

# CHAPTER TEN

## Bullet Magic: How To Make Your Prospects Start Slobbering For The Benefits You Offer, And To Take Action NOW!

---

This chapter is on how to create bullets that draw your prospect into the ad, and make him start slobbering so bad he can't wait to get his hands on what you're selling! It's true. I mean it, and I'm serious!

Bullets can do just that.

Bullets can make your prospects start slobbering for your proposition. They have that power if created correctly.

Bullets can start to get your prospects so hot for your product he absolutely can't wait another minute to order!

Yes.

Bullets can do all this and more... if you know how to create them.

Bullets are nothing more than little headlines revealing benefits throughout your ad.

Pick up most any ad I've ever created and glance through it and you'll find tons of bullets. Often in a 8 page letter, two and a half, or more pages are dedicated to bullets.

Why so many bullets?

Simply because bullets offer your reader a plethora of benefits... any one of which could get any particular prospect's blood a boilin' to the point where he's just going to die if he doesn't call or click to order now!

But, not all of the bullets in a bullet list will get every prospect excited to buy. But, what happens is this: There will be some bullets that hit each prospect upside the head, making him realize that if he got your product for no other reason than to get that one important benefit—it would be so worth it!

One bullet will be just what the doctor ordered for one prospect, while another bullet almost completely different, will be just what the doctor ordered for a different prospect.

Different people are motivated by different benefits... and that's why...

## **In Every Ad You Ever Create, You Must Include Bullets That Run The Gambit of the Benefits Your Prospects Will Get From Buying Your Product or Service!**

Regardless of your audience, each and every prospect will have different “hot buttons” that’ll get him a-goin’ and wantin’ to buy your product.

What’s really cool is when you’ve done your research so well all of the bullets get your prospect all hot ‘n heavy for your product!

Hey, it happens! This really can happen.

There’ll be times when you really play it right, (usually when you’ve found out some hot information on your prospects through thorough research) and your bullets will bring in a shower of results like you wouldn’t believe! It’s an awesome feeling when that happens!

On the other hand, there’s a temptation for writers to use bullets to tell about features. This is a big mistake. For as you now know, you must always tell your prospect what’s in it for him—and a feature does not tell your prospect what’s in it for him.

Features must be turned into valuable, desirable benefits.

Quite often I’ll use my “discarded headlines” as bullets. You know, the 99 headlines you didn’t use? Some of those headlines will make for great bullets. After all, that’s all bullets are... mini-headlines which are all focused on benefits.

A lot of the successful ads running today are almost all bullets. Take a look at Agora Publishing’s mailers. As a matter of fact *get on their list!* You’ll learn a lot about advertising just from being on their list!

Take a look at Boardroom Reports mailings... their ads are basically nothing but bullets. Many times a prospect will read an ad that has dozens of bullets in it and he’ll order just because of one of the bullets he’s read.

Bullets are power-packed motivators that’ll get your prospect to take the action you want!

### **The Creation of Bullets**

Not surprisingly, most bullets are created just like headlines.

STEP ONE: Sit down with the list of benefits you created earlier. Make sure they are prioritized in order of importance to your prospect.

STEP TWO: Now, what you want to do, is take every one of the benefits on that list and turn them into little statements of benefits... otherwise known as...

**BULLETS!**

To help you with this process, let me show you some winning bullets to get you thinking. Then I'll give you some bullet formulas and rules to use every time you sit down to write.

## Winning Bullets

What follows is a long list of bullets that you'll find in one of my ads... understand, some of them may not make sense to you because they've been pulled from the middle of a letter; and they're now out of context. What you'll want to look for is **content, not context**.

Pay particular attention to the lead-in words—they usually tend to make the bullet more passionate... and that's important. So, here we go...

These first bullets were taken from a "health" sales letter:

- Hip Pain GONE after 2 days!
- Leg Pain GONE after 3 to 20 days!
- Back Pain GONE in 2 to 8 weeks!
- Stomach problems GONE in 1-8 weeks!
- Prostate Problems- noticeable difference after only 2 months!
- Asthma relieved after 3 to 20 days! High Blood Pressure GONE 1-3 weeks!
- Low Blood Pressure GONE after only 3 months!
- Varicose Vein Pain GONE after 5 days... after 2 months, the veins disappeared!
- Sinus Congestion is cleared in 10 days! Kidneys, Liver, and Pancreas begin to function properly after 2 weeks PLUS cholesterol level is at normal!
- Children's Cerebral Palsy: a 3-year-old child, after wearing the insoles, started getting up! And after a couple of months, the child began to walk!
- Cold feet and hands became warm!
- The immune system was improved—even in those with HIV positive!

These next few bullets were taken from a seminar sales letter that I wrote:

- The inside Secrets of How You Can Create and Market Your Own Training Programs That'll Make You *Wealthy!*
- How to Market and Make Money on the Internet Using **Electronic Marketing** to Test & Prove Your Sales Process *Before You Roll-Out!*
- How to Successfully Create and Market **Video & Audio CDs and DVDs!**
- How to Create & Market Power-Packed Money-Making **Books!**
- How to Create & Market **Special Reports in Written, Audio, and Video Formats!**

- How to **Market Internationally** With Minimum Expense!
- How to Use **Telemarketing** to Sell Hundreds of Thousands of Your Info-Product!

This is just the tip of the iceberg of all you're going to learn! Here's more:

- Exactly What Type of Market Would Be Perfect For You!
- How to Find a *HOT & HUNGRY* Market to Go After!
- What Information Product Should You Sell to This Market!
- How to Test Your Idea to Make Sure It'll Be Profitable *Before* You Rollout!
- When and Where to Advertise to Your Chosen Market!
- What to Say In Your Ads and Direct Mail to *Get Your Market to Buy Your Information Product NOW!*
- How to Put Your Information Product Together—How to Write it, Lay it Out, Get it Printed... Even Where to Get It Printed!
- The Best Place to Get ***HOT Lists*** For Mailing Once You DO Have a Tested Winner!
- What Other Information Products Should Be In Your “Back-End” to Guarantee Ongoing Profit Once You've Found & Tapped a Market!
- How You Can Test Your Idea, And Then Roll-Out Big Time!

Notice how the bullets are broken-up a bit with this sentence.

Here are some bullets from a letter I did that sold a nifty video-based program to teach preschoolers how to read:

Other benefits include:

- Read Now! **Requires minimal involvement on your part as an adult**—your child can do the program alone or with you. This is a big plus for families where both parents work full-time!
- Read Now! Is the only reading program that has received the Film Advisory Board Award of Excellence for Outstanding Achievement in Learning.
- *It's not just phonics.* Read Now! Also uses animation, music, stories, and live action to teach 180 key words that unlock the English language for your child!
- The words appear on the screen so your child can see them, the voice of the lovable characters sound them out so your child can match the sounds to the words—fantastic!

**Now There's A New And Better Way To Learn To Read!**

Your child will have so much fun learning with Sam that their rate of learning will be faster with better results, and with minimal help from you.

Read Now! Is a multi-media interactive learning program that is simple, easy to use, and doesn't take your time as a parent! Not only that, it's a **tremendous value**. Take a look at all you get:

- Two 50-Minute Videos With Live Action and Read Along
- Animations! (A *\$137 value*)
- 2 Read Along, Sing Along CDs! (A *\$20 value*)
- 4 Beginning to Advanced Reader's Books With Wonderful Stories About Sam And His Friends (a *\$15 value*)
- Parent/Teacher Activity Planner Which Guides You Through This Easy-To-Use Program (a *\$7.00 value*)

You get all this for the incredibly low price of only \$179! And, if you order in the next 10 days, you'll get a **\$30 discount** for a total of **\$149**, or three easy payments of \$49.67+S&H!"

These bullets make reading the letter easier, and they also sell. Each bullet helps to motivate your prospect to buy.

The first thing you need to do to create a smash line-up of bullets is to create a list of benefits. Before you can write bullets you must write out the benefits and prioritize them from your prospects point of view.

## Bullet Rules

**RULE #1:** The number one rule of creating bullets is: ***be honest!*** Being honest is one thing, but motivating someone to improve their situation with your product or service is something else.

So, what we do is take the feature or benefit, and add passion to it. This way, your prospects see a "teasing" glimpse of what they get when they order... this makes them desire what you're selling!

Example:

- A little-known secret that shows you how to sell your used car for more than it's worth, within 30 days!

Does that get you slobbering?

Maybe... maybe not. It depends on if you're trying to sell your used car. But, I'll guarantee you one thing, Buster... if you are trying to sell your used car, it's a pretty darn hot bullet!

That's the exact job your bullets should do...

### **Make Your Prospects HUNGRY!**

If your bullets make your prospects hungry for your product, they're doin' their job just fine!

**RULE #2:** Your bullets must be benefit-packed, or enticing, and almost seductive.... **they must be passionate!** After reading your bullets, your prospects should have a desire inside them swelling up so powerful that it motivates them to take action and buy!

And you can't do that without putting **passion into your bullets** (as well as the rest of your document!)

Example:

- Four reasons why sucking down more of that man-handled, processed milk could be killing you day by day.

There's a big difference in that bullet and this one:

- Why drinking milk can be hazardous to your health

Do you see how the added passion-phrases "sucking down" and "that man-handled, processed" add to the power of the bullet?

They are real, true facts... yet they are pumped with passion!

Look folks, let me tell you a little secret you probably won't ever learn or hear anywhere else...

### **Passion Is Everything When It Comes To Bullets!**

As a matter of fact,

**Passion Is Everything When It Comes To Creating Winning Ads, Sales Pages & Letters Too!**

As a matter of more fact... when it comes right down to it...

### **Passion Is Everything When It Comes To LIFE!**

Will you allow me a tangential minute to reemphasize this important, powerful advertising truth? Passion is everything when it comes to creating winning ads (as we've discussed before). It's so important that I'm taking the time to tell you about it again, right here and now in the middle of our discussion on bullets!

Passion in advertising is the difference between crystal clear water and muddy water. They're both water, but only one really motivates me to want to take a drink!

They're both ads, but only the one with passion really motivates me to get off my back-side and MOVE... buy... get the product that's gonna help me solve my problem!

Passion is my biggest secret as an advertising writer.

Ad writers are a dime a dozen. And though there are only a handful of really good ad writers in this world, there are even fewer still that know how to create ads **with passion!**

Without inflating my head too much, I'd like to say that I've got to be one of the top ad creators who write with a simple passion.

You should too! Passionate people are:

- The movers and shakers of the world
- They are the leaders
- They are folks with a dream (no matter what the dream may be... good or bad)
- They are the people that people want to be like
- They have charisma!

Passion is success! And if you can capture passion into your ads, you will be a success! Now...back from my important "passion" tangent...

**RULE #3:** Your bullets must be passionate! Sorry... I couldn't resist! But, being passionate is so important I thought I'd remind you again before we move on!

## **More Thoughts on Creating Bullets**

Like I mentioned at the first, writing bullets is much like writing headlines. And I suggest you go back and review Chapter 9 for powerful advice. Follow the headline creation steps and apply them to your bullets.

Bullets are mini-headlines, and as such, deserve more than just the "formula" treatment referred to above. The formulas above are generally for getting you thinking, getting your mind "hot"—once that happens, you can start pumping out bullets more easily.

Bullets are critical to your ad success... and as I said earlier, bullets can be almost your entire ad.

I've written ads where the copy flow followed my AICPBSAN formula (revealed in Chapter 23), but did it almost exclusively with bullets. The outline of this type of ad goes something like this:

- 1. Super headings, Headlines, Subheadings**
- 2. Opening Benefit/Frustration Paragraph**
- 3. Benefit-Packed Bullets, Bullets, and more Bullets!**
- 4. The Close**
- 5. Order Request**
- 6. PS (which also includes some bullets)**

The ad was research intensive... I spent hours digging out benefit after benefit after benefit. Then I took the benefits, prioritized them, and turned them into bullets.

You can do it, too!

Try it! I suggest your next ad or direct mail effort be chock-full of 90% bullets and see what happens. I'm not saying you can always win orders simply with bullets—but I am saying with all the other supportive elements flowing through your ads, you can use bullets as a powerful way to enhance your advertising!

Think about Boardroom Reports' sales letters... that's basically the outline they follow. They usually have a headline or two, and opening, then dozens of bullets, then a close. Their letters are mailed by the thousands with great success.

Here's a little thought I'd like to give you for writing bullets if you have a book, a course, a video, or an audio recording product you're trying to sell.

This idea came from a Ted Nicholas<sup>4</sup> presentation I attended. He said that when he sits down to write bullets for his books, he starts at page one, finds the benefits on the page and writes them down. He goes through the entire book and does the same thing.

By the time he gets to the end of the book he has more benefits than he'd ever need to put in an ad. He then goes through the benefits, prioritizes them according to his prospect's desires (sound familiar) and then turns them into bullets.

---

<sup>4</sup> In my view, Ted Nicholas is one of the kindest, most gentle advertising success stories you could ever hope to meet. I recommend Ted's stuff highly. Contact Dick at Nicholas Direct and ask for a catalog. More than anything, I recommend Ted's newsletter: "Direct Marketing Success". Get it, and get the back-issues while you're at it! (800) 730-7777. Please tell them I sent you

It occurred to me that you can do the exact same thing with a course, an audio course, a video, etc. Sit down and watch the video and take note of all the benefits in it.

You can do the same for an audio series, or anything of the like. Here's what the bullets should look like for most books:

- How to pay ZERO taxes, no questions asked (*page 28*)
- How to write off your home as a business investment (*page 87*)
- How to avoid real estate taxes **COMPLETELY**... yes, it's legal! (*page 108*)

The added italics page #'s will bolster the success of your bullets effectiveness. This little "trick" is a big tip— and if you notice, you'll see the top direct marketing companies in the country doing it again and again. That's a good sign that this technique works very well.

I recommend this technique to you.

You know, I haven't tested it yet, but it seems to me that you could do the same thing with audio CDs.

Example:

- How to close the sale, 9 out of 10 times (*see CD 4*)
- How to lose a sale, 9 out of 10 times (*see CD 5*)

The same thing could apply to DVD videos, or online video training programs. Anyway, if you try it let me know!

Bullets are a powerful tool and you must use them in your advertising if you're serious about your ad's profitability. Bullets can be used successfully in:

- Press Releases
- Brochures
- Letters
- Advertisements of Any Kind
- Ad Coupons
- even Books!

### **Bullet Formulas to Plug Right In To**

Now I'd like to give you some formulas you can plug into to create winning bullets. What you do, is apply the following bullets to your product or service.

- How to get \_\_\_\_\_ !

*Example: How to get muscles like Arnold Schwarzenburger in 3 minutes a day!*

- How to have \_\_\_\_\_ !

*Example: How to have a slimmer, trimmer, firmer stomach in 30 days... Guaranteed!*

- How I improved my \_\_\_\_\_

*Example: How I improved my memory overnight with no effort!*

- How you can improve your \_\_\_\_\_

- 132 ways to \_\_\_\_\_

*Example: 132 ways to win friends and influence people!*

- Seven simple ways to \_\_\_\_\_ !

*Example: Seven simple ways to lose weight without dieting!*

- What you should know about \_\_\_\_\_ and how it will \_\_\_\_\_ your \_\_\_\_\_ !

*Example: What you should know about the stock market, and how it will affect your finances in the next 20 years!*

- Inside secrets for \_\_\_\_\_ !

*Example: Inside secrets for making 23% returns every time you invest!*

Take this formula, and add a specific number to it:

- 12 inside secrets for \_\_\_\_\_ !

*Example: 12 inside secrets for making more money with your investments, guaranteed!*

- \_\_\_\_\_ almost magic ways to \_\_\_\_\_ !

*Example: 4 almost magic ways to make your ads pull 15% every time they run!*

- Profitable tips for \_\_\_\_\_ !

*Example: Profitable tips for making more money at home than you ever dreamed of!*

- How to improve \_\_\_\_\_ !

*Example: How to improve your piano playing in 5 easy lessons!*

The “How to” phrase is almost magical. Seems like anyone who has their wits about them can sit down and write hot bullets that start with “how to”. I’ve used three “how to” phrases above... here are some more examples:

- How to profit from \_\_\_\_\_
- How to keep \_\_\_\_\_
- How to make more money with \_\_\_\_\_
- How to avoid \_\_\_\_\_
- How to end \_\_\_\_\_

- How to rid \_\_\_\_\_
- How to become \_\_\_\_\_
- How to start \_\_\_\_\_
- How to develop \_\_\_\_\_
- How you can \_\_\_\_\_
- How to enjoy \_\_\_\_\_
- Seven proven systems that show you how to \_\_\_\_\_
- How to have \_\_\_\_\_

## How to Format & Layout Your Bullets

Here are some suggestions on how you'd want to format and layout your bullets.

How you're going to format your bullets in a sales letter or ad depends a lot on how much room you've got. If you're pushing 8 pages and you don't want to go past that, you'll want to keep your bullets tight like these:

- 6 proven ways to make money faster!
- Inside secrets of when to invest, and where!
- Why you must never buy stocks on Saturday!

The above three lines are fairly close together, but they aren't so squished together that you can't easily read them. That's what you'll want to do when you're pressed for space.

If you're not pressed for space in your sales letter, I prefer a second approach:

- First of all, the indent should start about 4 characters "in" from the regular, first line indent on each paragraph. This sets it apart and the eye gets drawn to it.
- Secondly, the indent between the physical bullet (•) and where the words start is no further apart than they are in this bullet statement.

If you've got a full page of bullets, you may want to highlight every other one like this:

- **4 Proven steps to take for a flat stomach in ten days**
- Five easy ways to lose weight while eating all you want!
- **Proven methods for eating six meals a day while still losing weight!**
- Easy to make low-fat snacks your kids will love!

Do you see how every other bullet statement is in bold? This makes for easier reading when you've got dozens and dozens of bullets all on one page. That's about the only time I use this technique though.

1. Sometimes you'll want to use numbers for bullets. Usually when you are enumerating 3 or 4 points about a topic.

Bullets aren't always "bullets" like this: •.

You can use arrows like these: ->, =>, >.

Or you can use an asterisk like this: \*.

Or you can use symbols like these ♣ □ ♦ □ ♥ □ ♠

Sometimes in my copy, I'll say: "Take a look at some of the "gems" you'll learn from this course:

- How to make wads of cash from...
- Inside secrets of...

That's not something I make a habit of doing all the time—but when it's appropriate, I do it. You know, as I think about it, I don't think people even notice it—it's such a subtle thing.

Sometimes you'll want to put a short list of bullets into two columns like this:

- bullets will increase your response!
- bullets are powerful motivators!
- bullets work like magic! Sometimes you'll want to put them into three columns. It just depends on how long your bullets are, and how much room you have to sell!
- bullets can get your prospects excited
- bullets can make up most of your ad or sales letter!

## **Last Thoughts on Bullets**

Bullets are a lot like mini-headlines. If you think of them like that, you'll be able to come up with dozens and dozens of bullets for every ad you create. Remember to go through all the steps:

1. Create a list of features—then turn them into the benefits your prospect's get.
2. Make the benefits exciting, desirable, and attractive.
3. Any benefits you haven't mentioned anywhere else in your ad or letter, must be included in a bullet—it may be the reason that excites just one prospect to take action!
4. Make sure your bullets are passionate!

**Bullets will increase the selling power of every ad or sales letter you create. Make sure you have plenty of bullets in yours, and you'll increase the pulling-power of your ads! Now that you know how to create them, do it!**