



THE BULLET WRITER'S CHEAT SHEET

**Your shortcut to crafting world-class bullets that
win attention, spark curiosity, and leave your
readers hungry for more**

BULLET CHECKLIST

Read it aloud

Does it sound “right”? If not, play with some different techniques and structures until it does.

End Strong

Does it finish off on a benefit, consequence, power word or twist? Or does it finish on a weaker word or phrase?

Stacking

If you’ve ended with 3+ benefits or consequences, do they stack well? Does it sound better if you switch the order?

Ideal Balance for Curiosity

Are you revealing enough for your target audience to see this as relevant to them? Is it vague? Are you giving away too much?

Cut the Fat

Can you drop any adjectives, adverbs, etc. that aren’t pulling their weight?

Say More with Less

Can you use Power Words, Active Verbs, Metaphors or Idioms to paint a more compelling picture?

Speak Their Language

Are you speaking the language of your target audience? Can you adjust the language and tone to better match it?

Raise the Stakes

Can you make it more urgent and emotional?

Active NOT Passive

Is there any passive language in your bullet? Can you restructure it to be active?

Parentheses

If you haven’t included one, would it benefit from a parenthetical comment?

Different Angle

If it seems weak, is there another way you could frame it that would be more appealing?

Draw a Connection

Can you draw a connection that makes it more compelling?

Remove the Work

Can you make it sound quick, effortless and free of tough decisions?

Make It Proprietary

Can you coin a phrase or highlight its uniqueness in some way?

Give It Some Personality

Get creative and have some fun.

FIND THE BEST ANGLE

▪ QUESTIONS TO SPARK IDEAS...

- Does it promise a benefit or specific result?
- Is there anything uniquely appealing about this?
- Is it a mistake they'll want to avoid at all costs?
- Does it separate the winners from the wannabes?
- Can you compare or contrast it in a compelling way?
- Is it easy and effortless?
- Is it tough?
- Is it weird or unexpected?
- Is it better, cheaper or faster than other ways?
- Is it the first or last?
- Is it the best or worst?
- Does it challenge accepted ideas or kill sacred cows?
- Is it a twist on an idea?
- Is there an overarching theme here?
- Is it a little-known secret?
- Does it offer the inside scoop?
- Is it sneaky or forbidden?
- Can I group (or separate) the presented ideas or concepts in a way that produces intrigue?
- Can you zoom in to focus on a specific element?
- Can you zoom out and tackle it at a higher level?
- Is there anything uniquely compelling about this?
- Is there any emotional appeal here?
- Can you connect it to something that triggers an emotional response?
- Can I extrapolate and extend it to something my reader will find interesting or valuable?
- Is it an indicator/acid test/red flag for a particular benefit or danger?
- Was it an accidental discovery?
- Where will this ultimately lead? Can I take this from A to Z?
- Is there a formula, system, technique or other mechanism I can reveal?

FORMULAS

▪ HOW / HOW TO

- How a rigid government agency helped Dean “crack the code” on his bold mosquito campaign
- How Ryan accidentally turned his personal health crisis into one of his biggest paydays (with absolutely no preparation or planning)
- How to master the art of persuasion without becoming an obnoxious jerk

▪ WHY

- Why James formed a partnership to skyrocket his business to new heights... and why you should NOT follow his example
- Why having non-conformist fire in your veins isn't enough to succeed online... and what those who make the leap to successful entrepreneur have in common.
- Why Felicia ditched a successful freelance copywriting career and took the leap into a totally different market (where she had far less credentials)

▪ WHAT

- What Kevin looks for when deciding whether to coach somebody (and the one thing that divides those who are guaranteed to succeed... from those who will continue to struggle)
- What your audience REALLY wants from you... (Hint: It's not information — they can find that anywhere on the internet)
- What to do if you hate “selling”... but still want to run a profitable business

▪ WHO

- Who's on Brian's “Mount Rushmore of Copywriters” — 4 guys responsible for 650 MILLION pieces of profitable direct mail and over \$1 BILLION in sales

▪ **WHERE**

- Where the best copywriters used to hang out on Friday nights (often 'til 4am)... and the one big takeaways Kevin and Colin took from those experiences...

▪ **WHEN**

- When giving your product or service away for free actually costs LESS than if you charged money for it
- When being the “sherpa” can be far more valuable to your audience than being the “guru”
- When giving someone the answer they’re seeking is actually a huge disservice... and what you must do instead to truly help them

▪ **SECRET**

- The alter-ego secret to peak performance in whatever you do... and Todd’s “reverse Clark Kent” trick for transforming into a confident, decisive and articulate leader
- The “between the lines” secret to wildly successful marketing campaigns (Felicia claims this one thing was a game changer for both her marketing AND coaching)
- The comedian’s secret for sparking creativity on demand — the simple method Tom learned from another comic for reliably producing new content (this will guarantee you a flow of new ideas for your marketing)

▪ **QUESTION**

- Clueless about what to do with your life? The advice Kevin gives to anyone under 30 (and he promises you “probably won’t get stabbed”)...
- Is there a “doubting voice” in your head? You’re not alone. Chris reveals the vital role of your inner-dialogue in business success... and the century-old book that will show you how to master it
- What the heck is a “paracosm”? The psychological phenomenon behind huge successes from Harry Potter to Game of Thrones

▪ **COIN A TERM**

- The “Personality Transplant” method to instantly jolt life into a dead personality and communicate in a way that captivates and engages your audience (Kevin swears at least one big-name marketer did this)
- The “Croissant Analogy” — Fel delivers Kevin’s “instant new favorite” analogy on the importance of self-presentation... and the actual truth about “just being yourself”
- The “You, Not True” fallacy — why the story you tell about why you can’t move forward is B.S... and how you can completely alter yourself in this moment

▪ **NUMBER**

- 3 Dean Jackson mantras every marketer should stick up on their wall. Kevin keeps these front of mind every time he sits down to write copy or create an offer.
- 3 non-manipulative persuasion tactics to rocket past resistance and get what you want
- 5 Sure-fire copy tactics that keep your viewers glued to the screen (and the two reasons why your ad is dead without them)

▪ **THE ONE / THE ONLY / THE SINGLE MOST**

- Make this ONE THING clear in your ad and response will skyrocket
- The one thing Chris Roberts DIDN'T do that took Star Citizen from 34,397 backers to a jaw-dropping 892,000 -- and counting
- The single most costly mistake freelancers make when setting their rates (this can only lead to frustration, burnout, and regret)
- The only information you should include in your sales message (any more or less is sabotaging the success of your ad)

▪ **MISTAKE**

- The common “mishmash” mistake marketers make that leaves their readers confused and disoriented
- The fastest way to screw up a “free” offer and murder any goodwill
- The single most costly mistake freelancers make when setting their rates (this can only lead to frustration, burnout, and regret)

▪ **QUOTE + CONTEXT**

- “I just got mugged, I was shot four times...” (and more legitimate reasons for having a sale)
- “Back away from the keyboard!” (how what you DON’T write can make an ad win big)
- “Tires ain’t pretty!” — How ANY business can craft a brilliant USP in as little as 3 words

▪ **SIMPLE / QUICK / EASY**

- A simple mindset shift for making good copy flow from your fingertips (this is NOT the default setting for most entrepreneurs)
- The quickest, easiest way for any freelancer to dominate their niche (a simple trick for crowning yourself as the go-to expert in your field)
- The simple technique used by Gary Bencivenga for shifting readers into an “ownership mindset”

▪ **THE TRUTH**

- The truth about why Kevin left the world of stand-up comedy
- The truth about Dean’s love affair with marketing

GIVE IT A PARENTHETIC PUNCH

▪ RAISE THE STAKES

- Warn them of the consequences of inaction, or give the impression that not knowing this will leave them in the dust. Make it more urgent.
 - *The freelancing blunder that will leave your clients feeling like the “jilted lover” (**easy fix, yet ignoring this may cost you your career**)*
 - *The one piece of advice Andrew gives aspiring podcasters on episode length (**ignoring this will instantly repel potential new listeners**)*

▪ COUNTER THE VOICE IN THEIR HEAD

- If they don't believe the promise, or they think they already know what you're referring to, they can easily ignore it. Tackle this head on and show them how wrong they are.
 - *(**No, it's not _____**)*
 - *The 7 things Brian looks for when hiring a new copywriter – every freelancer **MUST** hear **this** (**Guess what? Your portfolio is the LEAST important.**)*

▪ GIVE THEM A HINT

- *(**Hint: It's something you do at the beach**)*
- *The critical ingredient any coaching or mentorship relationship must have to thrive (**hint: it has nothing to do with experience or level of success**)*

▪ PACK ON A BENEFIT

- Especially useful if there isn't one in the bullet already.
 - *The one crucial thing missing from the world of marketing right now (**and how Dan uses this to set himself apart from the rest**)*

▪ **ADD SOME PROOF OR CREDIBILITY**

- Who says this, uses it, or stands behind it? What results has it produced?
 - *Secrets from The Tonight Show's comedy "war room" for creating killer material (**Ben applies these same tactics instinctively**)*
 - *The "trojan horse" method Todd accidentally stumbled that instantly boosted his fees into beyond what he imagined was possible (**and how it eventually led to TWO billionaire clients**)*

▪ **KICK THE CURIOSITY UP A NOTCH**

- *The 2 opposing methods of "world-building" (**and why only one is effective in your marketing...**)*

▪ **OFFER A FIX**

- Suggest there's a solution for the problem or mistake hinted at in the bullet...
 - *The single biggest video sales killer. If you're losing viewers in seconds you're probably guilty of this (**dumb mistake, but an easy fix**)*

▪ **CALL OUT YOUR TARGET AUDIENCE**

- *(every _____ needs to hear this)*
- *2 quick copywriting lessons that will instantly step your writing up a notch (**if you're involved in B2B, take special note**)*

▪ **ADD A SELF-IDENTIFIER**

- *The war on "bad language" in sales copy and the famous internet battle hashed out between Colin and a famous copywriter (**which side of the fence are you on?**)*
- *The "Sociopathic Signals" even the most callous sociopaths are smart enough to hide... yet many people unknowingly broadcast (**are you one of them?**)*

▪ QUALIFY THE READER

- *(Perfect for anyone with next to no experience)*
- *(Even if you suck at writing copy)*

▪ CHALLENGE THEM

- *(Do you have the cajones to do this?)*
- *How to get an unfair advantage over other copywriters (most are too intimidated by this)*

▪ RELATE IT BACK TO THE READER

- This is especially important when referring to something not directly-related to your audience.
 - *The comedian's secret for sparking creativity on demand — the simple method Tom learned from another comic for reliably producing new content (this will guarantee you a flow of new ideas for your marketing)*
 - *The "fatal flaw" of athletes who "break" mid-game... and what mentally tough players do differently (this applies to business owners and marketers, too)*

▪ GIVE IT A TWIST

- *Why James formed a partnership to skyrocket his business to new heights... (and why you should NOT follow his example)*

▪ JARGON-BUSTER

- Give a "Plain English" explanation of the bullet if there's a risk someone won't understand.

▪ ADD SOME COLOR

- *The spontaneous thing Chris does with his followers to connect with them on a more personal level (and score free coffee!)*

WHAT NEXT?

1. It's time to put what you've learned into practice.

Pick a bullet from anywhere - a sales letter, email, landing page... doesn't matter.

...and apply what you've learned.

Then, head over to the blog post and comment with a before and after of what you came up with.

Can't wait to see what you come up with.

Now go kick some ass!

<http://copychief.com/bullets/>

2. If you really want to put yourself out there, join us inside Copy Chief for the next "Bullet the Podcast" contest.

You can find out more by visiting:

<http://www.copychief.com/join>