

The 3 Key Componentnets

You Must Get Right To Sell Online

BONUS #7

Jared's Top 10 Reading List

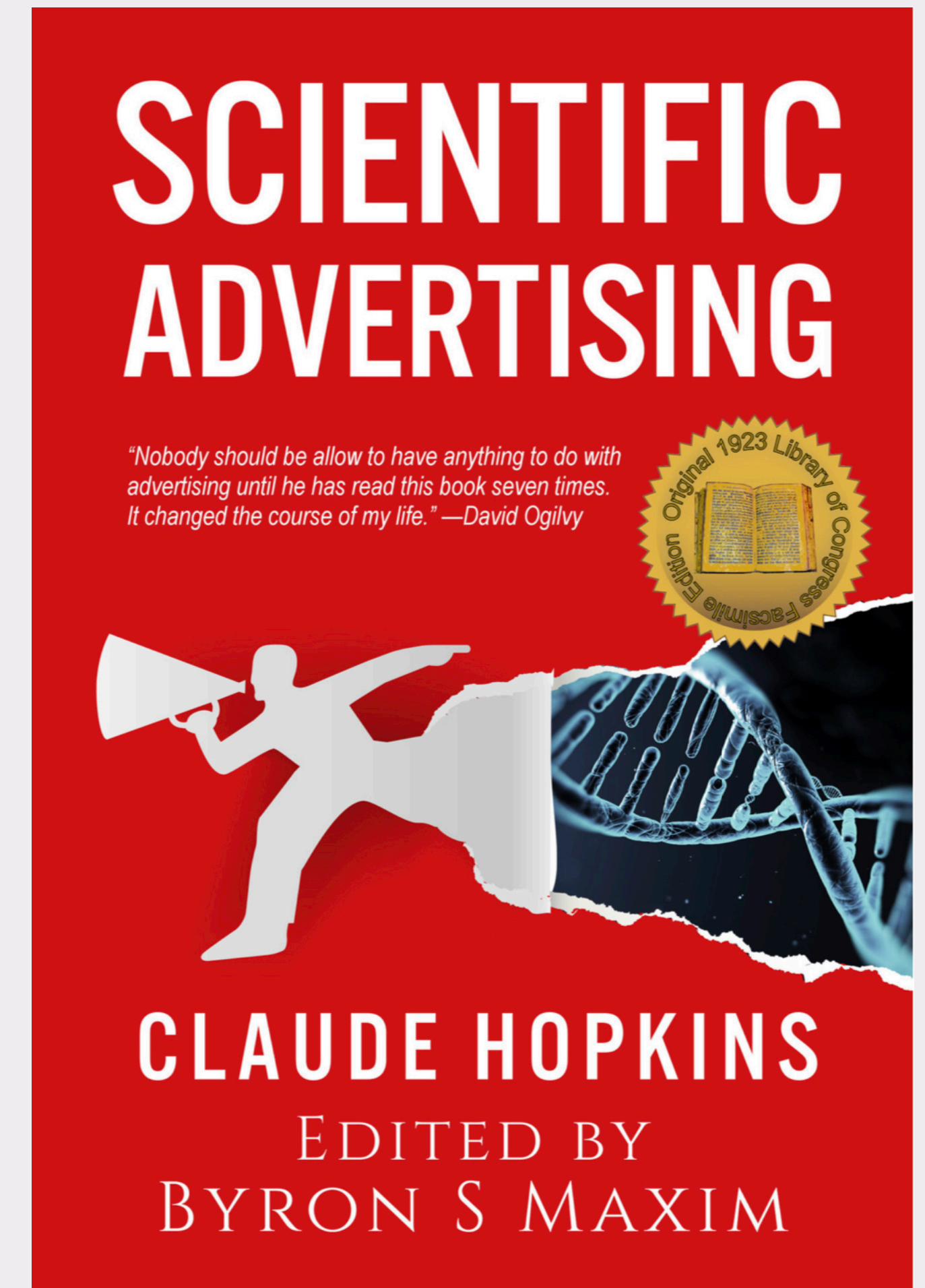
“Scientific Advertising”

by Claude Hopkins

“The weight of an argument may often be multiplied by making it specific”

“We make a small venture, and watch cost and result. When we learn what a thousand customers cost, we know almost exactly what a million will cost.”

“The writer of this chapter spends far more time on headlines than on writing. He often spends hours on a single headline. Often scores of headlines are discarded before the right one is selected”

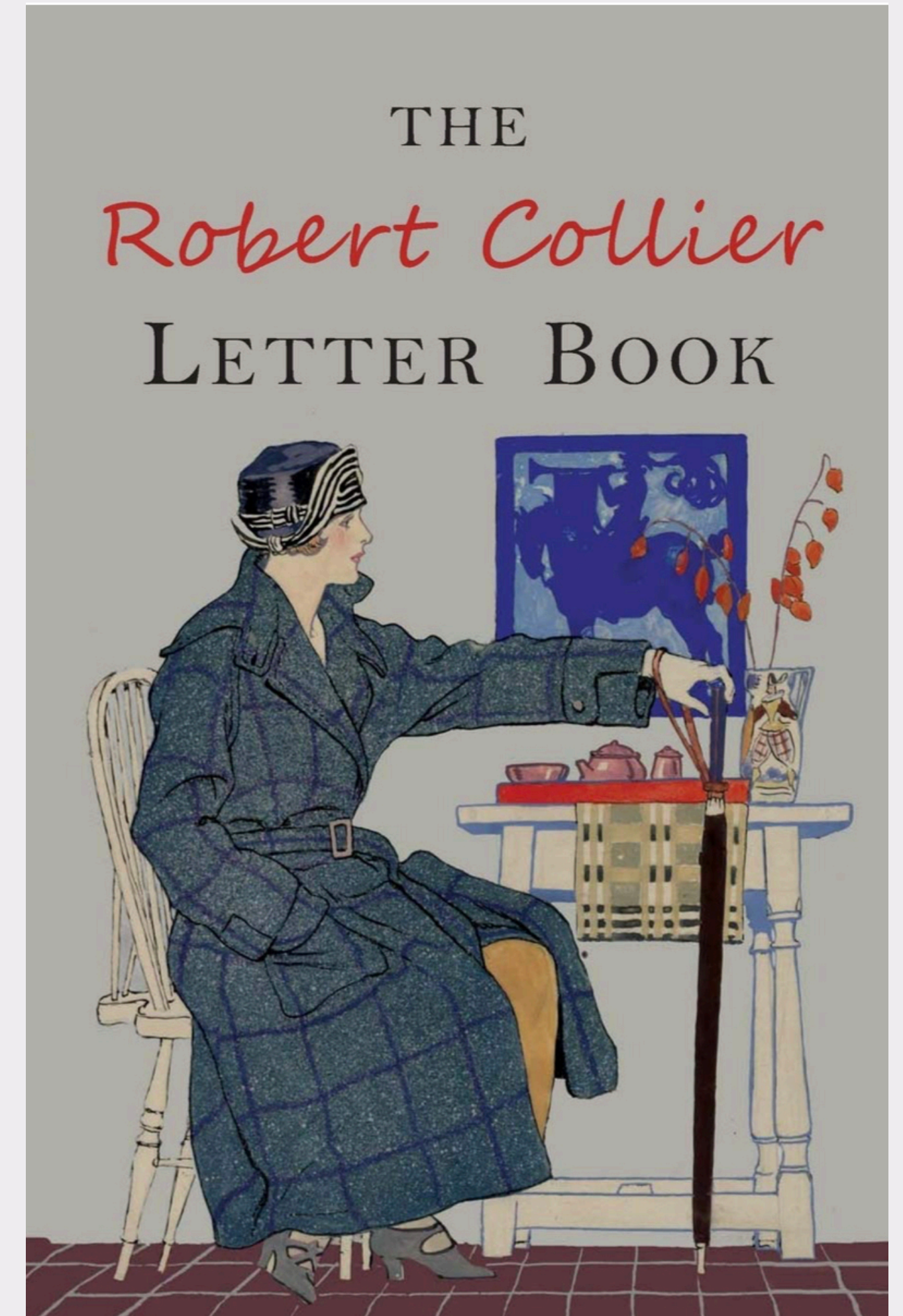


“The Robert Collier Letter Book”

by Robert Collier

“The reader of this letter wants certain things. The desire for them is, consciously or unconsciously, the dominant idea in his mind all the time. You want him to do a certain definite thing for you. How can you tie this up to the thing he wants, in such a way that the doing of it will bring him a step nearer to his goal?”

“Appeal to the reason, by all means. Give people a logical excuse for buying that they can tell to their friends and use to salve their own consciences. But if you want to sell goods, if you want action of any kind, base your real urge upon some primary emotion!”



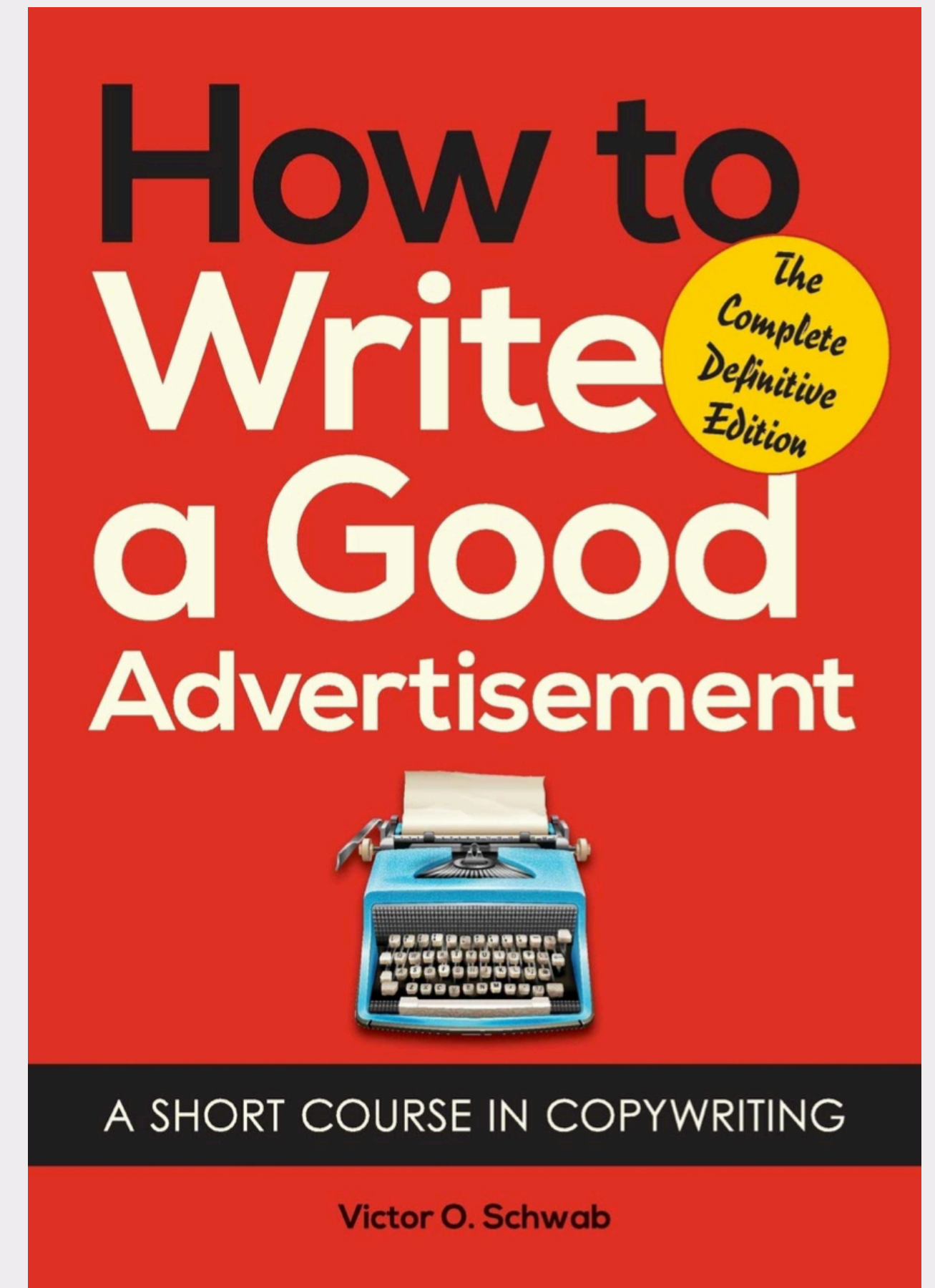
“How to Write a Good Advertisement”

by Victor O. Schwab

“Get more ‘why’ into it. Believability is increased if stark claims are substantiated by clear, reasonable, and logical copy about why the promise can be performed. Even a “miracle” consumer benefit is credible if the ‘why’ of it is well presented.”

“It has also been demonstrated that, when picturing the product in your advertisement, you will get more attention by showing it in use: doing something, accomplishing something for the reader.”

Remember when writing your headline: You are really calling out a phrase or a sentence that will “flag” people—and will make as many of them as possible say, “I want that,” or at least, “What is that? Tell me more.””



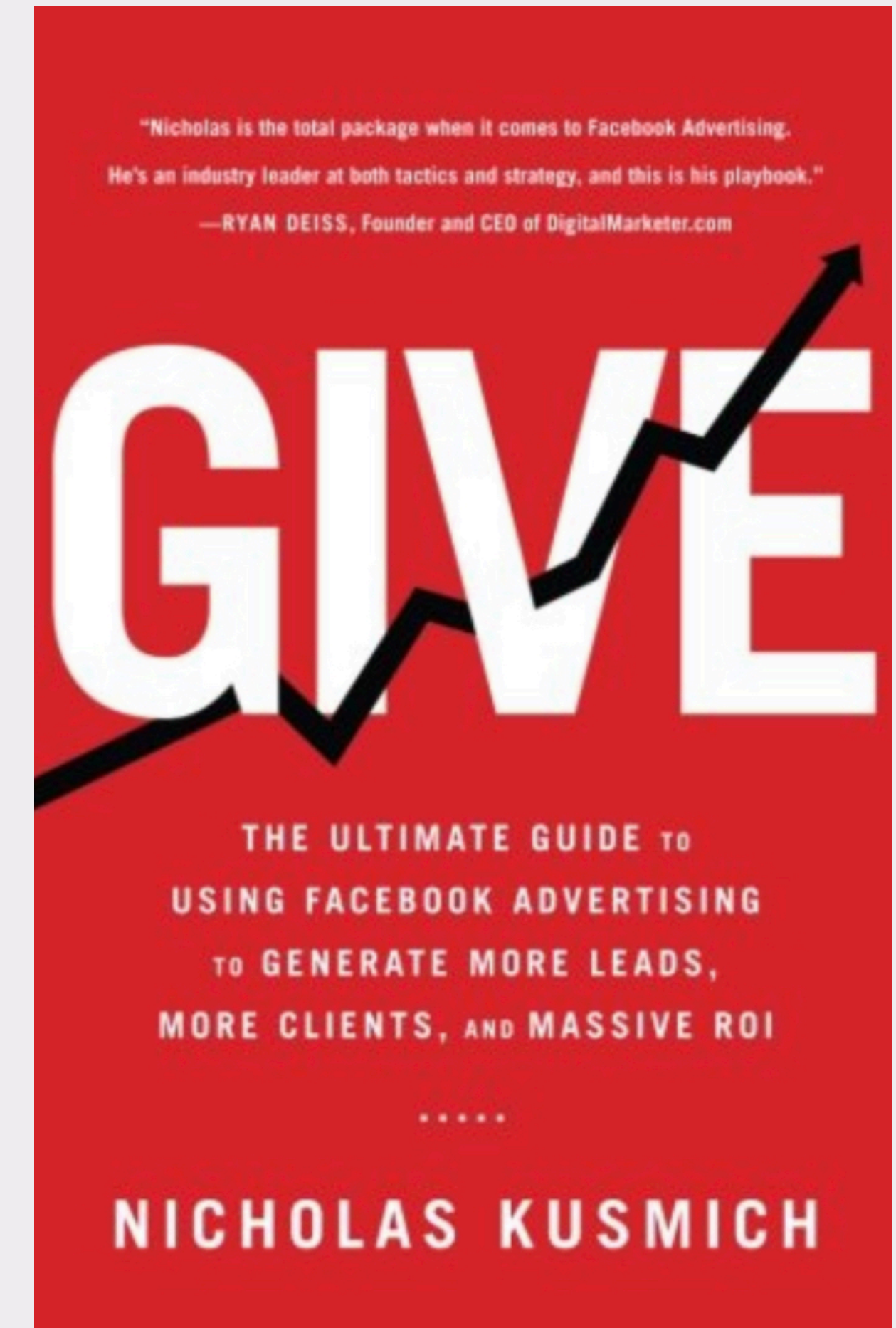
“Give”

by Nicholas Kusmich

“Far too many people focus their energies on the delivery mechanism for their product or their anticipated result, forgetting that their business is driven by the desires of the market, not by their desire to bring their product or service to market.”

“Ask yourself this question: “Am I focused on what I can give to my marketplace or on what I can get?”

As a marketer, you have one job: connect with your prospects in a way that releases as many happy hormones as possible. Good copywriting is not measured by how well your prospects understand you. It is measured by how well they feel that you understand them.”

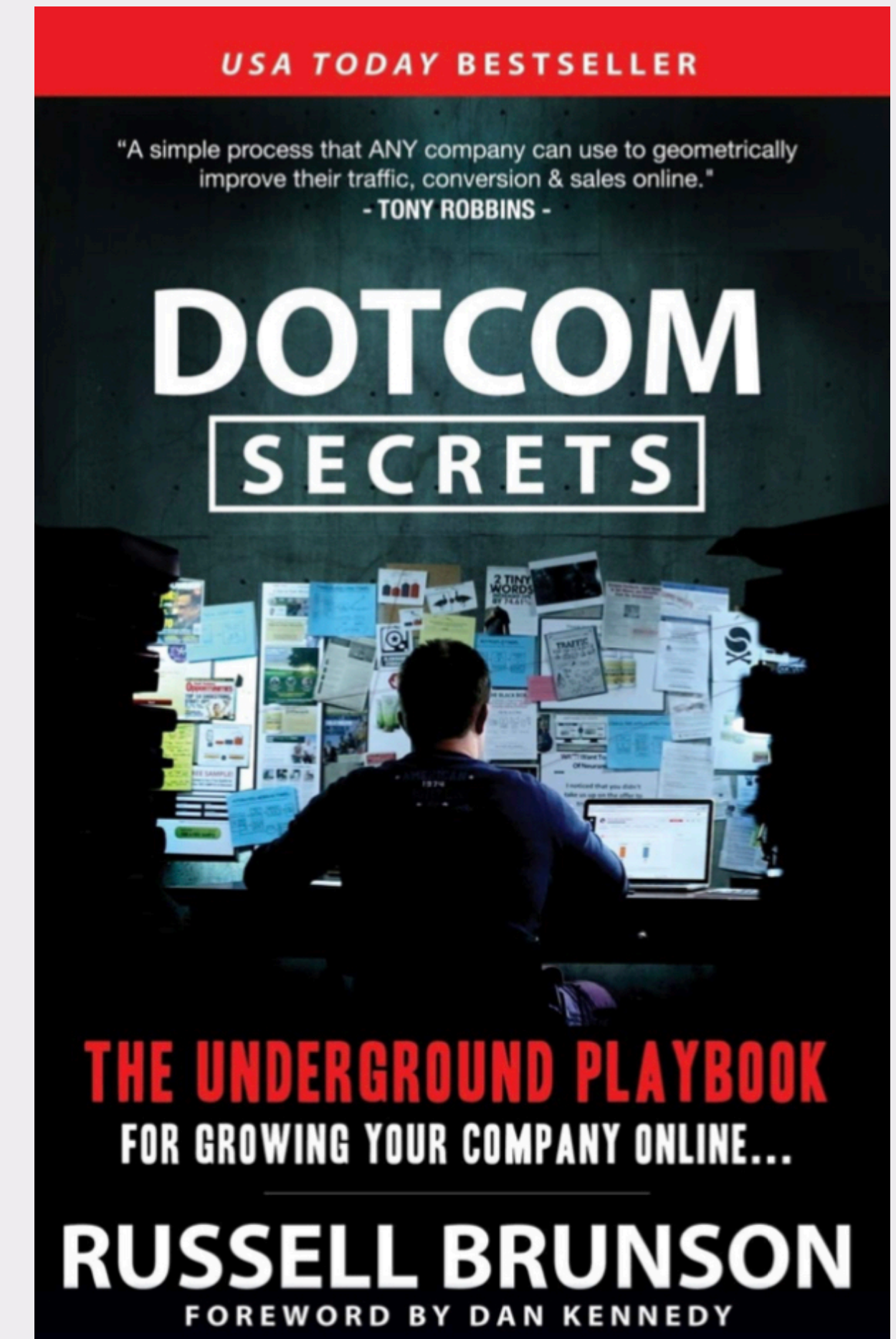


“Dot Com Secrets”

by Russell Brunson

“Consumers want and expect messaging that speaks directly to them, or they will likely ignore you. There’s just too much information bombarding us at all hours of the day and night. As modern humans, we are subconsciously forced to screen out anything that doesn’t directly apply to us.”

“You are trying to engage someone who is already checking email, Facebook, and his cell phone at the exact same time. You have to interrupt potential customers long enough for them to click on your ad and visit your website.”



“Reason Why Advertising”

by John E. Kennedy

The kind of Advertising which will work these Miracles of Success may be the very kind you like least, and quite contrary to your present preference. But, Advertising is not originally intended to merely please your fancy, Mr. Advertiser.”

That difference consists, first of all, in the quality of argument, the “Reason-why””

Salesmanship-on-paper means convincing Readers that they should buy the article we want to sell.”



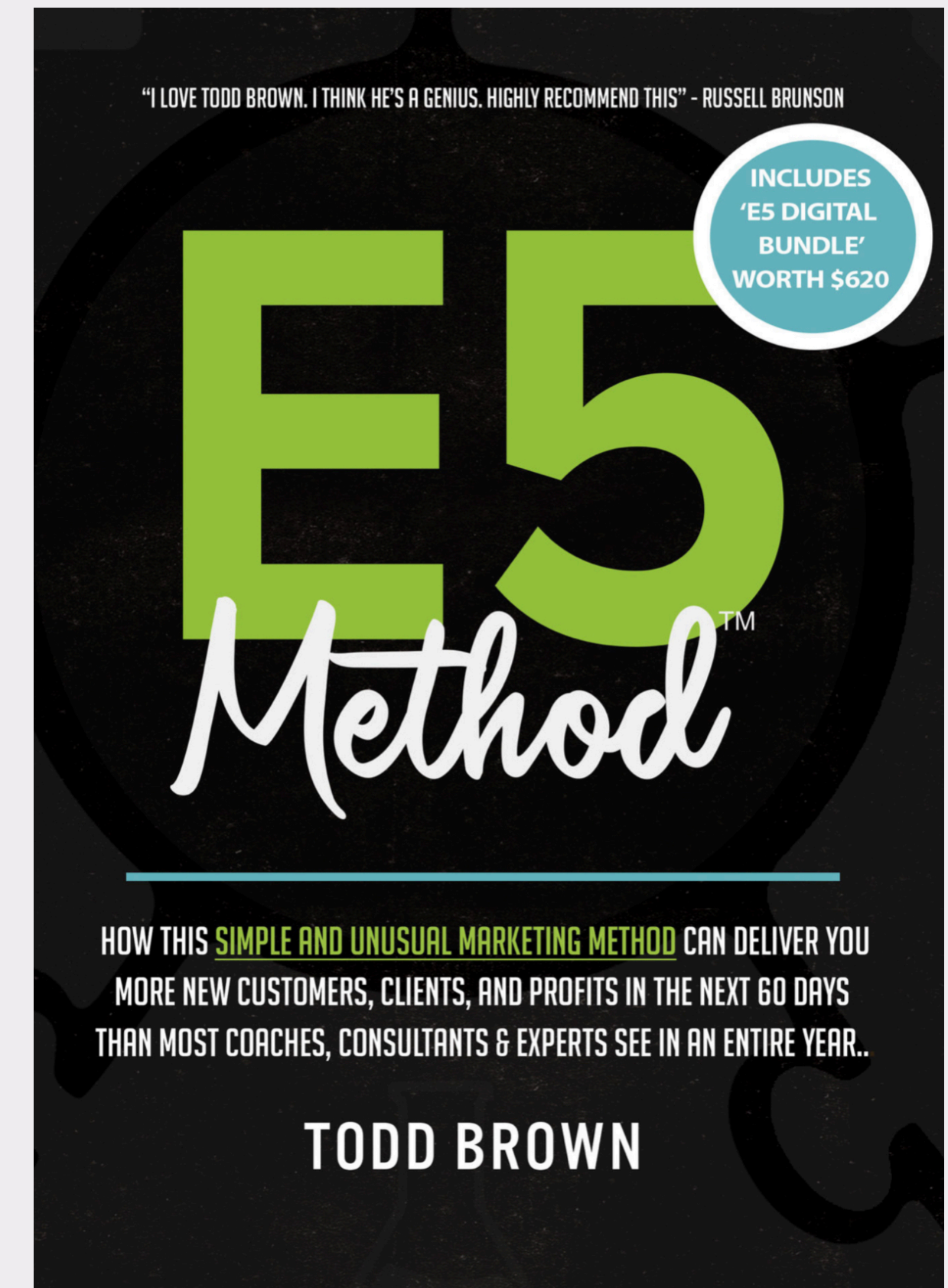
“The E5 C.A.M.P Method”

by Todd Brown

*“But that the real secret to generating lots of customers day-in and day-out, in a cool way, is in having a **unique marketing message** that doesn’t try to sell. But **instead, educates prospects** on a new way they can get the results they want. And then, offers them the opportunity to experience that new way with my product.”*

Marketing is all about the prospect’s situation, the prospect's pain, the prospect's obstacle, and ultimately what the prospect wants to achieve or accomplish... the outcome, the transformation, the result.”

The first critical element of your success with any marketing campaign is that you've targeted the right people.”



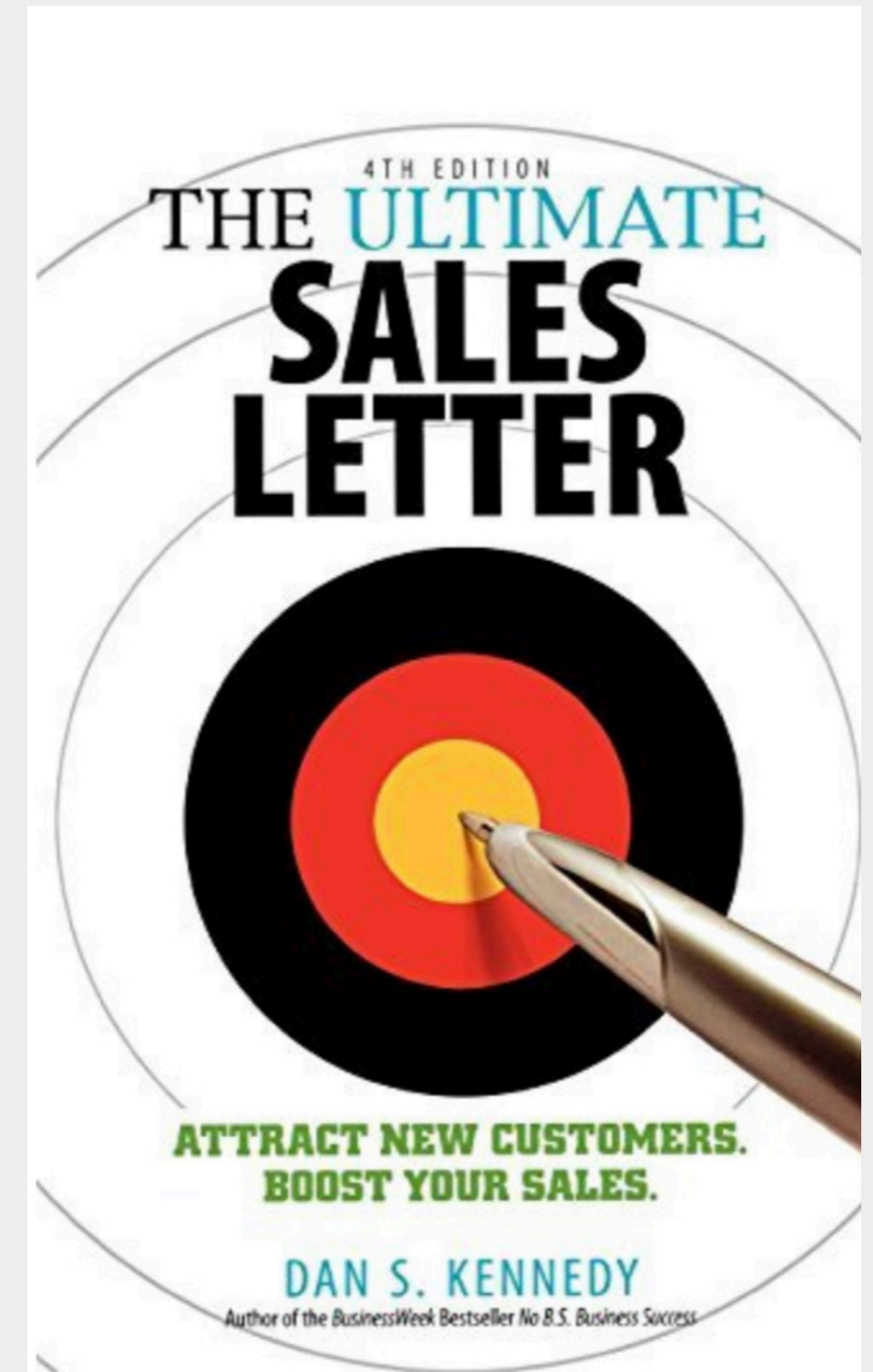
“The Ultimate Sales Letter”

by Dan S Kennedy

“I am convinced that just about anybody can learn to craft very effective sales letters .”

“The goal is understanding. To persuade someone, to motivate someone, to sell someone, you really need to understand that person.”

It's amazing how easily people fall into talking about the features of their product or service, instead of the benefits it provides. I find myself constantly reminding our clients: “People do not buy things for what they are; they buy things for what they do.””



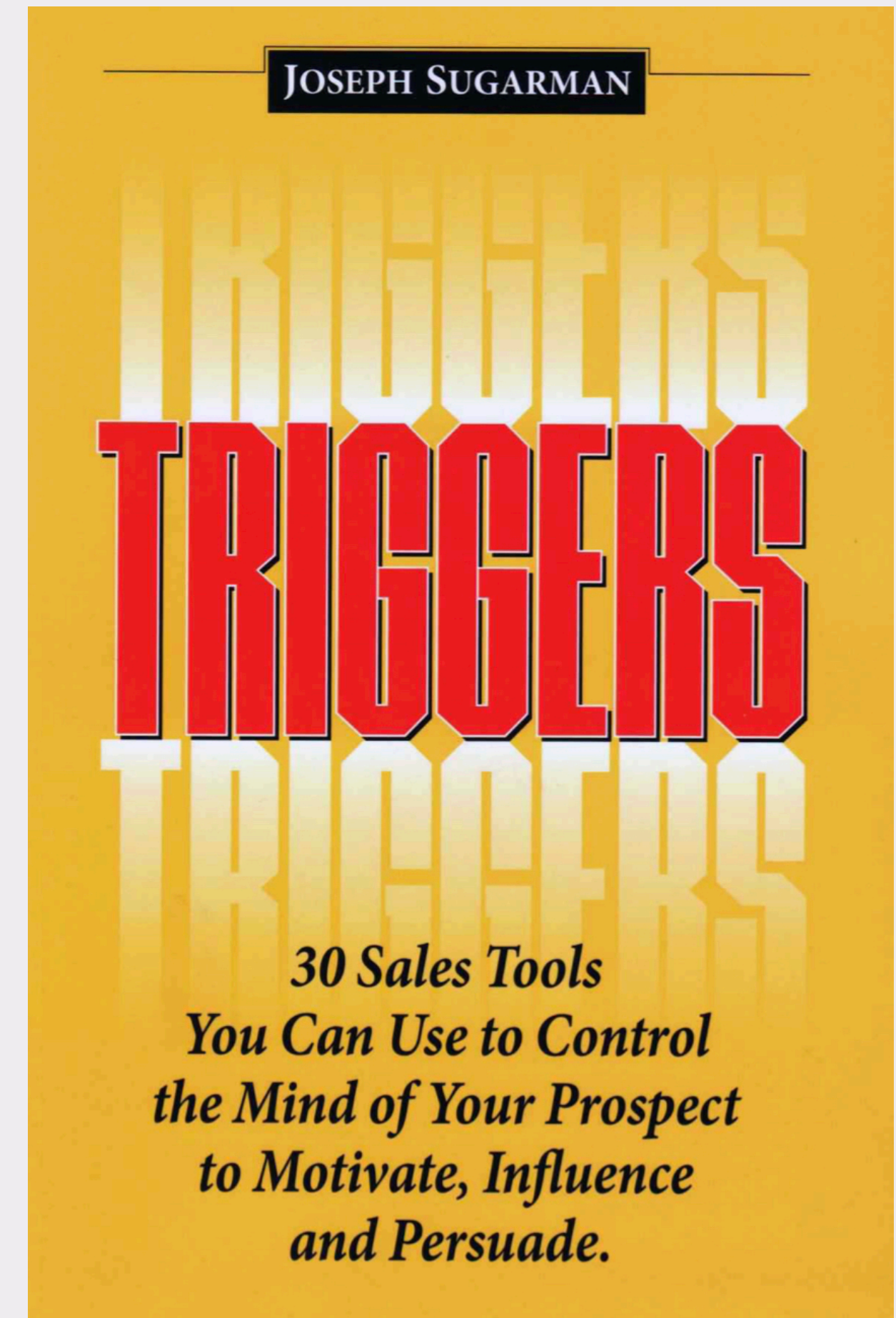
“Triggers”

by Joseph Sugarmen

“Sometimes using a trigger and changing just a few words at the end of a thousand-word ad doubled the response. Imagine doubling your sales effectiveness with just this one concept! And I developed 30 different triggers.”

As a direct marketer, I have determined that the most important thing you can do to turn a prospect into a customer is to make it incredibly easy for that prospect to commit to a purchase, regardless of how small that purchase may be.”

“If you don’t understand the nature of the product you are selling, you won’t effectively sell it. Every product has a unique nature to it—a unique way of relating itself to the consumer. If you understand this nature and find the way to best relate the product to your prospect, you’ll hold the key to a successful sales program.”



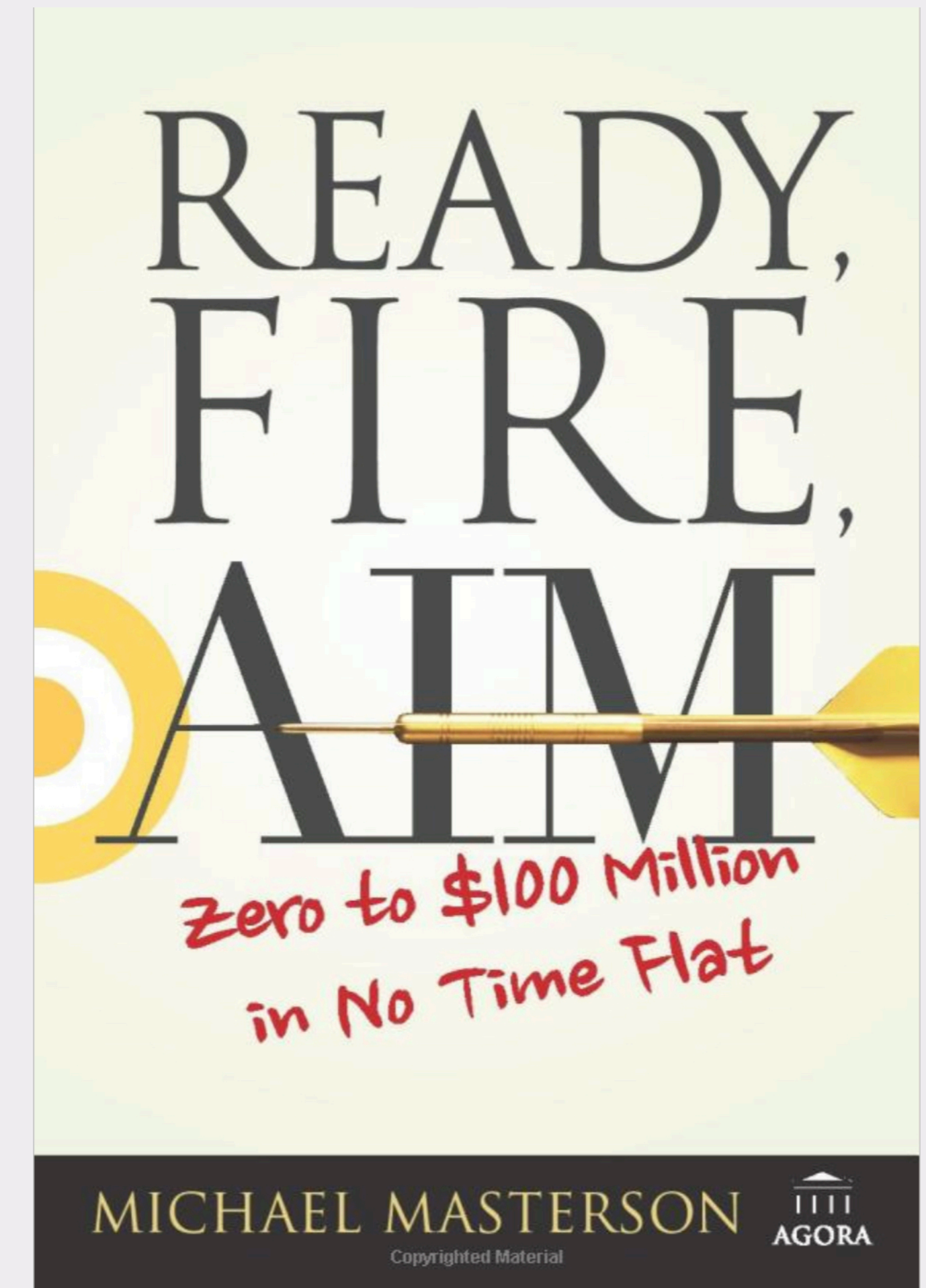
“Ready, Fire, Aim”

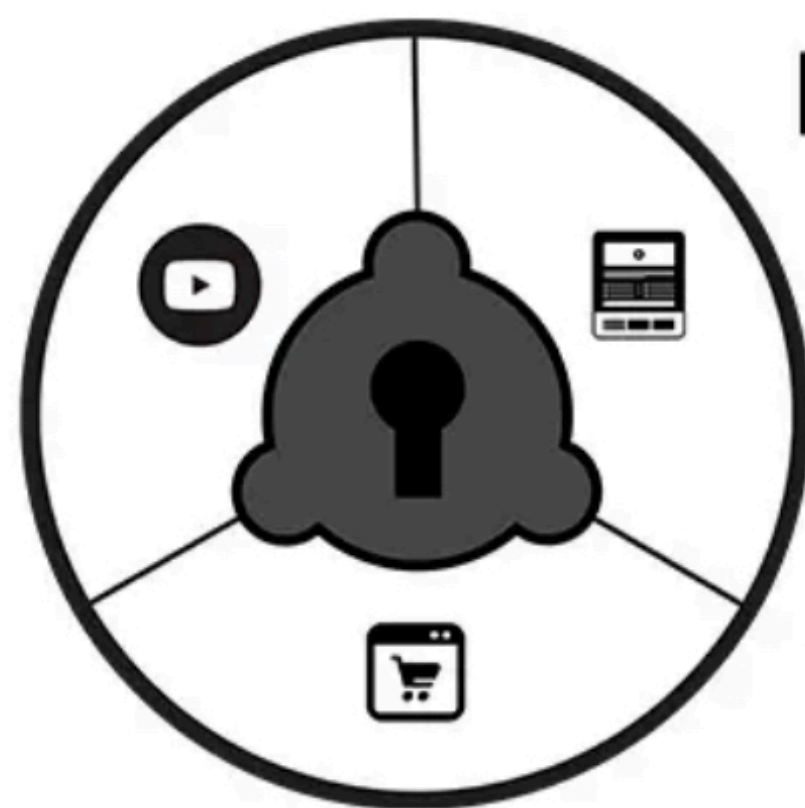
by Michael Masteron (Mark Forde)

“Before your business makes its first sale, it is nothing more than an unproven idea you are spending money on. Some of these ideas may be good and feasible. Others may be bad and/or impractical. You can’t know which are which until you test them by selling the product.”

1. *Get the product ready enough to sell it, but don’t worry about perfecting it.*
2. *Sell it.*
3. *Then, if it sell, make it better*

“Marketing copy matters. The difference between a good copy concept and a not-so-good copy concept can be the difference of 100% or more in terms of advertising response rates and profitability of your product sales.”





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