

**Silver Platter Marketing**  
System #1 part 2 – How-to  
“Instant Profit System”



by Christopher Brazy

---

---

---

---

---

---

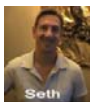
---

---

**Your ads headline**

- Find out everything you can about your ideal client

(TIP: name them!)



---

---

---

---

---

---

---

---

**Your ads headline**



- List the TOP problems of your client

(pain is a stronger motivator than pleasure)

---

---

---

---

---

---

---

---

## Your ads headline

- Create a headline showing your **unique** ability to solve that problem (don't try to be everything for everybody).

Some good headlines:

How to...

The truth about...

The facts you should know about...

7 Secrets...

---

---

---

---

---

---

---

---

## Your ads headline

- Utilize your best space for a headline.
- Use dark red (color **CC0000**)
- Put in quotes
- Have a sub-headline
- Focus on BENEFITS, not features

---

---

---

---

---

---

---

---

## 2 - Provide Details

- Provide Details for those who want it.

Personality types

Sales people ask WHY? Scholastics ask WHAT FOR?

Technicals ask HOW? Advocates/Marketers ask WHAT IF?

So... you should do:

Why you should buy

What this product will do

What it will accomplish

How it will benefit you

How it does what it does

Creative things you can do

**TIP: Stories Sell!**

Get 'em past the first  
500 words and they'll  
read up to 5,000

---

---

---

---

---

---

---

---

## BONUS TIP:

Increase Readership with

[www.ProfitDoodles.com](http://www.ProfitDoodles.com)



Wow!

Transform regular letters into compelling money making pieces.



---

---

---

---

---

---

---

---

## More Doodles

Wait!!!

Thank you for subscribing... Just 1 more step left you must take!

WATCH THIS VIDEO NOW!

I know that if I can't make it to the live workshop, Fran I promise I'll use what Frank teaches me to help other

Check This Box to Agree

I understand everything about the course as TODAY for the course beginning Monday. I Terms and Conditions detailed on this page FORWARD LOOKING EARNINGS STATEMENT, DISCLAIMER

---

---

---

---

---

---

---

---

## 3 – Testimonials

- Use testimonials for “social proof” to instill confidence.
- “Bling” – awards, seen on, charities, etc.



Melanie Clay I had the 90 minute athlete massage today and it was exactly the right choice! The prices are fair and the atmosphere is very inviting. Thanks for a wonderful experience!  
March 20 at 4:45pm · Comment · Like · Report



**“USCCA is The Best At Providing REAL And Practical Information I Can Use Every Day...”**

“The US Coastal Carry Association is absolutely the best of anything out and practical information I can use every day to help me carry my personal protection safely yet be able to access it easily.”

USCCA is all about getting us the information we need to carry safely, to carry responsibly, and to carry well informed.”

**“...have already learned as much from you all!”**

“I haven't even been signed up for 24 hours yet and have already learned sooo much from you all. I sincerely appreciate all the feedback and input.”

By Linda Maroncelli”

—Ashley Randall  
Ellen Day

---

---

---

---

---

---

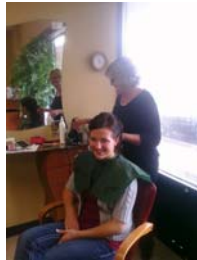
---

---



## 4 – Prove with Pictures

- Use pictures as social proof.



---

---

---

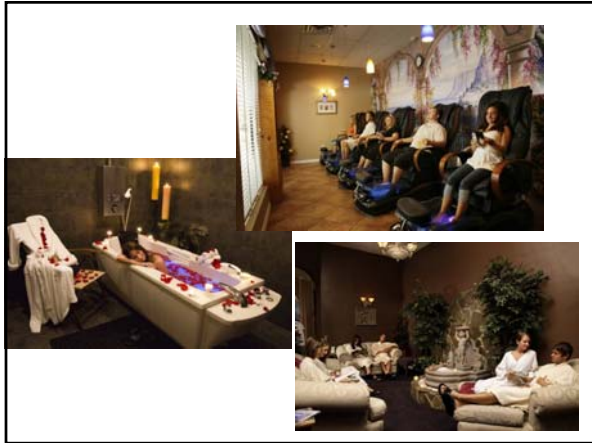
---

---

---

---

---



---

---

---

---

---

---

---

---

What looks better?



---

---

---

---

---

---

---

---

What looks better?



---

---

---

---

---

---

---

---

What looks better?



---

---

---

---

---

---

---

---

What looks better?



---

---

---

---

---

---

---

---

What looks better?



---

---

---

---

---

---

---

---

What looks better?



---

---

---

---

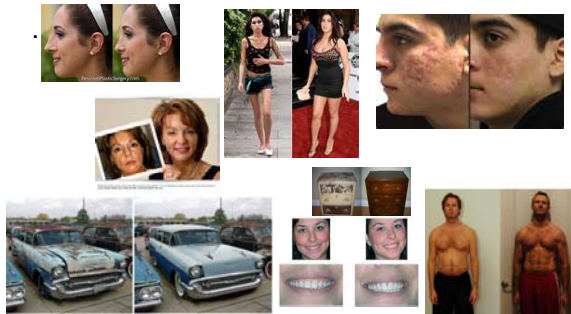
---

---

---

---

Before and After Pics



---

---

---

---

---

---

---

---

## 5 – Call to Action

- Tell them what to do next!

(My 3 y.o. has this down... "Can we go to the store? Say yes")



- All you have to do is ask
- Have a Backup offer for more info (RESOURCE: [www.dso.aweber.com](http://www.dso.aweber.com))

You can utilize the P.S. for this (it's the second most read part of your letter)

---

---

---

---

---

---

---

---

## Call to Action examples

### A offers

- Signup now
- Add to cart
- Get Instant Access
- Call now
- Send no money
- Join today
- Act now
- Let's get started
- Quick-Action Bonus

### B offers

- FREE Videos
- Free e-book
- Free consultation
- Refer us
- Complimentary trial
- Join our newsletter
- Risk-Free trial
- Request more info
- Recorded info

---

---

---

---

---

---

---

---

## 6 – Create URGENCY

Have a deadline, limit your offer by:

- Time (a deadline that's soon)  
*"Limited time offer!"*  
*"Black Friday Sale!" (& DoorBusters)*
- Quantity  
*"Only 10 available"*
- Unknown amount (when they're gone, they're gone)  
*"Scratch & Dent sale"*
- Availability (weekdays from 1-2pm only)  
*"Happy Hour"*

**ACT NOW!**

---

---

---

---

---

---

---

---

## 7 – Your GUARANTEE

- Make it risk free
- “100% Money-Back” will increase sales
- The longer/better the guarantee, the fewer returns.



---

---

---

---

---

---

---

---

## Remember...

- Your business should be a finely tuned machine **before** advertising
- Set your Goal and Schedule time to work on it
- Meet your DEADLINE
- Celebrate your progress!



Take ACTION!

*THANK YOU!*

---

---

---

---

---

---

---

---