

# SECRETS OF TOP GUN COPY WRITERS REVEALED

THE SECRET STRATEGIES COPYWRITERS USE TO GET CLIENTS



\$47.00



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## How Top Gun Copywriters Get YOU To Hire Them For Big Dollars

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- You can sell the rights for other people to sell this report, for example:

You advertise this report on eBay for \$29 and somebody buys it. Now, along with the report, you can include a short document which gives your buyer the rights to sell the report to other people, or to give it away.

And you can do this online or via classified ads or however you like, providing:

- You may not promote this report via SPAM or any other illegal means
- You do not have permission to change the contents of this report
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Have fun, many a dollar has been made online reselling reports just like this one.

Enjoy!



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Yes it's true...there ARE little known secrets that 'Top Gun Copywriters' use to make sure they get all the work they can handle – while still charging top dollar.

## **Why do you think a good copywriter can charge in excess of \$10,000 for a sales letter?**

- **Is it because** they really do know little known, mysterious secrets to writing ads, sales letters, emails, faxes and websites that sell?
- **Is it because** after all the years of studying copywriting, reading books, hit-and-miss campaigns, they're so finely tuned to writing words that sell, that virtually everything they write turns to gold?
- **Is it because** busy entrepreneurs can't invest two to four weeks on a sales letter even if it does increase sales?
- **Is it because** good copywriters consistently make a return for their client, usually a return of many times their initial fee?
- **Is it because** the behind-the-scenes research a copywriter performs for just one ad or sales letter, takes hours, days, weeks, even months?
- **Is it because** the ability to put words on paper (or on screen) that sell, is the highest-paying skill a person can ever learn?
- **Is it because** in this economy, people can 'smell' a hypey, overly-salesy, amateur, 'home-made' sales letter a mile off?
- **Is it because** the difference between a prosperous business and an average to poor business is the words which speak to it's prospects?
- **Is it because** while a great sales person can make several sales in a day, a great sales letter can make several thousand sales in a day, with a fraction of the workload?
- **Is it because** a good ad or website positions you as somebody your prospect is seeking out, rather than someone chasing everyone, desperate to make a sale?

If you answered YES to any of those questions, you're right. If you answered YES to ALL OF





THEM...you really know your stuff..

## **Because they're ALL true!**

Business owners the world over use top gun copywriters to produce the best ads, sales letters, websites, emails, telephone scripts, which in turn convert the highest number of prospects into buyers.

But you don't have to be a Branson or a Trump to hire a copywriter. Small businesses, even folks working from home, hire copywriters all the time. And if you've ever wondered exactly why they do, I'm here to spill the beans on the Top Gun Copywriters of the world...

## **3 Powerful Secrets Top Gun Copywriters Don't Want YOU To Know**

It's time somebody let the cat out of the bag here – there are things copywriters know that you don't that they use to get you to hire them.

I know, I'm a copywriter myself.

But first, before I get into the meat of this stuff, let me clear up what I'm trying to say here...I'm not in any way trying to cast the copywriting profession in a bad light, not at all.

- This is NOT about saying copywriters are bad people
- This is NOT about saying they're ripping off their clients
- This is NOT about convincing you that you should not hire a copywriter

Nothing could be further from the truth. Think about it – if a copywriter doesn't do a good enough job to generate sufficient sales to at least make you back his fee, you probably aren't going to hire them again. And like any industry, repeat business is what it's all about.

Besides, business owners LOVE to talk about the copywriters they've seen and hired, good or bad. Business lunches, seminars, get-togethers, everyone wants to talk about their latest successful campaign, or the wad of cash they blew on someone who was all talk and no action. A copywriter's reputation is *everything*.

So as you read this, bear in mind the overall lesson – be mindful of your reasons for hiring or not hiring a copywriter, make an informed decision, and remember, most copywriters are good and honest business owners like yourself, running their own business which just happens to involve





turbocharging yours.

So let's get to it...

**Secret Number One:**

## **“Because Copywriters Know Which Secret Buttons To Push To Make YOUR Prospects BUY”**

Yes, there really are strange, mystical secrets which turn people from casual tyre kickers into passionate buyers, seemingly by magic. These ancient secrets, long kept secret from the common man, have enabled a select few to attain riches and wealth beyond most people's wildest dreams...while the endless masses of the world are doomed to struggle their entire lives, never realising the untapped power which is so close, yet so far.

Well...I suppose I'm being a tad dramatic here, but is it so far from the truth? If you can write good sales copy, or have someone write it for you, it's laughably easy to enter the top 1% of income earners on the planet. If you can't, then you face a serious uphill battle.

In my opinion, you are not qualified to call yourself a copywriter until:

1. You have spent at least 3 years studying copywriting, listening to CDs, watching DVDs, going to seminars, doing courses, absorbing as much information as a human brain can take.
2. You have sat down over the same period and written out successful ads and sales letters by hand, in full.
3. You have invested an uncomfortable amount of money with one or more people to give yourself the edge in writing copy.

Of course there will be the odd exception who sneaks through, but they never last. Ever. If you can't get results for your clients, and fast, you'll have to do something else. But for those who can, they can name their price. Because a good copywriter is an investment and a damn good one. If you pay, say, \$5,000 for a sales letter, it should pull enough sales to make at least your 5 grand back, so long as you actually send the sales letters, run the ad, send the emails, etc.

Most experts or 'gurus' will tell you that if you spend a year studying something, whatever the subject is, you'll be an 'expert' in it, you'll be ahead of most of the competition and you can do consulting, etc. I don't know about other fields of expertise, but if your copywriter tells you he was an office clerk or mechanic or manager a year ago, it's a worry.

Put simply, it takes time to discover and learn about how to write the magic words that sell. They





don't teach this stuff in college. Good copywriting books in bookstores are tough to find, and there are NO retail environments for good courses, seminars, products, coaching programs, etc.

Copywriters are experts in human emotions, in what motivates us, what makes us tick, what makes us love, hate, desire, want, in the endless whirlwind inside our heads. We're experts at reading what's going on, and seamlessly integrating our sales message. Robert Collier, a copywriter from the first part of the last century, said "Enter the conversation the prospect is already having with themselves in their own mind". If you can discover what this conversation entails, it simply becomes a matter of choosing a button to push.

Basically...

## **Copywriters know how to sell**

Secret Number Two:

### **"Because Copywriters Perform A Task, So YOU Can Focus On Marketing"**

In your business, no matter whether you sell shoes, fish, printers, or furniture, whether you fix electrical wiring or car engines, whether you clean offices or own them, whether you sell a \$2 sim card or a \$2 million boat, **MARKETING** is the most important area of your business and you **MUST** focus your energy on marketing if you are to be successful anytime soon.

Marketing is the **KEY** to your profits, and despite the mystical powers to sell which a good copywriter possesses, it is your marketing which fattens your bank account.

Writing sales copy is just one area of marketing, one which you can and should delegate at every opportunity. In fact, a copywriter, snowed under with work, will often use outside copywriters to write stuff they can't get to. (Reputable copywriters will tell you this is happening and the fee will be lower).

I've heard many marketing experts use the phrase 'pay once, cry once'. This means you fork out for a copywriter's fee, and you're left with an ad or sales letter which you can use over and over for as long as it keeps working. And a good ad or sales letter can bring in millions of dollars, year after year, which so far outweighs a copywriter's fee it pales into almost nothing in comparison.





I'm sure you can see the long-term vision here, and if you plan to be:

A. Alive

and

B. In business

...in a year or two, then it's obvious how good a long term investment a good copywriter is. A mechanic may bitch about paying \$250+ for a set of Snap-On screwdrivers, but if he wants something to stand the test of time and not have to outlay cash again almost immediately, he buys them.

Marketing gives you an overall 'big picture' of your business, what's happening, and where you're headed. The last thing you want to be stuck doing is the mechanical 'work' in your business, like cutting hair, or building fences, or making candles.

Writing sales copy isn't quite like those things, there's usually some copy a business owner has to write, I mean, you aren't going to hire a copywriter to write your weekly email to get people in for the Tuesday night half price steak special. (Unless you really have a pricing structure with balls)

And your copywriter will spend days and weeks reading every published word on your business and your industry, they'll spend most of their quoted time on the research.

Make no mistake, this is why writing good copy is time consuming. It's all in the research – reading page after page, blog after blog, talking to people, if you are serious about writing all your own copy, you'll have to invest serious cash to have it done for you. (If you try to do it – you'll have to drop everything else).

But it's mechanical work nonetheless, and it's inevitably less profitable per hour than creating a winning marketing campaign.





### Secret Number Three:

## **“Because in this economy, YOU need a good copywriter now more than any time since the dawn of the industrial age”**

Look, the world has changed. If you're a client of mine, you won't have been as affected as many people have, yet still, gone are the days when you could put up any old ad and people would throw money at you.

Seems like all of a sudden, people have turned up the sensitivity of their 'bullshit detectors'. People are more aware of their options, especially when it comes to price. Wallets and purses are being held slightly tighter by many people, and it takes more effort and forethought to loosen those purse strings.

Don't get me wrong, the world I still full of amazing opportunities, no matter where you live. However, getting your sales and marketing processes right is now even more important. So not only do you need to focus more on marketing strategy than writing a 30 page sales letter, your advertising materials, all of them, must be written in a way which genuinely speaks directly to your prospects.

This is where the true value of a good copywriter is. Your copywriter will do research on your business and how best to speak to your prospects and customers. Otherwise, how are they going to know what to write? The problem with the average business owner writing too much of their own stuff, is they think they know what to say to make the sale. But they don't. A good copywriter will:

- Read months of back issues of relevant magazines, trade journals, newsletters, blogs, forums, etc
- Sign up to every online newsletter they can find in your industry
- Mystery shop you and your competition
- Buy competitor's products and comparable products
- Undertake a thorough review of your product or service to glean every last shining benefit you never even realised existed

And more. This is how they get a 'feel' for your business, and more specifically, it's how they know







what your prospects are talking about, what they like, what they hate, what they wish you sold, why they started shopping with you, why they stopped shopping with you, what they want that nobody is selling to them, and how much they'll pay for it.

Now more than ever, your sales copy needs to be in tune with your prospect's wants. John Caples is credited with saying "Enter the conversation your prospect is having in their own mind". This is crucial. Think of their 'inner conversation' as a highway packed with cars, not gridlocked but at highway speeds. (Well, we all know some gridlocked people, but that's another report...)

Good copy will smoothly enter the flow of traffic, almost unnoticed, yet it will subtly guide the flow of traffic down the street you want it to go. (The one which leads to your cash register).

'In your face' type marketing is like pulling out of a side street, onto the highway, in a truck, right across everyone's path. It can work, it has worked in the past, but it's risky. And brand building, or image marketing, doesn't even know where the highway is.

Your copywriter will be able to 'speak their language', he or she will know exactly which 'hot buttons' to press, in order to make the sale. This has always been important, but now it's critical to your success.

And how are YOU going to learn what to say? Sure, you know all about your business, but do you really know what your customers are saying when they go home? Do they tell you why they don't shop with you anymore? Do you ask why they started shopping with you? If you did ask these questions, would you get honest and accurate answers?

Nobody knows your business like you do, however a good copywriter will learn how to speak to your prospects in their language, talking about benefits they want, in a way to convince them to buy them from YOU.

## **OK, if you're looking for a copywriter, here's what you do NOW!**

1. Go to <http://www.CassingenaCopy.com/blog> and read up on what I do and my style of copywriting. Bookmark the site immediately as I'm constantly updating it with fresh, original, cutting edge copywriting strategy content.
2. However, do not contact me through my blog, instead, all new client relationships begin with the information available at <http://www.AstoundingFreeGift.com>.
3. Go through the package I'll send you in the mail, and if you think I have something to offer you, then contact me. Do it now while it's fresh in your mind.

