

Implementation Checklist

The Magic Of Marketing Bullets

by Eben Pagan



STARTUPClub



Your Checklist

A key element of my marketing process is generating a list of “bullets” that stack my products’ benefits in a rapid fire fashion. Use these 10 proven copy templates to create your own bullets.

A key element of my marketing process is generating a list of “bullets” that stacks my products’ benefits and addresses my prospects’ every concern in a rapid fire fashion. When done right, these bullets will quickly capture and lead your prospect’s attention, build their curiosity, and create fascination and desire in your product or service.

Here’s how it’s done:

Begin with one of your benefits that solves a big problem or gives a positive result. Add a generous amount of instant gratification. Finally, put it all together in a phrase that creates curiosity by promising the payoff - but not giving away the entire technique. The “formula” for creating FASCINATION is: Specific Benefit + Instant Gratification + Intense Curiosity.

Example:

Problem: Don’t know how to tell if a woman is ready to be kissed?

Solution: The Kiss Test

Result/Payoff/Benefit: Successfully kiss her, avoid rejection and loss of progress

The art involved here has to do with the level of specificity that you

use when describing your benefit and your technique, as well as the emotional words and phrases that you employ in your bullets, headlines or other “Fascination Phrases.”

NOTE: The MASTER of “Fascinations” was Mel Martin - the writer for Boardroom. Check out Denny Hatch’s book “Method Marketing” and his chapter on Martin’s style (which includes an entire sales letter written by Martin).

You can communicate in 3 basic ways: Statements, Questions, Actions

Formula #1: How To [Get Payoff/Avoid Pain]

Formula #2: Why [Benefit Happens/Pain Happens]

Formula #3: What [Demystifies Benefit / Pain]

Formula #4: When [To Act To Get Benefit / Avoid Pain]

Formula #5: Where [To Go / Move To Get Benefit / Avoid Pain]

Formula #6: Number of [Ways To Get Benefit / Avoid Pain]

Formula #7: Benefit-Named Solution [Product/Technique With Payoff/
Pain Avoidance Implied In Name]

Formula #8: Secret

Formula #9: Warning

Formula #10: “quotes”—what, why, benefit.

Example: “Inevitability Thinking”— what it is, why it’s the most important factor to your long-term success, and how to master it IMMEDIATELY