

- Special Report -

How To Write “Killer” Advertising That Can Make You Rich

**A Cheater’s Guide For Business People
And Copywriters Who Demand Huge
Profits From Their Promotions**

By John “Angel” Anghelache
Legacy Publishing

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About The Author

John Anghelache is a direct response copywriter and marketer.

He is responsible for over \$40,000,000 in online and offline sales of various products and services including: real estate brokerage, real estate investing, stock market investing, copywriting, marketing consulting and various information products in the business opportunity and business growth markets.

He has worked with some of the top online and offline marketers in the world.

His list of clients reads like a “Who’s Who” of marketing.

Some of those clients are:

- Gary Halbert
- Joe Vitale
- David Garfinkel
- Michel Fortin
- Yanik Silver
- Peter Stone
- Pat O’Bryan
- Dave Moore

John has recently perfected a marketing and copywriting process resulting in consistent double-digit response rates.

Several of his biggest winners resulted in response rates of 28%... 19%... and... 13% respectively. These response rates represent actual orders.

This marketing process works best for business owners who are releasing new products and services... repackaging old products and services... and... bolstering orders for new subscriptions and renewals to: online and offline newsletters... ezine lists... and... membership websites.

For further details about John’s marketing system (which he shares with paying clients only) you can contact him at...

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What Others Say About John L. Anghelache...

"John is only one of a handful of new copywriters on the scene I'd trust. In fact, I hired him recently to write a sales letter for one of my \$6,250 products. He jam-packed the letter with killer salesmanship. I'm delighted with the results."

Gary C. Halbert, TheGaryHalbertLetter.com

"When I read the copy John wrote about my Breakthrough Copywriting Seminar, I became so enthused I wanted to watch the DVDs all over again!... He 'gets' it -- and if you're lucky enough to have him write copy for you, you'll profit from it!"

David Garfinkel, [World Copywriting Institute](http://WorldCopywritingInstitute)

"I have to tell you the bullet copy you just wrote for me is fantastic. You pack benefit after benefit into your copy that practically glued my eyes to every page from beginning to end."

Yanik Silver, [Sure Fire Marketing, Inc.](http://SureFireMarketing.com)

"But more than that, his sales letter is pulling sales and making money, which is the real world test. He's an excellent copywriter."

Dr. Joe Vitale, [Hypnotic Marketing Inc.](http://HypnoticMarketing.com)

"By the way folks, John is primarily an offline copywriter... and a damn fine one. (I know, I've hired him!)"

Michel Fortin, [The Success Doctor, Inc.](http://TheSuccessDoctor.com)

"John, I can count the number of copywriters I'll hire on one hand and still have enough left-over digits to hold a pencil securely. For the quality, timeliness and hassle-free results you delivered, I'll confidently hire you again."

Peter Stone, PeterStoneCopy.com

Introduction

Special Report...

How To Write Killer Advertising That Can Make You Rich By John Anghelache, Author Of [The Copywriting Crash Course](#)

The purpose of this Special Report is simple:

To give you some good solid tips on creating online and offline advertising that works. The kind of advertising that brings back more in profits than it costs to run.

The other reason for this report is to give you a small taste of what you'll find in [The Copywriting Crash Course](#). Which is an e-course I put together to teach people how to swipe proven promotions. We will talk about swiping in this report as well. To give you a little taste of how it works.

When you're done reading this report here's what you'll know...

- How to eliminate writer's block forever. My simple strategy will take the fear out of writing promotions... and put you back in control.
- Why modeling successful advertising is the key to creating your own blockbusters. You'll love how easy this is.
- Where to find world-class ads you can use as templates.
- The secret structure of riveting headlines nobody can ignore.
- How to come up with a compelling Big Idea that grabs your reader's imagination... and... almost forces them to buy.
- The Truth Revealed: How top level copywriters really craft breakthrough advertising. You'll be shocked and surprised at their sneaky tactics.
- Key "ingredients" all your promotions must have to make money.
- And much, much more.

I encourage you to read every word with an open mind. Apply these strategies to your new and existing advertising and watch as response rates, sales and your return on investment skyrocket...

Let's face a few important facts...

1. If you sell products or services by direct marketing... then... your sales depend upon the strength of your promotional material.
2. Most online and offline advertising works only to a marginal degree.
3. What you say to your prospects and customers is the single most important element that determines whether they buy or not.

With that premise in mind, I'd like to simplify the process of writing "killer" advertising. Here's a proven system you can count on...

Step One Discover The Compelling Big Idea

The Big Idea is the driving force behind a specific promotion. It encapsulates a tantalizing reason why prospects should read and respond to your offer.

Coming up with a good Big Idea is not necessarily easy. But it must be done. I think the best way to show you how is by illustrating a few Big Ideas from promotions that have brought in millions of dollars.

Big Idea Example #1 Ted Nicholas

In case you don't know, Ted Nicholas is the original "\$200,000,000 Man".

He made the bulk of his fortune selling information products and services to business people. His rise to fame and fortune came when he noticed something about how the business world operated. This was back in the early 1970's.

What Nicholas became aware of was the high cost of incorporation. At the time, as now, it cost several hundred dollars to create a corporation.

Many business people had to pay this cost over and over again whenever they decided to start a new company. Nicholas, a prolific businessman himself, felt the monetary sting of incorporating his new enterprises and decided to do something about it.

He discovered how to incorporate very cheaply and came up with this headline. Which was also his Big Idea for the ad that launched his information empire...

*How To Form Your Own Corporation
Without A Lawyer For Under \$50*

That headline has since change to read: *How To Form Your Own Corporation Without a Lawyer For Under \$75.*

But the Big Idea is the same: You can incorporate for a lot less than you think. You can do it without a lawyer who will charge you an arm and a leg. In fact, you can do it for less than \$75.

Any business person who needs to incorporate would definitely respond to that Big Idea. Notice too that the Big Idea can be highlighted in the headline. Not a requirement... but... the sooner you can telegraph and even showcase the Big Idea the better your response rates.

Big Idea Example #2 Gary Halbert

The late, Gary Halbert, has been called the “world’s greatest copywriter”.

He has written thousands of ads. Many of which brought in millions upon millions of dollars. All of his winning promotions centered squarely upon a solid Big Idea.

Back in the early 1980’s, Halbert worked with Ernest and Tova Borgnine. They tried marketing cosmetic products on their own and were doing badly. Until Halbert came on board.

One of Tova Borgnine’s “dream” was to create a fragrance; a perfume. She tried in vain for years... until... Gary himself came up with a homemade concoction and the Big Idea behind a newspaper space ad. This ad resulted in the most successful perfume launch in history.

Here’s the headline...

*Wife Of Famous Movie Star Swears
Under Oath Her New Perfume Does Not
Contain An Illegal Sexual Stimulant*

Keep this in mind: People wear perfume to be sexually attractive.

This headline highlighted that “unspoken reason why” people wear perfume... and... got 7,000 people to go to the Century Plaza Hotel in Los Angeles on a weekday.

The Big Idea is: This perfume will help you attract the opposite sex. It’s so powerful some believe it contains a sexual stimulant.

The rest of the ad went on to say that free samples would be given out to prove that the perfume is safe to wear in public. An offer like this would not have the same impact if the Big Idea did not grab people's attention.

I'll give you one more...

Big Idea Example #3 Eugene Schwartz

Schwartz was one of the pioneering copywriters of modern-day direct response consumer marketing. He helped Martin Edelston launch the \$50-million dollar per year Bottom Line publishing empire.

His consumer ads for books are cherished classics. Sought after by the best copywriters on the planet seeking a real-world education in salesmanship.

Here's a classic headline he wrote for a book...

*How Modern Chinese Medicine Helps Both
Men And Women Burn Disease Out Of Your
Body Lying Flat On Your Back Using Nothing
More Than The Palms Of Your Hand*

The Big Idea in this headline is obvious: Burn disease out of your body using your palms. How outlandish! Yet, the claim is true and thus the ad sold the book.

Anyway, I think I've given you some excellent examples about the Big Idea.

You may be wondering how you find it for your product or service. The best advice I can give you is to look closely at what you sell. The Big Idea is not necessarily obvious to the "naked eye". You have to dig for it a little.

I assure you that it is within what you sell.

Find it first and write your ad around this Big Idea. If you can't find it, then restructure your product or service around a Big Idea you create. One that your market wants but no one is giving them.

The Big Idea...

1. Is often, but not always, a solution to a pressing problem. Nicholas came up with a Big Idea solving a problem for business owners needing to start a new corporation. Schwartz discovered a Big Idea promising to help people improve their health easily.

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2. Often, but not always, shows the reader how to fulfill a deep, even secret, desire. Halbert's ad promised to make the reader sexually attractive if they used the perfume he was selling.
3. Expresses a way to satisfy a secret craving. Something not often talked about. Or discussed in privacy... in hushed tones.

Think about how your product or service does these things. Or how it can with the right repackaging and repositioning.

Note: In [The Copywriting Crash Course](#) I show you how to borrow proven Big Ideas and concepts to structure your promotions around. Doing so almost guarantees that you hit the right hot buttons with your target market. The results will be more sales and more profits.

Step Two Plan Your Promotion

Planning your promotion means listing all of the key ingredients you'll include. Every ad, whether website, space ad or direct mail letter, has certain elements you must include. I'll tell you what they are in a moment.

Now that you've found the Big Idea to write your promotion around, the next step is to lay all the elements of your ad out.

Any good direct response ad has these basic elements...

- Headline
- Salutation
- Introduction
- Body copy – story and reason why
- Bullets
- Guarantee
- Offer
- Call to action
- Post Script

There are a couple of more considerations to planning your ad. Such as...

1. Will the ad be built around a person or personality?
2. What proof and credibility elements can you use?
3. What is the competition saying in their promotions?
4. What are the features of your product and service?
5. What are the benefits of what you sell?

Listen, the biggest mistake people make when writing ads is...

They Don't Know What To Say

The main reason for this mistake is because they never plan out what to say.

Each of the elements above must be thought thru before you start writing. Again, the best way for me to illustrate how this is done is by giving you a solid example of part of this process.

I'm actually going to make this up as we go along. You'll be able to see the thinking that goes into the process and just copy it for yourself.

The "promotion" I'm going to plan out is for a book called...

The Science of Getting Rich

This book inspired the creators of "The Secret". In fact, the BIG IDEA behind "The Secret" comes right out of this book written back in the late 1800's by Wallace D. Wattles. If you can imagine that!

Anyway, in planning the ad here's what I would do...

- Build the ad around Wallace D. Wattles and his success with the method he teaches. Otherwise, build the ad around other people who have succeeded with his methods for attracting wealth.
- Include proof elements such as case studies and testimonials with before and after stories.
- Gather about me two or three other promotions selling a similar concept of how to accumulate wealth.

- List the features of this process.
- List the promised benefits.

Armed with this information, I'd go on to finding the Big Idea after researching the process and reading the book. Pretend that the Big Idea in this case is that you can attract wealth just by thinking about it. (By the way, that is one of the concepts in the book.) My headline could read something like this...

How To Achieve Financial Freedom The "Lazy" Way

Before I go on, I'd like to point something out about writing good headlines.

Believe it or not, writing sales copy is, to a great extent, formulaic. In other words, there are proven formulas one can refer to in writing each copy block of an advertisement.

In the case of headlines, keep this formula in mind...

Benefit + Curiosity = Interest

A good headline will include one big benefit or several of them. The reason someone will continue reading is because of the promised benefit(s). Not for any other reason.

But the benefit, in and of itself, is not enough. There must be an irresistible curiosity element that compels further readership.

Combine these two and you create interest.

It's the furthering of interest that keeps people reading from the headline to the post script of the ad.

To make your ads work, you must think through each part of the ad like I just showed you. Then jot down a few ideas you'll use for each element of the copy before you write one word.

Of course, just about everyone I know wants to get to the writing. They don't want to take the time and labor through this second – ALL IMPORTANT – step.

You see, if you plan your ad and do the necessary research, it will almost write itself. But you don't want to hear that, do you? No, no. You just want the dang thing written up and making money. Sorry. That's not how it works.

Despite the sober reality I just shared with you, there is something we can do to expedite the writing of the ad. Without getting bogged down in too much work.

Note: In [The Copywriting Crash Course](#) I show you how to determine exactly what to say in each copy block of your promotion. Keep in mind, the most important thing you can do before writing your ad is plan it out... and... know exactly what you will say to elicit response from prospects. You'll get my step by step system that ensures your ads speak to each prospect and get them to take action.

Which takes us to...

Step Three Model Successful Ads

The idea of "modeling" successful ads - or swiping - has been around for a long time in advertising. The reason it works is because once a proven ad writing formula is discovered it can be used in other ads selling other kinds of products and services. Knowing how to model these ads is crucial.

I'm going to clue you in on a big secret...

Breakthrough advertising is rarely created in a vacuum. Pro ad writers quite literally model the elements of successful ads when creating their own. This is something most of them do not want "outsiders" to know.

In any event, and just in case you think I'm being coy, let me prove it to you...

Gary Bencivenga is arguably the best living copywriter. His "hit" ratio is something like 85%. In other words, for every ten ads he writes, more than eight of them are winners. Yet, despite his obvious talent for selling via the written word, Bencivenga is not beneath swiping at all.

I know this to be a fact.

You see, way back when, Maxwell Sackheim wrote a space ad for the Sherwin Cody Language School. This ad appeared in print for over 40 years with little to no change.

The headline for this ad is...

*Do You Make These
Mistakes In English?*

Bencivenga swiped this headline for an ad he wrote about job interviews. His swiped headline read...

*Do You Make These
Mistakes In Job Interviews?*

But wait... it gets better...

Not only do top copywriters swipe each other, they even swipe themselves.

John Caples is a legendary ad writer. There's even an advertising award that bears his name; The Caples Award. Anyway, he wrote a mega-successful ad for the U.S. School of Music. The headline read...

*They Laughed When I
Sat Down At The Piano But
When I Started To Play*

The success of this headline motivated Caples to swipe himself. For an ad selling a correspondence course in French, Caples swiped the above headline in this manner...

*They Grinned When the
Waiter Spoke to Me in French...
but their laughter turned to
amazement at my reply*

Interesting, isn't it?

If top copywriters like Gary Bencivenga and the late, John Caples, swipe each other and themselves, it's okay if you do it too.

Here's how...

Take your market and product category and find proven ads to swipe. It's really that simple. You don't have to sit and stare at a blank piece of paper or computer screen wondering what to write or type. Just refer to an ad pulling in tons of orders and model your ad after it.

Where do you find promotions in your market to swipe?

Several “avenues” exist...

1. Get on the snail mail and email list of all your competitors. Sign yourself up to their online ezines. Buy one or two of their products. Do whatever it takes to get bombarded with their ads. The ads that keep showing up are probably working.
2. Read the newspaper or other appropriate offline media. Take a trip to your local library. Ask the reference librarian for all the major city newspapers. Look through them and copy competitor ads.
3. Look through the Yellow Pages. If folks in your line of business advertise in the Yellow Pages then check it out. The library has all the major city Yellow Pages books throughout the country.
4. Google your product category. For sure, competitors are probably putting up websites. Do a search on Google and see what they are up to.
5. Rummage through your old and current successful ads.

Okay, enough. I think you get the point by now. The idea here is to find ads (space ads, direct mail, websites, etc.) that competitors keep using.

They wouldn't spend the money on them if those ads didn't work.

Then sit down with the ads you like best and use them as a guide to writing your own. This is, by far, the simplest and easiest way to create advertising that works. Which brings me to...

The Benefits Of Swiping

Look: Learning how to swipe gives you the unfair advantage everyone else in your industry is looking for when it comes to creating ads that make money.

Among the many benefits, the ones that stand out the most include...

- **Eliminating Writer's Block:** Many people complain about getting stuck when it comes to writing. Either they can't get started... or... they don't know what to say next. When you use a proven ad to model yours after you don't have to worry about that any more.

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- **Write Promotions Faster:** Again, there's no more fumbling around trying to figure out what to write. Refer to your swipe template and structure your ad.
- **Craft More Effective Ads:** When you model success it rubs off. Your new ad will be that much more effective when you follow the thinking behind a proven winning promotion.

Let me give you a few examples of how swiping can help you write killer advertising that can make you rich...

Copywriter Profits Home Study Course 28% Response Rate

In June of 2006, I launched a home study course showing copywriters how to get clients. At the time, the product sold for \$297. By following the guidelines in this Special Report... and... in [The Copywriting Crash Course](#) I put together an online promotion that resulted in a 28% response rate.

I'm talking about actual orders.

28% of the people who read that promotion ordered the product. This did not happen by accident. And you can duplicate the same process. Of course, your results will vary... but... I'm willing to bet they'll be better.

Promoting My Copywriting Services

I've written copy for some of the biggest names in direct marketing. My fees range between \$5,000 and \$10,000 per project.

Once in awhile I decide to promote my copywriting services. The last time I did so, I received a 75% response rate. Again, I followed the simple system I describe in my course. The return on my investment was something like 6,000%. I made back 60 times more money than what I spent on the advertising.

Opt In Page Gets 57% Conversion

More recently, I wrote an opt in page and website sales letter for Michel Fortin. The opt in page is getting a massive 57% conversion rate.

Just so you know, the average opt in conversion rates hover around 15% to 30%. The copy I wrote using the system described in detail in my course allowed me to at least double the conversion.

Hey, how'd you like to get similar or better results from your advertising?

You would? I thought so.

Therefore, I highly recommend you at least take the time to check out my program [The Copywriting Crash Course](#). Take a test drive and see how it will help you write killer advertising without all the usual stress and struggle.

Before cramming your brain to write your next ad get my course and put it to the test. The results will amaze you... because...

- You'll never worry about writer's block again.
- You'll cut writing time by half or more.
- Your ads will be up to three times more effective.
- You'll put the odds on your side by modeling proven winners.
- You'll have a repeatable system for crafting profitable promotions.

Here's what one recent customer said...

"Your Copywriting Crash Course should be mandatory reading for ALL copywriters and online marketers, regardless of their experience level.

It's powerfully effective, and solely responsible for saving me at least 5 days worth of frustration and 'wheel spinning' on my last copywriting project. Your 'break' technique revealed on Page 30 is one of my favorites. Not only has it helped me avoid writer's block paralysis, but I'm now able to crank out killer sales copy ideas left and right, non-stop.

As a matter of fact, I can't tell you how many times I've found myself jumping out of the shower (with the water still running!) and scrambling over to the 'pen and paper' drawer in the next room to jot down my new-found ideas before they left my head. My wife yells at me for the wet footprints and trail of water droplets, but hey... she'll get over it. Thanks again."

Marty Crawn

Check it out and judge for yourself....

[Click Here](#) to visit the site and learn more

Sincerely,

John "Angel" Anghelache