and you're gonna guarantee that it's happening. So to me, it's, it's just a great example.

### **Katie Yeakle**

Yeah, I totally agree. And, oh, here's just more of just more examples of that, how you do that. But then let's move on to Oh, this one was one that I wanted to put in. And again, Mark Ford has contributed so much to the AWAI vault over over the last 26 years. And one of the masters level secrets that he touches on is

identifying an enemy. You see that a lot in health and finance writing, but really in in pretty, it really applies to anything, it's whoever the the seven pound 700 pound gorilla is, in any kind of industry, you know, you call them out and say we're not them, we're gonna take them down. Like, you know, your HMO may deliberately avoid hiring the best doctors. Well, you know, I want the best doctors I don't I don't I don't they're bad. Those people, you know, tell me what, where I can find this information. David, I'd love your I know, You've had a lot of experience with this. And just your thoughts on why it's important, and then how you actually do it?

### **David Deutsch**

Well, I think it's important for a lot of reasons, right? I think it's important. People kind of need something to blame. They need a focus for emotion. I think you don't want to be too heavy handed about it. You don't want to be like, Oh, those pharmaceutical fat cats are revved up to your doctor, blah, blah, blah. You want to be careful not to make your doctor the enemy people like their doctors, right. But the medical establishment. There's a lot of nuance to this too, in terms of sometimes it can just be inertia, sometimes it can just be ignorance. That's the enemy. It doesn't have to be pharmaceutical company. Doesn't have to be big banks and you know, brokerage companies, right? It can just be ignorance, it can just be inertia. It can be even things in yourself, right, your own fears are the enemy, and I'm going to help you to overcome that.

### **Katie Yeakle**

I love that. I love that. Guillermo. Anything to add?

### **Guillermo Rubio**

No, I think what David said is spot on. And really the way I see this is just identifying a common enemy so that this way you become more. It's the just building rapport, right another way you're like, yeah, exactly. Just being like if you pick to sales, like in the old days where the salesman would be on one side of the desk and the prospect on the other. This is kind of coming around the desk and sitting alongside with them and be like,

### **Katie Yeakle**

that's, that's great. I love that. Well, okay, so we've gotten we've touched through 20. Like I said, we could have had such great Converse even greater conversations about any single one of these. I do want to let you all know about something that

we are I'm so excited about in the office. Today is a really big day in AWAI. Because if you want more of these type of million dollar secrets, we are opening the our exclusive masters vault and we're doing it through a beta test. We're doing it through this really restricted offer.

It's called the Masters vault billion dollar secrets from the legends of copywriters. These three masters are part of this. But based on our history based on everything that we have, this is the most important elite level learning club for copywriters that that's really ever been created. Like I said, it's going to be a beta test, we're not going to be extending invitations, again, under today's terms, until this little period, and it's for serious copywriting students striving to earn 20 to \$50,000 per year or more at a minimum, if you're not there yet, this is going to get you there. If you're already there, you're going to see see big jumps. And we're really looking for people that have taken concrete steps and their education, you know, by the fact that you've been here you've sat through this, and you've absorbed all this by the fact that that if you're interested in learning more about how the Masters talk when they're hanging out of how they actually do what they do this is this is for you if you're into that, that learning about the history and how things can be applied in so many different circumstances. If you really love those kinds of conversations.

This is this is for you. It includes immediate lifetime access to the greatest collection of masters secrets from the legends. We have 58 Master copywriters including, as I said, these these wonderful pros that we're reading about but Mark Ford Bill Bonner, the late Clayton Makepeace the late Herschel Gordon Lewis we have amazing video from them from when they were in their prime is giving giving their their best secrets. John Carlton, I mean, though, I'm going to Jay Abraham it Carlene Anglin, co I don't want to name names, because I'm going to forget too many. But it's, it's it's really remarkable what we have, and how we've curated it in a way that it's not just being over, that you can get through it easily. So it's, it's it can be as as big of a firehose as you want. There's 127 strategically curated master's level insights, there's 93 hours of interviews, presentations and discussions. And I, you know, Paul Hollingshead, he got so excited about this when he was when we were putting this together. And he, you, I talked to him on a Monday and I'm like, Oh, how was your weekend? He says, Well, I was, so he was so pumped up, it was like, he says, It was so great. I started just right, watching a few of the sessions in the Masters.

And before I knew it, I had gone through 60. And that was my whole weekend. But it was so great. And I'm ready to start writing. And he did. And you know, so I mean, that's the kind of impact that it has there's essays. And the thing is, is this is going to be growing all the time, we already have some some things in the works that that we're going to be adding very soon. And we will always be doing that. And plus part of this beta test, which super excited about and this is something that Mark Ford really insisted that we do if we were going to do this, he wanted it to be more than just everything that we already have. He wanted there to be a living component to it as well, where there is opportunity for more discussions where we bring you into the room. And you'll be part of an hour long discussion on one single topic.

We're calling it masters live, there's going to be over the next year, whenever one mark or Paul or any of the Masters we work with has one of these secrets that they want to call the club together and talk about they're going to be passing copy around, there'll be q&a. It's really going to be an amazing thing. But like I said, it's a beta test. We're checking it out and we want to get the most excited and interested in the people that are really going to participate in if you're interested you can read more about it at the at the URL you're seeing up there AWAI.com forward slash copywriting secrets. And oh, this is I just just you guys are hearing about it first. I literally went live at a 11 o'clock and what we started at 12. So just before we they, Josh, our Chief Technology Officer, pressed the button on it. And he immediately sent out an email to the whole team. And it said, this might be the coolest thing we've ever published. And that's a lot coming from Josh. If you guys know, Josh, that's a whole lot. And then Rebecca was right behind him. And there are all these emails flying around. But and this is what she said about it. And it just sums it up. Because it's very hard for me to even express how big and how powerful and how meaningful this is, how it's, it's we've taken our 26 years of all the amazing people that have that we've worked with, and that have shared their insights and knowledge.

And we put it into this really easy to access in and utilize format. But Rebecca was like, and we've been talking about this for years, and but we really couldn't figure out how to do it because it was just so big. Like she says, it seemed like an impossible, impossible task that was so big, we just couldn't get enough momentum to even get it started. But we did we and our goal was to swing for the fences and the dream team, I'm just going to give a shout out to the AWAI dream team, they made it happen and so much more than we actually thought it's better

than than imagined. I second Rebecca's thought on that. And it's going to be a very powerful tool resource force in our industry. And it's going to help so many writers become more competent, more confident, and more successful, which is what is the goal behind everything that we do, but with this particular resource, in, you know, it's all right there for you.

So I hope you try it out, we have a really great offer going right now for this beta test, that's going to be a you know, a limited time, we have payments available, there's a huge discount. If you're in CLS or infinity, you get this for free, including the live sessions that we'll be having. The first live session is going to be having a bootcamp with Mark actually leading it. So that's super exciting. Check it out. The invitation is the Paul actually wrote the invitation. And you'll read that when you click on that, or, as always call our guidance team, our member services for more information, if you have any questions, but the big thing is, when you do try it, I personally want to hear your feedback. I want to know what it means to you and how you're using it and just Just what you think. Alright, so that's everything here. Jake, do we have any questions? I think I'm going to stop this presentation. And if I just go back to life here, stop my share. Jake, are you gonna ask us questions? Do you want me to jump over there? I haven't been able to see any. Hey, no

### **Jake Allen**

worries yet. We've been getting some questions in here. And our team in the background has been knocking them out. But do you want to readdress. Kim has a question to CEO Essers Circle of Success members need to sign up for the live component? Or do you just click in from the vault?

### **Katie Yeakle**

No, no, no, it'll all be on your on your page. When we have those. You'll you'll hear about it. The no need to register for those.

### **Jake Allen**

Perfect. And that is actually all the questions that we have at the moment trying to see if there's anything else any Do we have any? Do we have any kind of information on dates or anything for the live components yet?

**Katie Yeakle**

Not yet. We're hoping to have the first one happen at bootcamp, which will be in October, and then they are going to be a little ad hoc. It's these are going to be very organic, they're going to be but they're going to be great. Just Just trust me that they're going to be great. Oh, Mark is asking notice.

**Jake Allen**

Okay, perfect, perfect. Yeah, it'll all be on the member page. And I told somebody else that all of the recordings will live there as well. So if you own the vault, then you can always access that. Mark has a question. Can you do this instead of the accelerated program or after another program? Right?

**Katie Yeakle**

Well, um, I would still do the accelerated program because that teaches the fundamentals in a way that where you're building on your skills, this is the kind of resource where you go in and you you learn more about those specific skills, but it's not like a start to finish kind of thing. It's more like, Hey, I'm working on headlines. Let me go see what you know. Mark Ford, or mark, Mike Palmer or David Deutsch or sandy or GE have to say about headlines and when you do that you'll see we probably have five or 10 or more wonderful, informative illuminative presentations just on them speaking, you know, for an hour or so on headlines. So I would view it as a complementary resource, not a replacement resource.

**Jake Allen**

Yeah. And for anybody else wondering, that applies to the AWAI method as well. So thank you, Katie. Hillary, Hillary said, I've enjoyed this so much useful information. It's opened up my understanding even more, and Hillary, I got news for you, your understanding is going to explode once you get into that.

Yes, yes. Yes.

**Jake Allen**

I got one here from Elizabeth as a Circle of Success member, when can we access this to start reviewing the secrets before the live sessions?

**Katie Yeakle**

I want now. I think it's live.

**Jake Allen**

It's up and Adam was tell me

**Katie Yeakle**

somebody on the AWAI team, correct me if I'm wrong, but if it's not, it will be by the end of the day, but I'm pretty sure it's live.

**Jake Allen**

It is live. Yes. We were able to go live early this morning. So it's live for all Circle of Success members, right? Yes. And

**Katie Yeakle**

I think you click on on the master's program. This is this is a master's program on steroids. We took what we had, and we just blew it out.

**Sandy Franks**

I want to see it. Make sure

**Katie Yeakle**

you have access.

**Jake Allen**

So Right. Thank you, everybody. That's all we got for now. Maybe a final last call Katie.

**Katie Yeakle**

Okay. Well, first of all, I just want to thank you, Sandy. Thank you, David. Thank you, Guillermo. And as always, whenever I have prose of your caliber with us, I always do want to know, you know, based on what's going on in the world right now, based on what you're seeing. What's your best advice for the writers that are listening to us right now? And Guillermo, I'll start with you.

**Guillermo Rubio**

What's the best advice I can give? be eternally curious, don't ever think you've arrived? Always keep learning, keep digging. Because you'll find that it's a layered process. The more you keep going, the more something that was basic back when

you're first learning becomes a much more eye opening secret once you so just always keep learning always be curious would be my main advice. Always

**Katie Yeakle**

keep learning that the copy for the copywriter school is never out to Bob Bly. Sandy, how about you?

**Sandy Franks**

Um, I would say just don't give up on yourself too early. I think everybody hits a point in their learning curve, where they're going to feel like oh, I just, it's not making sense to me. But that's where you have to push through. And then all of a sudden, everything makes sense, because you persist it and you just kept on trying. So I think you just got to keep at it. And don't and don't give up and don't feel like you can't do it. Because all of the copywriters all these masters, they started some were at some point in their career, it wasn't an overnight success. So it took a little bit time for them to get there. So I would encourage you just to keep at it no matter what.

**Katie Yeakle**

Beautiful, thank you and David, bring us home. Oh, you're muted.

**David Deutsch**

I would build on what Sandy said a little bit. You know, the more when you learn about copy, and you start to get trainings like this, it really makes you realize that your writing isn't what it could be. A lot of learning copy is discovering you don't write as well as you think you do. And you know, a lot of people who are writers we grew up, that's our identity we write well, we've always been reinforced for that.

And it's really important to get over that. Because that's what gets you to that next level is just realizing no, I what I've been writing has been to some extent and boring, has been not convincing, has been repeating the same things over and over again, there's a new level that I can get to and you know, this this masters thing, what I love about it, and you know, I purchased the original masters course, you know, and 20 years ago,

**Katie Yeakle**

so you're in this new masters, you'll get you'll get

**David Deutsch**

altered in as it were. You know, the amazing thing about this is that it does bring you to that other level by seeing through the eyes of of masters. I mean, I learned a lot just from this seeing through Sandy through Guillermo through Katie like how they look at what they've learned from things so you know, just put aside it just really put aside your ego as John Carlton would say, like don't worry about how good a writer you are. You aren't, don't worry about proving yourself just worry about keeping stepping up and up and up because that's how you get to the upper levels.

**Katie Yeakle**

And John Carlton he's another one of the masters that's in this this in the vault in the collection and I'm So glad you brought that up, David because if you already have Masters, you get this. This is a living program. This is just the latest version of it that that you you get as well. And if you don't try it out, now is the time to get in because it's just going to keep getting better and better. I want to thank everybody for participating. I really appreciate it. I appreciate Sandy, David and Guillermo, the team behind the curtains here. I hope everybody has a great weekend. Thank you. Bye. Bye. Thank you