



Dan Kennedy's Copywriting Clinic



97 STRATEGIES FOR
Creating Copy
That Gets Results



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PUT MUSIC IN YOUR LIFE

ROCK STAR GENITALIA PRESERVED IN PLASTER FOR PROSPERITY

Direct-Mail
Is
NOT
Advertising...

1. HEADLINES

2. Sole And Only Purpose

3. Formulas

4. Headline Test

5. Subheads

6. Photocaptions

7. Unique Selling Proposition
8. Dramatic Selling Proposition
9. Opportunity Gap Analysis

10. Rapport

11. Message To Market Match

12. “What I Know About Our
Customer” List

13. Write To A Person

14. Link To What Is Already On Their
Minds (Timely Events)

15. Assume

16. Tell Whole Story Every Time

17. Positive Buzzwords/Negative
Buzzwords

18. Jargon

19. Length Of Copy/ Length Of Sales
Letter

20. Grammar vs. “Write Like You/They
Talk”

21. Emotional Logic In Selling

22. Pain/Pleasure

23. Fear Of Loss/Desire For Gain

24. 1st Person - Direct

25. 1st Person - Story

26. 3rd Person - Direct

27. 3rd Person - Story

28. 3rd Person - Gimmick

29. News (Advertorial)

30. Word Pictures

31. Involvement

32. Questions

33. Internal Repetition

34. Features vs. Benefits

35. Always Translate FOR The Reader

36. Leave No Stone Unturned

37. Advocacy/Enemy

38. “Secrets”

39. Proprietary Terminology

40. Styles

41. Humor

42. Outrageousness

43. Hype

44. Making The Incredible, Credible

45. Proof

46. Guarantees

47. Damaging Admission

48. Objection-Draining

49. Confront Price

50. Summation

51. Offer

52. Somnambulent Sloth vs.

53. The Irresistible Offer

54. Urgency

55. Reward/

56. Penalty

57. Secondary Reason For Response

58. Widgets

59. Give free widgets high perceived value (titles)

60. Takeaway Selling

61. Editing Copy

62. 8th Grade

63. Add To Rapport

64. Advance The Sale

65. Enhance Credibility

66. Order Form/Response Device

67. Re-State Offer

68. Clear Instruction

69. Yes-Or-Yes Option

70.7 Double Readership Path

71. Typefaces

72. Sidebars

73. Margin Notes

74. PS's

75. Handwritten PS's

76. Page Ends

77. Outer Envelopes

78. “A-Pile” Vs. “B-Pile” (Delivery,
Screening, Opened, Read)

79. New vs. Continuing Relationship

80. Lift Letters

81. Other Enclosures

82. Tear Sheet Mailings

83. Magalogs

84. Swipe Files

85. Steal “Best Headlines”

86. Reliable Formulas & Structures

87. Reference Materials & Resources

88. Testing

89. Split-Testing

90. Fixing A Loser

91. Consumer vs. Business-To-Business Mail/ Print Advertising

92. Other Applications Of Copywriting Strategies



**WHY IS THIS GALLERY OWNER GIVING AWAY
\$50,000.00 WORTH OF ART AND FRAMING -
FREE OF CHARGE?**

Dear Client and Neighbor:

I've got a problem.....and it occurs to me that you may be one of the very few people on the face of the Earth who can help me resolve it. Let me explain:

My gallery, ART IMAGES AT PETER'S LANDING, is having its 10th Anniversary. When we opened on November 20, 1981, we could never have foreseen what was to come in the next 10 years...servicing of over 20,000 clients, a tripling of our size, over 100,000 custom frame jobs and a world-wide reputation within our industry for enduring taste, competence and integrity. Further, our lectures exposing Fakes, Frauds and Forgeries in Art are quoted in National magazines and International newsletters.

All of this, of course, has been made possible thanks to our great clients who, like you, **have** supported us throughout these 10 years. Therefore....

I WANT TO GIVE YOU A GIFT FOR OUR ANNIVERSARY

I want to give you \$50.00 in ART IMAGES script to spend in our gallery as if it were cash....with no other purchase necessary and no strings attached!

And there's the problem.

My wife and partner, Jan, along with our key designers, Gall Ross and David Webb, claim that nobody will believe it - or they won't know what to do with it - And, if they did, we couldn't afford the \$50,000 or so it would cost the gallery.

Well, to put it mildly, I told them they were wrong, that they are underestimating our clients, that this gift is a true "win-win" situation that will not only be good for our clients but will also be good for business.

That's when I did it.

I get the whole group that If I was wrong I would pay to take them all to Hawaii. BUT - if I was right they would chip in and take ME to Hawaii ! Now, I need you to help me win this bet and save my pride.

Here's why I think WE'RE going to win:

They said: "Nobody will believe it."

Sure, I know that most offers like this are usually attached to a purchase. You know..."you can apply this \$50. gift certificate against the purchase of any \$350. vacuum cleaner in the store"...

That's NOT what we're talking about. This gift certificate Is really a gift. Spend it just like cash...with no further obligation or pressure to purchase anything else. (Which is not to say that you can't buy anything else in the gallery if you fall in love with it.) So there's no reason not to believe. Take a look at the \$50 in script. (It's inside the separate envelope.) Look at it carefully. There's no strings attached. No teeny-tiny print with disclaimer It's quite simple and straightforward.

It **IS** \$50.

They said: "They won't know what to do with it."

I agree that there aren't many things in a fine art gallery like ours that sell for \$50 or less. A few, but not many. But...think of all the framing opportunities you have around your house. Old, out-of-date frames or mats around pictures you love; cracked glass in a photo frame or two; scarred wood frames that need repairing or a new modern touch; memorabilia of a family event that would look great in a proper frame; a collectible item that should be framed on a wall; I could go on and on....all for \$50. or less. And besides, we have lots and lots of prints and posters that sell for way less than \$50, unframed, that you'd probably like to have or give as a gift - to be framed at some future date or, god forbid!, by some other framer.

NOW. Do you have any doubt about what to do with this \$50 gift?

They said: "We can't afford to give away so much."

O.K., I know that not many people will be inclined to buy anything in addition to the \$50 gift. But, some will. After all, Christmas is only a matter of a few weeks away and what better time and what better place to take care of the ever-present Christmas gift list.

AND....wait 'till our 300d friends see the great new artists we're representing!

- Jennifer Markes' marvelous Caribbean scenes....
- Itzak Tarkay's sophisticated drawing room ladies....
- Howard Behrens' famous bays and waterways of romantic places
- James Talmadge's inspired fun-filled party and crowd scenes
- Doug Morris' "realistic/abstract" beach landscapes...
- and so many others I can't begin to name them all. Great new colors! Great new styles! You must come and see the possibilities for yourself.

I'm sure that some people - maybe only a few - will want to take advantage of the fabulous bargains we'll have on display. Enough people, I believe, to justify our great 10th Anniversary Celebration!

And we'll make it even easier for you....

In addition to the \$50 gift script, I've also enclosed a coupon for 20% OFF ANY FRAMED ART on the walls of the gallery - even those items that are already marked down for the celebration! I've also enclosed ANOTHER coupon for 25% OFF ANY CUSTOM FRAMING you commission us to do for you - between now and December 10th!!

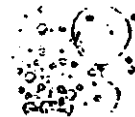
Well, that's it.

If YOU believe it's an honest gift; if YOU know what to do with it, and if YOU understand that we're not going to go broke (like lots of other galleries that I'm too polite to mention), take your coupons in hand and come to Peter's Landing, lift a glass with us, make a toast to prosperity and claim your gift.

On December 11, it's all over. No more celebration, no more gifts, no more coupons. On December 11, we get down to the serious business of Christmas.

We'll be looking for you, good friend and client, because you're going to help me win my bet! Aren't you?

Warmest regards,



Don Berliner, Owner
ART IMAGES GALLERY

P.S. If I were you, I "Wouldn't wait 'till the last few days. Come early so that you can get best selection and we can give you the attention you deserve.

P.P.S. Only a very select list of previous clients are receiving this letter and the enclosed coupons. They are in addition to the Anniversary Sale prices offered to the public.

P.P.P.S. I almost forgot. When you come in and identify yourself as a previous client, we have another very special gift for you. (DO COME EARLY. THEY MAY RUN OUT.)

