

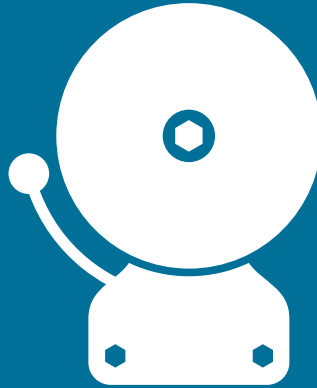
MORE VIDEOS AT:

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www.getwsodo.com

WWW.GETWSODO.COM



THE LEAD

LEAD OBJECTIVE:

- Set the emotional hook
- Think of this as the elevator pitch for your campaign.
- Tease the most exciting benefits of the mechanism.
- “Wow, this sounds amazing! Now prove to me this works, and will work for me.”

BIG 4 FEELINGS/BENEFITS

- Credit: Kyle Milligan, Agora Companies Copy Chief
- **New/Only**
- **Easy/Anybody**
- **Safe/Predictable**
- **Big/Fast**

"If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack." - Winston Churchill

**Repetition is good;
being **repetitious** is not!**

**Continue to drive home
the main promise... the main idea...
*over and over and over.***

A WHOLE NEW WAY TO GROW YOUR BUSINESS FAST!

"Borrow A Bestseller"

And Get Flooded With New Customers In Just Days!

Possibly The Easiest & Fastest Advertising Method To
Get Thousands Of New Buyers

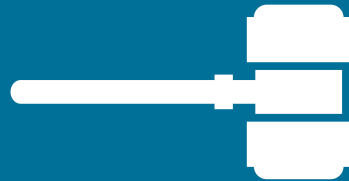
YES! This will work for you
no matter what product or service you sell



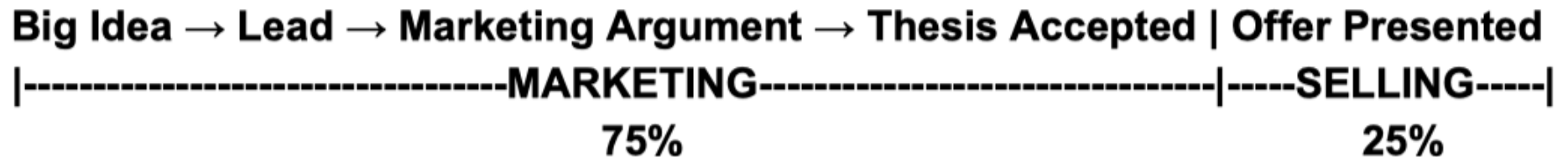
From: Todd Brown
West Palm Beach, Florida

2 LEAD QUICKIES:

- **Story Leads** can be killer! But, they are usually either boom or bust! Beware.
- The prospect must be able to see themselves in the story. And done correctly, it's not just a pattern interrupt.
- **Problem - Solution Leads:** Hit the problem, agitate the problem, then get to the solution as early as you can. The hope comes from the solution.



MARKETING ARGUMENT



Everything I do, say, show, demonstrate in the body copy (Marketing Argument) is there for one reason and one reason only...

ESTABLISH THE BUYING BELIEF!
(Campaign Thesis)

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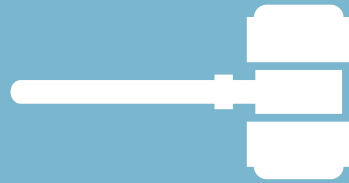
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PRESENTING PROOF

You Must Give **Support/Proof For Whatever You Claim**

**Don't Claim
What You Can't Prove**

No Claim Should Be Bigger Than Your Biggest Proof Point!

CLAIM PROOF

SOCIAL PROOF

Big Idea → Lead → Marketing Argument → Thesis Accepted | Offer Presented

|-----MARKETING-----|-----SELLING-----|

75%

25%

Presenting “Social Proof”

Present testimonials and case studies strategically throughout offer copy to serve as proof for product outcome claims.

Presenting “Claim Proof”

- The reason why is...
- Because...
- “This ensures your ad account never gets banned **because** it leverages only compliant copy.”
- “Your grass will grow rapidly. **The reason why is** because of the fast uptake of nutrients which trigger growth chemicals in the seed.”

The Proof Power Of 3

- One is an event...
- Two is a coincidence...
- Three is a pattern.

The Proof Power Of 3

- **For big, bold claims...**
- Support it with three consecutive paragraphs of proof.
- Put your strongest proof at the top, and devote the most ink to it. The next paragraph should be about half the length of the first. And the third should be half the length of the second.
- You should vary, if you can, the type of proof you provide.

In a test conducted by Buyer Trends last year, Skippy was rated as the top-scoring peanut butter in every single category: aroma, appearance, texture, and taste. When compared to other popular brands, such as Jif and Peter Pan, it rated between two and five points higher in each of these categories. Jeff Goodman, reporting for Buyer Trends, said, "When it comes to the pleasure of eating, Skippy rules. "

A scientific analysis conducted by WebNutrition.com found that Skippy had the highest ratio of protein to fat of all the major brands. Patrick Dunney, president of the National Health Institute, said that Skippy was "far and away " the best product from a health point of view.

I used to be a Jif fan myself. But last Thursday, for the first time, I tried Skippy on a slice of whole wheat toast—and I was blown away by how good it is!

**During Your Research Keep
Your Eyes Peeled For
Monster Proof Points**