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**HOW TO USE THE GREATEST
MARKETING METHODS OF ALL TIME
TO HAVE A BIG SALES ADVANTAGE**

-- The Red Envelope Gift Edition --

Hello,

Marlon here.

To say thank you for being a preferred customer, here is your **Red Letter gift**.

There's an ancient tradition of giving a **GIFT** in a red envelope.

I wanted to give you something special.

It's a newsletter I wrote called:

**"How to Use the Greatest Marketing Methods
of All Time to Have a Big Sales Advantage"**

Thank you for being my customer. This is an expression of my appreciation to you. I care about you as a customer.

In every product I create, I put into it the best that God has blessed me with to share

Hello,

Marlon here.

This is a special RED LETTER GIFT EDITION to say thank you for being a customer.

And congratulations to you for making a smart choice to get the product.

What you're reading here originally was an issue of my weekly Marlon's Marketing Method newsletter. If you don't get the newsletter, and you'd like great tutorials and info like this every week, [here's how you can get my next issue](#).

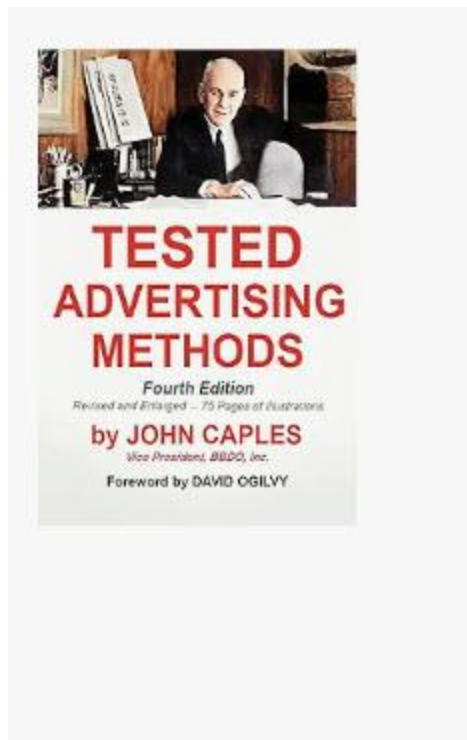
Today we talk about how to put together offers that sell.

When I got started in this business, there were only several books you could buy about copywriting. The old, great books weren't available at the time.

So you literally only had a couple books to learn from.

But I think that people today miss out by not knowing about or reading several of these classics.

The MAIN BOOK people from my era learned from was *Tested Advertising Methods* by John Caples.



4.7 ★★★★★ (187)

Paperback

\$18⁶³ List: \$19.99

You Earn: 19 pts

✓prime

FREE pickup Mar 23 - 24

Add to cart

More Buying Choices

\$11.85 (7+ used & new offers)

Hardcover

No featured offers available

\$5.60 (19 used & new offers)

That's the edition I have. I love it.

Later, two more of his books were published, *Making Ads Pay* and *Making Advertising Make Money*.

Top titles for you

How to Make Your ADVERTISING MAKE MONEY

by
**John
Caples**

Vice President,
Benton, Barton, Duntz
& Osborn, Inc.

Complete with some of the most powerful
advertising secrets.

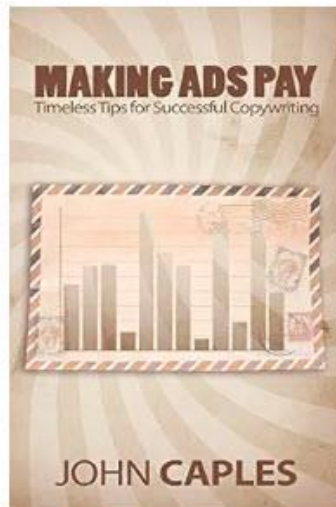
Here are proven techniques that include:

- Twelve Ways to Find Advertising Ideas
- How to Write Headlines That Make Money
- How to Write Small Ads That Make Money
- 100 Words and Phrases That Sell
- How to Write Stories That Sell
- How to Write Sales Letters That Make Money
- And Much More

4.6 ★★★★★ (66)

Kindle Edition

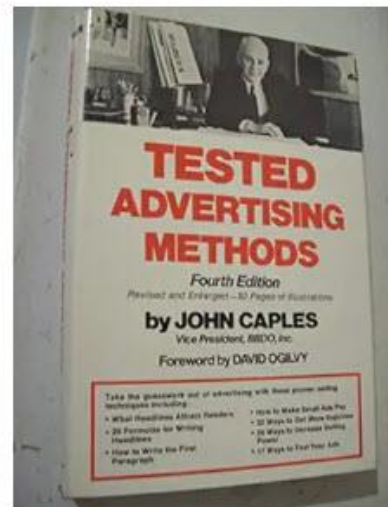
\$8⁹⁹



4.5 ★★★★★ (77)

Kindle Edition

\$6⁹⁹



4.3 ★★★★★ (18)

Hardcover

What I love about the John Caples books is he tells his story of learning how to write sales copy for direct response ads..

The stories are classics, and I still remember them.

I prefer the original Tested Advertising Methods book vs. the updated and revised version. I prefer the “outdated” examples from the original to “updated” examples.

There’s just a different flavor to the original examples.

The first thing I want you to know is his definition of an advertisement:

A GOOD ADVERTISEMENT IS A BELIEVABLE PROMISE TO THE RIGHT AUDIENCE

That’s page 2 of Making Ads Pay.

Caples says, “If you and I could follow the definition perfectly – if from now on we could learn to write nothing more but believable promises to the right audience, we would not need to study the principles of advertising any further.

There’s more to this than meets the eye:

“In writing an ad, you may have a number of believable promises to choose from. Which promise should you feature in the headline or opening sentence? Which promise will be most effective in creating DESIRE? Who is the right audience for your product or service and how do you go about attracting the right audience? After you have attracted the right audience and induced them to believe your promises, how do you induce them to BUY NOW? This is important because if they postpone action, they may never act.”

“Advertising is simply SELLING, MULTIPLIED BY THE PRINTING PRESS OR BY BROADCASTING.”

Here are a few of my take aways:

Chapter 2: The Most Important Part of An Advertisement

He devoted four of the chapters in the book to how to write headlines.

He said, “Headlines are extremely important. They are the telegraphic messages that the advertiser puts into big print for the public to read. The majority of the public reads little else.. The success of an entire advertising campaign may stand or fall on what is said in the headline of the individual advertisement.”

He says:

1. “The best headlines are those that appeal to the reader’s SELF INTEREST. Headlines that offer something he wants.”
2. “The next best headlines are those that give NEWS”
3. “The third best headlines are those that arouse curiosity”
4. The fourth best headline is the quick and easy way to do something

Caples taught to avoid headlines that ONLY had curiosity. He said to try to work “self interest” into EVERY headline.

He said, “Try to suggest in your headline ‘here is a **quick and easy way** for the reader to get something he wants.”

Keep in mind, when he wrote this, the reader was called “he” and it meant “man or woman.”

These are FUNDAMENTALS.

Later, Eugene Schwartz came along with his book Breakthrough Advertising and added many sophisticated nuances to writing headlines.

But you’re lacking something if you don’t understand the art of self interest and news headlines.

He spends a whole chapter just giving sample headlines and identifying their appeal – whether news, self-interest or curiosity.

IF ALL YOU HAVE IS THE JOHN CAPLES FUNDAMENTALS, YOU'LL BE WAY AHEAD OF PEOPLE WHO ONLY KNOW HOW TO WRITE COPY USING AI.

I believe that.

Because you understand the PSYCHOLOGY and not just the words.

There's one UNIVERSAL topic that everyone cares about:

THEMSELVES.

They like to talk about themselves and the things they want. They like to read about the same.

They could give a flip about your product unless it's very directly related to their self interest.

And the surest way to get their attention is to talk about THEIR self interest.

Here's a prompt I gave AI to write some headlines and opening paragraphs for my double digit conversions product:

The surest way to get attention is to talk about the self interest of the prospect. write me some headlines and opening paragraphs for my product on how I get double digit conversions on my sales letters and upsells. But write these in terms of THEIR self interest and what they like and want to talk about or care about concerning THEMSELVES

I'll tell you what.

Claude.ai came up with some brilliant headlines:

ANGLE 1: They want to feel like they finally cracked the code

Your Sales Letter Is One Fix Away From Converting At Double Digits

You've written the offer. You've driven the traffic. And you're staring at a conversion rate that should be embarrassing -- but mostly just feels confusing. Here's what nobody told you: the gap between 2% and 12% isn't talent. It's not budget. It's five specific things I do to every sales letter before it goes live. You're probably missing three of them right now

ANGLE 2: They want to stop feeling like they're guessing

What If You Knew -- Before You Hit Publish -- That Your Sales Letter Was Going To Convert?

Most marketers publish and pray. I don't. I run every sales letter and upsell through a checklist that has produced double-digit conversions so consistently I've stopped being surprised by them. You can borrow that checklist. And once you have it, you'll never hit publish while holding your breath again.

ANGLE 3: They want to be the smartest person in the room

The Reason Your Competitors' Upsells Convert At 30% While Yours Sit At 4%

It's not their product. It's not their list. It's not even their price. It's one psychological trigger they're hitting at exactly the right moment -- and you're skipping right over it. Once you see it, you can't unsee it. And you'll start spotting it everywhere -- on pages you've already read a dozen times.

ANGLE 4: They want proof it works for someone like them

I'm No Gary Halbert. But My Sales Letters Convert At Double Digits Anyway -- Here's Exactly How

I don't have a legendary copywriting pedigree. I'm not a household name in the industry. What I have is a repeatable system I've tested across 70,000+ product sales that tells me -- with near certainty -- whether a sales letter will convert before the first buyer clicks. You don't need genius to get double-digit conversions. You need a system. And I'm handing you mine.

ANGLE 5: They want results fast, without starting over

Don't Scrap Your Sales Letter. Do This To It Instead -- And Watch Conversions Double.

You don't need a new offer. You don't need a new headline. You need to know the six places in every sales letter where money quietly slips out -- and how to plug each one in under an hour. I've done this to my own pages. I've done it to pages that were already "working." Every single time, conversions went up. Sometimes way up.

ANGLE 6: They want to feel in control of their own income

Imagine Knowing Exactly What To Write To Make Your Next Launch Your Best One

Not hoping. Not guessing. Knowing. That's what a proven conversion system gives you -- the ability to sit down, work the formula, and walk away confident that what you built is going to sell. I've been running double-digit conversions on sales letters and upsells for years. This is the first time I'm laying out the entire system, step by step, for someone else to use.

Each of these speaks to a different version of what they want for *themselves* -- certainty, control, superiority, speed, or vindication. You can test these against each other or mix the headline from one with the opener from another.

How These Angles Blow Up Into Full-Blown Sales Copy

AI asked if I wanted it to continue writing the opening and I said YES:

I'm No Gary Halbert.

But My Sales Letters Convert At Double Digits Anyway -- Here's Exactly How

And if a regular guy with no copywriting degree, no famous mentor, and no "natural gift for words" can do it... there's no good reason you can't either.

You know the names.

Gary Halbert. Eugene Schwartz. John Carlton. Clayton Makepeace.

Guys who could look at a blank page and turn it into a money machine. Guys with a kind of talent that felt almost unfair -- like they were born with a wire in their brain the rest of us just don't have.

I used to think you needed that wire.

I used to think if you weren't one of those guys -- if you didn't have the gift, the pedigree, the magical instinct for words -- you were just playing a different game. A harder game. A game where double-digit conversions were somebody else's result.

I was wrong.

And figuring that out changed everything for me.

Here's what I know now after selling over 70,000 products online:

Great conversion rates have almost nothing to do with talent.

They have everything to do with a system.

The legendary guys had systems. They just never called them that. They called it "instinct." They called it "feel." They made it sound like something you either had or you didn't.

But here's the thing -- when you study what they actually *did* on the page... when you strip away the mythology and just look at the mechanics... you start to see the same moves. Over and over again. In letter after letter. Across different products, different markets, different decades.

It's a system.

And systems can be learned.

I'm living proof of that.

I'm not a household name in copywriting circles. Nobody is putting my face on a seminar brochure next to the legends. I don't have a mentor who took me under his wing and passed down secret knowledge over expensive dinners.

What I have is this:

A stubborn obsession with figuring out *why* some sales letters convert and others don't.

I've spent years running tests. Tracking numbers. Pulling apart letters that worked and letters that flopped -- sometimes the same letter, with one element changed -- until I could see the pattern clearly.

And the pattern is repeatable.

That's the part that surprised me most. Once I had the system locked in, I could look at a sales letter *before* it went live and tell you -- with pretty strong confidence -- whether it was going to convert. Not because I'm psychic. Because the system tells you.

Double-digit conversions stopped being a happy accident.

They became the expected result.

Now here's why this matters *to you* -- right now -- today:

You're probably working harder on your sales letters than you should have to.

You're probably rewriting headlines at midnight. Second-guessing your offer. Wondering if the price is wrong or the hook is off or if maybe you just need to be a better writer.

You don't.

You need a system. The same system I've been running. And on this page, I'm going to hand it to you in plain language -- no copywriting jargon, no theory, no "it depends on your market" hedging.

Just the specific things I do -- in the specific order I do them -- that have produced double-digit conversions on my sales letters and upsells again and again.

You can start using this today. On the letter you're already working on. Without starting over. Without becoming a different kind of writer.

You just need the system.

Let me show it to you.

----- END EXAMPLE COPY -----

That's a GREAT angle to test.

What I like about it is it emphasizes THEIR power ability to get results without being a Gary Halbert or John Carlton.

**What I Love About John Caples' Ideas And How
They Can Help You Today**

What I loved about learning from John Caples is that he kept things simple. Many things taught today are so complex, they're difficult or confusing to use.

Not that they aren't useful.

But sometimes just going back to basics like "make your headline appeal to self interest" is all you need for instant clarity.

My rule of thumb is this:

Don't try to use the elaborate, sophisticated methods until you have mastered the basics or at least know them really well.

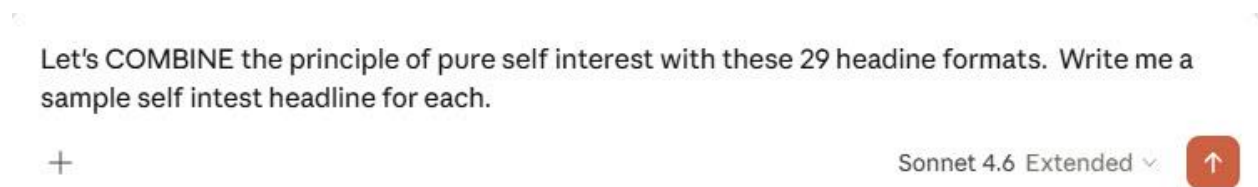
In chapter 5 he gives 29 formulas for writing headlines.

Here's a boiled down description of each method:

- ☐ Start with **"Announcing"**
- ☐ Use **announcement-style words**
- ☐ Start with **"New"**
- ☐ Start with **"Now"**
- ☐ Start with **"At last"**
- ☐ Put a **date** in the headline
- ☐ Write it in a **news style**
- ☐ Put the **price** in the headline
- ☐ Stress a **price reduction**
- ☐ Lead with a **special offer**
- ☐ Highlight an **easy-payment plan**
- ☐ Lead with a **free offer**
- ☐ Promise **useful information**

- ☐ **Tell a story**
- ☐ Start with **“How to”**
- ☐ Start with **“How”**
- ☐ Start with **“Why”**
- ☐ Start with **“Which”**
- ☐ Start with **“Who else?”**
- ☐ Start with **“Wanted”**
- ☐ Start with **“This”**
- ☐ Start with **“Advice”**
- ☐ Use a **testimonial-style** headline
- ☐ Offer the reader a **test or quiz**
- ☐ Use a **one-word** headline
- ☐ Use a **two-word** headline
- ☐ Tell the reader to **wait before buying**
- ☐ Let the **maker speak directly**
- ☐ Address a **specific person or group**

Here's my prompt to AI:



**AI Writes 29 headlines Combining These Formulas With Self Interest
For My New Double Digits product:**

Here are all 29 -- one self-interest headline per Caples format, all aimed at
the "double-digit conversions" product:

- 1. Start with "Announcing"** Announcing the Repeatable System That Puts Double-Digit Conversion Rates In YOUR Sales Letters -- Starting With the Next One You Write
- 2. Use announcement-style words** At Long Last Revealed: The Step-By-Step Conversion System Regular Marketers Are Using To Hit 10%, 12%, Even 15% On Their Sales Letters
- 3. Start with "New"** New System Shows You Exactly Why Your Sales Letter Is Leaking Money -- And How To Plug Every Hole Before You Publish
- 4. Start with "Now"** Now You Can Know -- Before Your Letter Goes Live -- Whether It's Going To Convert At Double Digits
- 5. Start with "At last"** At Last -- A Sales Letter System Built For People Who Aren't Copywriting Geniuses But Still Want Genius-Level Conversion Rates
- 6. Put a date in the headline** By This Time Next Week Your Sales Letter Could Be Converting At Double Digits -- Here's The System That Makes It Happen
- 7. Write it in a news style** Local Marketer With No Copywriting Background Reports Consistent Double-Digit Conversions After Applying Simple 6-Step Letter System
- 8. Put the price in the headline** For Less Than \$27 You Can Have The Exact Conversion System That Turned My Sales Letters Into Double-Digit Performers
- 9. Stress a price reduction** Slashed To Nearly Nothing: The Double-Digit Conversion System That Used To Cost Thousands To Learn In Live Seminars
- 10. Lead with a special offer** For The Next 48 Hours -- Get The Complete Double-Digit Conversion System Plus The Live Critique Checklist At Half The Regular Price
- 11. Highlight an easy-payment plan** Just \$9 Today Gets You Inside The Sales Letter System Responsible For Double-Digit Conversions On Over 70,000 Product Sales
- 12. Lead with a free offer** Free: The 6-Point Conversion Checklist That Tells You Exactly What's Killing Your Sales Letter Before A Single Buyer Sees It
- 13. Promise useful information** How To Find The Three Spots In Your Sales Letter Where Money Is Quietly Slipping Out -- And Fix All Three Today
- 14. Tell a story** I Spent Three Years Chasing Double-Digit Conversions -- Then I Stopped Guessing and Built This System -- And Everything Changed
- 15. Start with "How to"** How To Write a Sales Letter That Converts At Double Digits -- Even If You've Never Studied Copywriting A Day In Your Life

16. Start with "How" How a Regular Marketer With No Famous Mentor Figured Out The Exact Formula For Double-Digit Sales Letter Conversions

17. Start with "Why" Why Your Sales Letter Is Converting At 3% While Other Marketers In Your Same Market Are Hitting 12% -- And How To Fix It

18. Start with "Which" Which Of These Six Sales Letter Mistakes Is Silently Killing Your Conversion Rate Right Now?

19. Start with "Who else?" Who Else Wants To Know -- Before They Hit Publish -- That Their Sales Letter Is Going To Convert At Double Digits?

20. Start with "Wanted" Wanted: Frustrated Marketers Who Are Done Watching Their Sales Letters Underperform And Are Ready To Use a System That Actually Works

21. Start with "This" This Simple Checklist Is The Only Thing Standing Between Your Current Conversion Rate and Double Digits

22. Start with "Advice" Advice To Any Marketer Whose Sales Letter Is Converting Under 5%: Stop Rewriting It Until You Read This First

23. Use a testimonial-style headline "I Went From 3% To 11% On The Same Offer -- Without Changing The Price Or The Traffic Source -- Just The System"

24. Offer the reader a test or quiz Can You Spot The 4 Conversion Killers Hiding In Your Sales Letter Right Now? Take This Quick Quiz And Find Out

25. Use a one-word headline Converts.

Your sales letter should. Here's the system that makes sure it does.

26. Use a two-word headline Double Digits.

That's what your next sales letter can convert at -- if you use this system.

27. Tell the reader to wait before buying Before You Spend Another Dollar Driving Traffic To That Sales Letter -- Read This Page First

28. Let the maker speak directly I've Sold Over 70,000 Products Online And I Can Tell You -- Most Sales Letters Fail For The Same Six Reasons. Here's How I Fixed All of Them.

29. Address a specific person or group To The Entrepreneur Over 50 Who's Tired of Writing Sales Letters That Should Work But Don't -- This System Was Built For You

That's all 29. Several of these -- #4, #15, #19, #27, and #29 in particular -- have strong legs as actual headlines for your sales letter or email subject lines.

----- END EXAMPLES -----

Tell you what.

There are some darned good headlines there.

I like these:

6. Put a date in the headline By This Time Next Week Your Sales Letter Could Be Converting At Double Digits -- Here's The System That Makes It Happen

8. Put the price in the headline For Less Than \$27 You Can Have The Exact Conversion System That Turned My Sales Letters Into Double-Digit Performers

Keep in mind: I DID NOT JUST ASK FOR THE 29 FORMULAS.

I said to combine them with SELF INTEREST.

See, THIS is why you need to understand copywriting.

99.9% of people using AI would NEVER think to ask that. And THAT is the point.

They don't know what they don't know.

They don't subscribe to this MMM newsletter.

They don't KNOW about the simple power of SELF INTEREST.

I'll tell you an interesting story.

I have some friends in the "how to meet women market."

They found out something interesting:

No matter how beautiful a woman and how much "out of your league" you may feel she is, the ONE OPENING TOPIC she cares about is HERSELF.

The exact same thing could be said for women meeting men.

And all others if we want to be politically correct.

Everyone's FAVORITE TOPIC is themselves.

Ask someone: "Which hand do you write with?"

They say "the right."

"Let me see" – Look at their hand and say "that's interesting." And let go of their hand.

What do you THINK comes next?

"WHAT?"

"This is your head line, this is your life, this is your life and"

You're off and talking about THEM.

They're hooked. Every. Time.

Doesn't matter if they believe in palm reading or not. They're STILL interested in hearing more about themselves.

Everyone's favorite topic of conversation is themselves. Dale Carnegie said that if you talk to people about themselves, they'll think YOU are a fascinating person.

**UNDERSTAND THAT AND YOU WON'T EVER HAVE A
PROBLEM GETTING PEOPLE TO READ YOUR
HEADLINES AGAIN.**

Moving on with Caples book, Chapter 9 covers how to write the opening paragraph.

Caples taught me that it's important the first paragraph hooks the reader. You don't want to waste it on introductory comments.

Things like this are so basic, you don't even see them taught much today. But they're very important.

Here's a summary of chapter 9.

How to Write the First Paragraph of Your Ad Or Letter (The Most Dangerous Sentence You'll Ever Write)

Here's something most copywriters get dead wrong.

They spend hours -- sometimes days -- crafting a headline that stops people cold. A headline that grabs attention like a shout in a quiet room.

Then they blow it.

The first paragraph wanders off in a completely different direction. Or worse, it starts over from scratch -- as if the headline never happened.

The reader feels cheated. The momentum dies. They move on.

That's the hidden graveyard of good ads. Not the headline. The paragraph that comes right after it.

Your First Paragraph Has One Job

Just one.

Get the reader to the second paragraph.

That's it. Nothing more. Don't try to close the sale. Don't dump in your features list. Don't introduce your company history.

Your only mission is to keep the forward motion going -- like a rolling stone that picks up speed instead of slowing down.

Think of your headline as a promise. Your first paragraph is where you prove you're going to keep it.

The "Continuation" Principle

The best first paragraphs don't feel like a new start. They feel like the natural next sentence after the headline.

If your headline says: "You Can Stop Losing Subscribers After the First Email"

Your first paragraph might say: "Most email lists bleed out in the first 48 hours. Not because the offer was bad. Because the welcome sequence was."

See what happened there? No throat-clearing. No warming up. You walked straight through the door the headline opened.

That's the continuation principle. Pick up right where the headline leaves off -- and carry the reader deeper into the story.

Four Things That Kill First Paragraphs

1. The Compliment Opener

"You're a smart person. You already know how important email marketing is..."

Nobody believes this. It reeks of flattery. And it wastes the reader's time -- which is the one thing they'll never forgive you for.

2. The History Lesson

"For over 30 years, our company has been serving entrepreneurs across the country..."

The reader doesn't care -- yet. They're still deciding if this thing is worth their time. Save your story for later. Earn it.

3. The Slow Wind-Up

"In today's fast-paced digital marketplace, it can be difficult to know where to turn when you're looking for..."

By the time you get to the point, they're gone.

4. The False Start

This is when your first paragraph ignores the headline entirely and tries to build a new case from the ground up. You've thrown away all the interest you just created. Don't do it.

What Works Instead

Short sentences. Short paragraphs.

One idea at a time. White space is your friend. The eye likes to move down the page -- give it room.

Specificity over vagueness.

"Most ads fail within the first three seconds" beats "Many advertisements don't perform as well as they could."

Specific details feel true. Vague generalities feel like stalling.

A question -- used carefully.

A well-placed question pulls the reader in because the human brain is wired to answer. "What if you could double your open rates without writing a single new email?" creates a small itch the reader has to scratch.

But don't overdo it. One good question beats three weak ones every time.

Proof or a surprising fact.

A startling number or counterintuitive statement can stop the eye cold -- and drag the reader deeper into the copy.

"The average person decides to keep reading -- or quit -- within 8 seconds of hitting the page."

That kind of fact earns the next line.

The "Slide" Concept

Some copywriters talk about copy as a slide.

The headline gets them to the top. The first paragraph tips them over the edge. After that -- if you've done your job right -- they slide all the way to the bottom on their own momentum.

That's the goal. Not to push the reader through every line. But to angle the copy so gravity does the work.

Your first paragraph is the tip-over point. Make it steep.

A Simple Test

After you write your first paragraph, ask yourself this:

"If someone read only the headline and this paragraph -- would they be more curious than when they started, or less?"

If the answer is "less" -- rewrite it.

If the answer is "more" -- you're on the right track.

Keep going.

The Bottom Line

Your first paragraph isn't decoration. It's a bridge.

On one side -- a reader who was curious enough to look. On the other side -
- a reader who's invested enough to keep going.

Build that bridge strong. Keep it short. Make it lead somewhere worth going.

The rest of the ad will thank you for it.

This Is The Beginning And Not The End

Making Ads Pay and *How to Make Your Advertising Make Money* have so many more GREAT lessons to share.

I LOVE the stories he shares..

And his simple but profound insights.

Make no mistake.

Breakthrough Advertising by Eugene Schwartz is an incredibly brilliant book.

But if you don't have a foundation in John Caples, you probably won't go very far with it.

Here are the steps Caples will help you master:

1. Stop the RIGHT prospects with your headline.
2. Hold prospects by continuing the thought in the headline in the first paragraph.
3. Create desire by talking about benefits to them
4. Prove the price is a bargain
5. Prove it is not a gyp by creating confidence.
6. Make it easy to act

TODAY'S GREEN SHEET ACTION ASSIGNMENT

At the beginning I explained some questions you have to answer about your ad.

I want YOU to ask AI the following questions.

Here's the prompt I used to use AI these questions for my product on double digit conversions using AI. You can rewrite this for YOUR offer.

Here are my questions about my double digit conversions using ai product.

I have a number of believable promises to choose from.

Which promise should you feature in the headline or opening sentence?

Which promise will be most effective in creating DESIRE?

Who is the right audience for this product and how do I go about attracting the right audience?

After you have attracted the right audience and induced them to believe my promises, how do I induce them to BUY NOW?

Here's the answer I got. You should get back something similar.

Question 1: Which Promise Do You Feature In The Headline?

Caples answered this directly and it holds up after 80 years:

Feature the promise that is most important to the most people in your audience.

Not the most clever promise. Not the most unique promise. The one that hits the *biggest nerve* for the *largest slice* of your prospect pool.

To find it, run your promises through these three filters:

Filter 1 -- Is it specific? "Get more conversions" loses to "Get double-digit conversions." Specificity signals truth. Vague promises feel like hype. Specific promises feel like news.

Filter 2 -- Is it immediately self-serving to the reader? The promise has to answer the question they're already asking themselves -- which is always some version of "*What does this do for ME, right now, in my situation?*" The promise that answers that question fastest wins the headline slot.

Filter 3 -- Is it the end result they actually want -- not the mechanism? They don't want AI. They don't want a system. They want to stop watching their sales letters underperform. They want buyers. They want money coming in. Your headline promise should be the *destination*, not the vehicle.

The working rule: Put your strongest, most specific, most self-serving end-result promise in the headline. Save the supporting promises for the body where they pile on and build the case.

Question 2: Which Promise Creates The Most DESIRE?

This is where Schwartz takes over from Caples.

Schwartz said desire already exists in the market -- your job isn't to create it, it's to *channel* it. So the promise that creates the most desire is the one that connects most directly to a desire that is already burning in your prospect before they ever find your page.

For your audience -- entrepreneurs over 50 who are selling online -- here is what is already burning:

- They are **tired of inconsistency**. Good month, bad month, no idea why.
- They are **suspicious of complexity**. They've been burned by systems that required too much tech, too much learning, too much time.
- They want to feel **competent and in control** -- not dependent on gurus or agencies.
- They want **proof it works for someone like them** -- not a 28-year-old with a team of 12.

The promise that creates the most desire is the one that speaks directly to the *existing frustration* and offers a believable exit from it.

For your product, that promise is probably something in this neighborhood:

"A simple AI-assisted system that tells you -- before you publish -- whether your sales letter is going to convert at double digits."

Why does that win on desire?

Because it eliminates the thing they hate most -- the uncertainty. The publish-and-pray feeling. The not knowing. That's the wound. Your promise is the salve.

The working rule: The highest-desire promise is the one that most directly removes the specific pain your prospect is already feeling -- not the one that sounds most impressive to you.

Question 3: Who Is The Right Audience and How Do You Attract Them?

Who they are:

The bull's-eye audience for this product is the entrepreneur who:

- Already has a product or offer (they're not beginners -- they've done *something*)
- Has written at least one sales letter or upsell that didn't perform the way they hoped
- Is comfortable enough with AI to be curious but not so technical that they've already built their own system
- Is over 50, values plain language, and is skeptical of hype but hungry for proof
- Measures success in dollars and conversion rates -- not vanity metrics

They are **not** the person who has never tried to sell anything online. That person doesn't feel the pain your product solves. You want the person who has tried, come up short, and is looking for a better way.

How you attract them:

Email: Your own list is the first and best source. These people already know you, trust you, and have self-selected as marketers who want better results. Subject lines that call out the frustration -- "Why is your conversion rate still stuck?" -- will surface the right people immediately.

Affiliates: Target list owners in the email marketing, copywriting, and digital product spaces whose audiences are active sellers. The magic qualifier is: *their subscribers have already tried to sell something*. A list full of "I want to start a business someday" people is the wrong room.

Ad targeting: If you're running paid traffic, target people who have shown interest in copywriting, direct response, sales funnels, and email marketing -- and layer on age 45+ to skew toward your core buyer.

Content that pre-qualifies: Articles, emails, and posts with titles like "Why Your Sales Letter Is Converting Under 5%" will repel beginners (who don't have a sales letter yet) and magnetically attract exactly the person you want. The frustration-based hook is your filter.

The working rule: Don't try to attract everyone who might want better conversions. Attract specifically the person who already has a sales letter that isn't performing. That frustration is your entry point.

Question 4: How Do You Induce Them To BUY NOW?

This is where most marketers fall apart. They make a good case -- and then let the prospect walk away to "think about it."

Thinking about it means no.

Here are the specific mechanisms that create NOW:

1. A deadline that is real and explained Not "act now!" -- that's noise. A deadline with a *reason* is a trigger. "The price goes up Friday because I'm adding the live critique component to the package and that changes the value equation" gives them a logical reason to decide today.

2. A reason why waiting costs them money Every day they run a sales letter at 3% instead of 12% is a specific, calculable loss. Make them do that math out loud on the page. "If your letter gets 100 visitors a day and converts at 4% instead of 12%, you're leaving \$X on the table every single day you wait." That's not pressure -- that's arithmetic. Arithmetic is persuasive.

3. A guarantee that removes the risk of acting now The reason people wait is fear -- fear they'll spend money and it won't work. A strong, specific guarantee transfers that risk to you and removes their last rational objection. Make it bold. Make it generous. Make it the climax of the letter the way Schwartz recommended.

4. Scarcity that is believable If you're limiting access, say why. A vague "only 50 copies available" feels like a gimmick. "I'm personally reviewing the first 50 submissions and after that I'm closing the doors because I can't give quality feedback beyond that number" is a reason that makes sense.

5. The cost of inaction stated plainly At the close, paint the two futures. The one where they grab the system today and know -- before they publish -- that their letter is going to convert. And the one where they close this page, go back to guessing, and wonder why the numbers never move.

Don't be subtle about it. Direct response is not a subtle art.

The working rule: BUY NOW is created by a combination of deadline, risk removal, and a vivid picture of what it costs them to wait. All three together. Any two without the third leaves a gap they'll escape through.

----- **END AI RESPONSE** -----

I don't necessarily agree with all those answers.

But here's the thing: It makes me THINK.

And it gives me a starting point instead of a blank screen.

THESE are questions most people never think about little alone answer.

YOU are NOW EMPOWERED to achieve a standard in copy others don't.

Best wishes,

Marlon

Best wishes,

Marlon

RESOURCES

PS: If you liked this report, you'll love my Fast Track Coaching:

<https://fasttrack.club>

The next day, the next week, the next month you'll forget everything I've said in this report.

You need to be reminded of these things and more WEEKLY.

Every week.

Week in and week out.

Even if I don't teach you anything new.

Which I will.

But you still need to be reminded.

That's why the Fast Track coaching exists.

It's there for you.

To be your reminder.

To be your strength.

To be your support in a time of need.

To remind you to let your light shine.

To spread the message daily.

To email daily.

To be the best you can be.

To not hide your light under a bushel but let it shine, shine, shine.

You need this.

It's your salve to the weekly chaos that goes on.

The weekly voice that helps encourage, inspire, motivate and educate you to stay on track.

That's Fast Track.

That's what it does.

That's why you need it.

That's how it helps you.

YOU GET THIS PREMIUM COURSE FOR FREE

I'm Gonna Bribe You Silly Just To Get You To Join My Live Mastermind Every Wednesday Night For Just \$1 **PAY ONLY \$1**

AND GET A 14 DAY TRIAL WITH ALL THESE BONUSES

[Check out all my solutions in the Kitchen Sink. This is just the beginning:](#)

+ How I Turn Offers Into Cash (\$17)

+ Power Promos Cheat Sheet (\$17)

+ Bizarre Niches (\$17)

+ How I Discovered Money, Freedom and Travel In The Ideal Business (\$9)

+ Campaigns Into Cash (\$68)

+ Rising Tide Promotions (\$37)

+ Affiliate Domination (\$41.50)

+ Magic 7 Promo Methods (\$46.49)



The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost