

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



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

during Memorial Day weekend (space is limited). I know that if I can't make it to the live workshop, Frank 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 28 at 4:45pm · [Comment](#) · [Like](#) · [Report](#)



Elizabeth
Botzenmeyer - USA

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

“The US Concealed Carry Association is absolutely the best at providing real and practical information I can use every day to help me carry my personal protection safely yet be able to access it rapidly.

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

“...have already learned so 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.

Its kinda therapeutic!”

- Ashley Randall
Elan Spa

Handwritten Testimonials

February 7, 2005

Dear Elyas,

I love the handrail. For me, it has made an enormous difference in the appearance of the house. It has given a character to the room and the staircase that has really made a difference.

I like the front door too, but I haven't seen it yet without plywood. I'm sure it will make quite an impression when fully enclosed + plywood removed.

I truly appreciate your artistry.


Thanks,
Nancy

28/8/00

To Michael - IMPEX METAL STRUCTURES

I FOUND THE NEW PATIO COVER GREATLY ENHANCED THE APPEARANCE OF THE HOUSE AND WOULD ADD A LOT OF VALUE TO THE PROPERTY AS IT EXTENDS THE LIVING AREA AND COMPLIMENTS THE POOL. IMPEX METALS STAFF WERE PROMPT AND THE QUALITY OF MATERIALS AND CONSTRUCTION WAS EXCELLENT.

William
Robt Williams



Typed Testimonials

“ I have been able to put together so many strategies to help myself lose weight. I believe more and more each day that I can keep it off, if I continue to do all of the healthy things I've been doing. I'm on week 10 of the 12 week program.

I've lost 24 pounds! (Out of a longer term goal of 60+).

It's phenomenal and I am so grateful to you and Joshua, and the many connections you've helped me make, both with people online at PT for support, as well as links to great authors/guides and am so excited about using them.

There are so many things, many of which came from you and Joshua, that I cannot thank you enough. Truly.

I researched sites to find one that sounded real, sensible, thoughtful, supportive, with so much to offer. You're it. I've given your web site to the therapist I've seen on and off to help me with my food issues, as well as to my mom who's also a therapist.

I'm trying to be brief here! On week 1, I truly had given up hope. Now I am full of hope!"

With endless gratitude,

-- Karyn

June 15,2009

When my twin girls were three, my wife and I decided that we had a spot in our yard that would be ideal for a playhouse. I had heard good things about Sunbury's kits from a friend, so we browsed through their selection and picked out one of the Elevated Playhouses with an attached swingset.

I was a little daunted about the prospect of constructing this myself, but I was happy to find that the instructions are clear and complete. It led me step by step through what I needed to do, and the diagrams were very helpful.

A few days later, the playhouse was up and I had the great satisfaction of knowing that I had built it myself. The girls have spent many a sunny afternoon on the swings and, they've decorated the inside of the playhouse and made it a comfortable haven on the frequent rainy days that we get in Bellingham.

Thanks Sunbury for a great product that has given us many wonderful family memories!

Harvey Chute, Bellingham, WA

“Social Proof”

- “Bling” works too!

CONQUER TODAY'S CHALLENGES. TAKE CONTROL NOW.

"The World Can't Get Enough Of Anthony Robbins."
— The New York Times

OUR PRODUCTS > | SPECIAL GMA OFFER: DOWNLOAD FREE AUDIO NOW! | As seen on... GOOD MORNING AMERICA abc

OUR EVENTS > | | |

OUR COACHING > | | |

WATCH VIDEOS | EVENT SCHEDULE 2009 | FREE SPAS & TOOLS

SEE TONY LIVE ON GOOD MORNING AMERICA | Unleash the Power Within | FOLLOW ME ON TWITTER

Click Here | TORONTO Days Left: 22 | |

Click Here | SAN JOSE Days Left: 71 | |

WWW.TONYROBBINSTRAINING.COM

smart eating 101

can juice really make you healthier?

You may have dismissed it as just another food fad, but experts are putting a whole new spin on the beverage. Read on, then start sipping.

BY MARGE PERRY

ON MOST DAYS, you do everything you can to work more fruits and vegetables into your diet. You add berries to your oatmeal, pile spinach on your pizza, and swap out your

Good Housekeeping 01.2009 | Life & Style 09.2008

US Weekly 08.2008 | Star 08.2008

Yes, it's a shameless bribe to get you to try us out, on us!
Call 719-495-1049 NOW or [email us](mailto:info@spawire.com) for more details if you'd like.

P.S. ENTER NOW

American Cancer Society | INTERNATIONAL Medical SPA Association | The DAY SPA Association | Botox Cosmetic | BENEFITS

SpaWire | Connecting You to the Spa Industry | JOY OF SPA

abc | NBC NEWS | FOX NEWS channel | | SPAFINDER THE GLOBAL SPA DIRECTORY

4 – Prove with Pictures

- Use pictures as social proof.





What looks better?



What looks better?



What looks better?



What looks better?



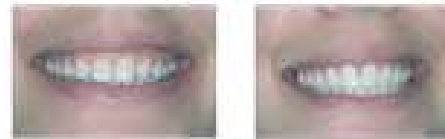
What looks better?



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)

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)

ACT
NOW!

- Quantity

“Only 10 available”

- Unknown amount (when they're gone, they're gone)

“Scratch & Dent sale”

- Availability (weekdays from 1-2pm only)

“Happy Hour”

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!