



**DAN'S
TIMELESS
WISDOM**



1. Vary the structure of repeated elements.

2. At the start of the promo (headline and lead), make the claims "on the nose." In other words, make the claim directly at the reader, and make it hard, so he knows exactly what he gets out of it. A mechanical way to do this is the phrase, "so you can..."

3. When you first bring up critical concepts, hype them up ahead of time with an extended and spectacular fireworks show. The two situations in which you want to do this are:

- 1) When introducing big, important, new claims
- 2) When turning liabilities into assets, taking a defensive moment and going offensive, reframing an objection

4. How to write fast:

- 1) Research but don't over-research.
- 2) Quickly write a cartoon outline that is 50% of the way there.
- 3) Over-write a draft. Do your best not to judge anything.
- 4) Edit based on leverage/risk.

5. The fundamental question for structuring copy, aka the "anti-template":

"What do I have to prove to this person right now, and what's the most interesting way to do this?"

6. If people in your market are aimless, use commands in your headlines.

7. "How to" headlines have become played out, at least in front-end advertising.

8. Overcome your reluctance and anchor the price to astronomical sums. It's incredibly effective and it doesn't have to be sleazy.

9. Cut out unnecessary words. Don't get caught up with it in the drafting stages. Once the draft is finished, you can take out 10%-20% from the total (and make the copy much more intense) by eliminating words and phrases such as:

- "only"
- "just"
- "that"
- "all of"
- "very"
- "really"
- "ever"
- "literally"
- "almost"
- "can"
- "will" constructions
- "was" constructions
- "able" constructions
- "having" constructions
- "and" clauses
- "or" clauses
- compound verbs
- ... and anything else that doesn't move the sale forward

10. Your copy should be like a spiral that winds around the linear, logical skeleton of the points you need to

make. The reader should never know for sure what you're going to say next.

11. The number one thing about a health promo is that it has to be as simple as possible in describing the cause, the mechanism, and the solution.

12. Two of the more important concepts in direct response are context and occasion. Context: What are they doing? What are they expecting at this particular moment in time? Occasion: Why is this being told to me in this moment?

13. Simple generally wins.

14. Defer to the person who spends the most time in the business.

15. Print out your promo and lay it out. You'll notice which sections can be taken out... which ones can be compressed or combined.

16. Tightening up copy and making it more powerful is often about the structure of the sentence, and eliminating superfluous words.

17. Direct response is a hobby, not just as practitioners but for the buyers as well. The more you play that game, the more fun they have.

18. The real win is not winning or losing... the real win is publishing.

19. When you really highlight a problem, immediately tell the reader about the solution to that problem.

20. Good copywriting is often about what you choose to omit as much as about what you choose to include. You have to take your long, convoluted argument and boil it down into something that takes 30 seconds and has very plain, logical, linear steps.

21. Story is great but you don't need a top-to-bottom story. All you need is a vignette, a snapshot.

22. You can use a fascination/bullet midway through a story to get people to stick... or in a lead.. or anywhere in the copy.

23. The promised land ends up being when you play the role of marketer and not copywriter.

24. Get them on board with what you have... and then make it better. Make it impossible for them to say no.

25. In many places, clarity trumps everything else. It trumps misdirection. It trumps trying to create readership because clarity will create readership.