

# Secrets of Copy That Really Closes Sales



**By David Garfinkel  
Co-Founder,  
The Copywriters Guild**

**Report 6 of 6**



<http://www.TheCopyWritersGuild.com>

# Secrets of Copy That Really Closes Sales – Special Report 6 of 6:

## “What you must demand from your continuing education in copywriting”

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Over the past five days, we've covered a lot. We've looked at...

- 7 changes in the last 7 years, including the advent of the million-dollar-day online sales letter
- How to present relevant credentials so they absolutely single you out as the only reasonable choice in the minds of your prospects
- 4 ways — ranging from cutting-edge high-tech to down-and-dirty simple — to add profit-increasing personalization and personal qualities to your copy
- The right ways to use audio and video to skyrocket your online sales
- 5 dangerous traps to avoid that kill your sales
- 3 specific ways copy fails, and how to turn them around
- The 5 characteristics of winning copy (and easy ways you can profit from this information)

Do you feel like we've only scratched the surface?

It's an interesting question, because you've gotten so much hands-on information in these reports that if you sat down and applied the information, it could turn your whole business around — even if you never learned another thing from anyone else about copywriting in your entire life.

Only one problem with that, though. It's the long way around.

Because there's a next level: Practical tools and shortcuts. Battle-tested tips and techniques. Templates and scripts.

Here's what I mean. Remember in the second report, where I gave you a word-for-word, fill-in-the-blank script to use with an online photo... something you could use to

write your customer-stamped script in about 10 minutes... which gives you a specific technique that has made hundreds of thousands of dollars for small businesses that have used it?

In case you forgot, here's the script:

Hi, my name is \_\_\_\_\_ and my company is called \_\_\_\_\_.  
I'd like to personally welcome you to our Web site. Look around and  
enjoy yourself. You can find out more here about \_\_\_\_\_,  
and \_\_\_\_\_. We feature (tell about products, services, brands,  
or whatever it is that you sell) \_\_\_\_\_. If I can ever be of help in  
answering a question, please

{either}

just give me a call at \_\_\_\_\_

{or}

come down to our store at \_\_\_\_\_

{or}

send me an e-mail at \_\_\_\_\_.

Yep. That simple script, with blanks filled in and then recorded and played on your Web site along with you posting your picture, can make you a lot of money.

Now, you might say, "I could have come up with that script! Big deal."

And maybe you could have.

But you didn't... and chances are you would have tried five or six other scripts before you arrived at that one. Because that's the way the creativity/innovation process generally works. You could hit the jackpot first time out. But usually have to create, test and try a few different things until you find the one that works (think of Thomas Edison and what he went through before he found just the right combination to create the first light bulb).

It takes time. Effort. Frustration. Sometimes you even feel like giving up before you strike gold.

But there's another way, if you don't want to go down the hazard-strewn path of innovation for all of your copy. It's a unique way.

In fact, there's only one way in the entire world where you'll be able to get lots more specific tricks, tips, scripts and shortcuts like that. It's under wraps right now, but stay

on our list and you'll be among the first to know when we release it later this month.

### **While you're waiting, another thing:**

Watch out where you try to learn copywriting.

Here's what I mean:

Do you think jet pilots learn to fly in classrooms? Or rather, do they learn in simulators, and then in actual planes?

One of my favorite book titles is by the late sales trainer **David Sandler**: "You Can't Teach a Kid to Ride a Bike at a Seminar."

The point here is that some things are learned by doing, not by having people lecture at you.

Don't ever try to learn copywriting from a university!

Why do I say that? Let me tell you a story.

In 1993, **The President's Office** at the **University of California**, right across the San Francisco Bay from me, hired me to teach its staff how to write persuasive letters and memos to the State Legislature so they could get more funding.

(13 years later, I'm starting to worry I did too good a job. There has been scandal after scandal in the newspaper about ridiculous excesses in salary and bonuses at the University of California for high-level employees of the 10-campus system.)

**U.S. News and World Report** just ranked University of California-Berkeley's business school third in the nation. The University as a whole was ranked #21, but it was the highest-ranked state school on the list. It has **20 Nobel Prize Winners** teaching or working with it in some capacity.

So... with all that brainpower... if they needed to find better ways to persuade the State Legislature to send them more money, why, you might ask, didn't they

... go to their illustrious business school,

... or their highly-esteemed English department

... and ask for a few pearls of wisdom from a tenured professor on how to write documents that would get them more money from Sacramento?

Why didn't they ask their own faculty to show them how?

***Because those people don't know how to teach them how to do that! That's why.***

At Universities, you find people who are very good at getting and keeping tenured jobs; doing research; mentoring others along in academic careers; and yes, often, teaching important theories and skills. Including business skills.

***But copywriting is not one of them!***

Trying to learn to write copy in The University environment is like putting on a seminar where you're trying to teach a kid to ride a bicycle – without a bike in the room. Look, it pains me to tell you this, but yesterday a friend was bragging to me how her daughter-in-law who works in her store has a degree in marketing from a university.

In the next breath she tearfully admitted that the store was on the ropes and about to go out of business.

So use your university for what it's good for – but not to learn to write copy.

By the same token, don't expect to learn to write copy that closes sales from an ad agency. Because, if you look closely at the ads most of them produce, they're simply not in the business of producing copy that closes sales.

In short – ***don't bother to learn from people who haven't done it themselves.***

But even when you have someone who has closed millions of the dollars of sales with their copy, don't blindly expect they will know how to teach you to do the same thing. I recently saw a newsletter article from a well-known old-school copywriter who's made a lot of waves on the Internet recently. The article was about how to write stronger headlines. Great idea, but all the article had was six questions, like...

"Could your headline benefit from the inclusion of a proposed transaction?"

I don't know what your response is. Me, I'm pretty sure my answer would be "yes"... once I understood the question!

My point is, this may be a great copywriter... but that alone does not qualify him to teach the skill and pass along the magic to others. After all, if his copy were anything like that sentence you just read two paragraphs ago... how successful do you think it would be?

So, when you're learning copywriting, don't settle for being intimidated or confused. You don't have to. You have the option (and the right) to learn easily and comfortably. Make sure the training you get is immediately understandable and easy to use.

Here is a checklist of what you should look for when you get copywriting training:

☑ **Their commitment to your professional copywriting mastery.** With copywriting, you don't merely want someone who knows a lot about copywriting — and nothing about teaching it effectively — to be in charge of your whole copywriting education. Insist on proven tools, shortcuts, scripts, templates and techniques all designed with one thing in mind... to get you to professional copywriting mastery with speed and certainty.

☑ **Writing techniques that take away the pain.** Writing can be hard but writing can also be easy. What makes the difference? Some say experience, inspiration, talent and luck. Yet there are proven techniques that turn non-writers into successful copywriters with relatively little effort on your part. Insist on getting access to those when you choose a copywriting program.

☑ **Persuasion training from a skilled trainer who wants to make it easy for you.** Persuasion is one of those “mystery arts” that very few people have mastered. Any good copywriter is good at persuasion. But can they transfer the knowledge and skill to you? That's the question you need a “yes” answer to before you choose copywriting training for yourself.

☑ **A program that will expand your personal sense of financial possibilities.** You not only need to *write* like a copywriter — you need to *think* like a copywriter! That means you know more is possible. Not just in general, but for you. For that to be part of your copywriting training program, you need to have someone who truly believes this is possible for you... who wants it to happen for you... and who knows how to make it happen for you and for others!

That's what you need to look for. Watch for future reports and emails to show you how you can get it! And thanks for taking the time to read our Special Reports.

Note: If someone forwarded this to you and you would like to sign up for all six Copywriters Guild Special Reports — they're free — go to:

<http://www.thecopywritersguild.com>