

The Ultimate Copywriting & Marketing Secret

By
Pete Godfrey

Introduction

This is a short report. You don't need 100 pages to reveal this secret. But please, do NOT confuse quality with quantity. You're smarter than this. And besides, you're busy, I'm busy, so I'll skip the long introduction. But I will say this: Once you fully understand this secret, not just in your head but in your heart, your promotions will have an instant advantage over your competitors. That's because they'll be selling products. You, however, will be selling something completely different. And unlike your competitors who are selling what people "need"... you'll be selling what people "want". BIG difference between the two.

NOTE: If you're not sure about me and whether or not to take my advice, then go to the end of this report and read about who I am and what I'm about.

Emotional Advertising starts with your prospect, not your product.

Your first job is to get to know your market and develop real empathy for them. We've all heard the old saying about walking a mile in your prospects' shoes and today, more than ever; this is what you must do to get maximum response.

One phrase or even one word that doesn't ring true with your market may be enough to kill the sale. So it's critically important you understand your market like the back of your hand.

This way, you can cut through the clutter and hit your prospect's sweet spot and get him or her to read your message.

It's not easy breaking through this clutter. We've all got our own worries and own concerns ... the last thing a prospect is doing is waiting around for you to sell her something.

But Emotional Advertising can really *ram home* your message and get it read. That's why it's vital you use emotionally charged copy in every sales piece.

To start with, forget about your product's features and benefits and forget about your Unique Selling Proposition (USP). Don't concern yourself with these things just yet. In the beginning, this means nothing. It's only after you thoroughly immerse yourself in your market can you then tie your product's features and benefits into the wants of your market. If you don't know what your market wants you'll be playing a game of blind archery. You won't know what benefits to highlight in your copy.

You've got to know the...

- thoughts
- feelings
- wants
- desires
- and frustrations of your market...

... then and only then can you emotionally sway them to buy into the benefits of your product.

Here's a statement that'll help you clearly understand this concept...

"There are certain prime human emotions with which the thoughts of all of us are occupied a goodly part of the time. Tune in on them, and you have your reader's attention. Tie it up to the thing you have to offer, and you are sure of his interest."

Robert Collier
The Robert Collier Letter Book

This one comment, written many decades ago, sums up the essence of Emotional Advertising. In short, it begins with the prospect, not your product.

Here's what I really what you to get...

People are WEIRD... yes, maybe even you. We are a seething mass of emotions. We're emotional creatures... not logical beings.

We have all these emotions bottled up inside us, controlling our thoughts and actions. It can get messy.

Imagine, someone says something wrong to you... what happens?

- You Get Angry
- You Get Hurt
- You feel a ton of emotions running through your body.

These emotions block out any logical thinking. (Important to keep this in mind.) Emotions override the logical part of your brain.

You don't think clearly when all of these emotions are running rampant. You just can't think logically. As a marketer, you've got to understand this. And as a marketer, this is good news for you.

Put it this way. Imagine someone offends you. Says something that puts you down and you take it personally. Think back to a time this has happened to you.

How did you feel?

Can you feel those emotions now?

Or what about the first time you fell in love? How did it feel? I mean, you only had to *look* at this special person and you were flooded with emotions right? Talking to this person made you feel light headed, delirious, happy, wild, engulfed in so many emotions your head starts spinning. And the voice... WOW! You could listen to it for hours... you dream about that voice and hang on every word! And notice how they say you're *falling in love*. Falling is just the right word to use isn't it?

So we're emotional creatures... we all are.

The CEO on the 70th floor with his façade of sophistication is no different to the janitor in the basement when it comes to emotions. We've all got `em. It's just that some of us are better at hiding them.

Now, if you know what your prospects are feeling, you've got to somehow get in there, stir these emotions up, bond with them, bring up those feelings and relate them to your product ... align your product to these feelings and emotions and solve the prospect's pain with your product.

Is it manipulation?

Maybe.

But if you're selling a product or service that will genuinely solve their pain, cure their problem, or give them benefits that will truly enrich their lives, then it's your God-given right to make sure they buy.

And if you're selling crap; wake up to yourself and find something you can be proud of to sell!

Robert Collier also said...

"You must enter the conversation already going on inside your customer's mind."

This one sentence above is the launching pad for Emotional Advertising... and how you can emotionally sway your customers and prospects to buy from you now.

If you can't do this, if you can't emotionally tap into your prospects' predominate thoughts, you haven't got a chance of winning. Because you haven't hit them with what's on their mind all the time. Your prospects just won't read your copy. Everyone is so busy and you've only got a fraction of a second to hook your prospect.

To be able to do this effectively, you've got to know your market inside out.

Look, all of us walk around carrying on endless conversations with ourselves. It's a never-ending chatter that occupies us. And these conversations are frequently interrupted... a dog barking, a telephone call, someone at the door or maybe even your sales message!

If your message doesn't hit them emotionally, if it's boring and wimpy and fails to interrupt this conversation, then you lose your money... it's that simple.

The Ultimate Copywriting & Marketing Secret

Get clear on this... You Are NOT Selling Your Product...

**You Are Selling The Feelings, The Emotions Your Prospects
Will Feel & The Benefits They'll Get
From Acquiring Your Product!**

Remember the old advertising slogan that says: "You're not selling drills, you're selling holes."

Now I agree with that totally. But with Emotional Advertising you're selling more than holes.

You're selling how the customer is going to feel once the hole is drilled.

This is THE secret! Don't just sell holes, take it one step further and sell the feelings your prospect will get from the holes.

Let me explain because this is critically important...

Maybe the hole was needed to fix this guy's baby's cot so it's nice and safe.

Maybe it's for fixing up the deck so he can enjoy some cool drinks with friends on a lazy Sunday afternoon.

**Emotional Advertising means more than just benefits...
it means how your customers are going to feel
about these benefits.**

Can you see the difference now?

Here's An Example...

Say you're selling a diet product.

Your ideal prospect is overweight, married, in her forties with three kids.

What's her life like? What does she feel? What has been her experience with diets in the past?

Some answers...

- ✓ She's tried dieting in the past and hasn't been able to stick with it.
- ✓ Her self-image is low.
- ✓ She feels unworthy.
- ✓ She's not happy.
- ✓ She doesn't feel good about herself.

- ✓ She really wants to lose weight, really wants to feel good, really wants to have enough energy to play with the kids and she really wants her husband to look at her in that *special* way, the way he looked at her when they first got married.
- ✓ She wants to feel loved and cherished.

She's a seething mass of emotions!

These emotions that are running rampant through her are very real and very strong. These are her predominant emotions that she lives with, day in and day out. This is what's on her mind from the moment she wakes up until the moment she goes to bed.

And the thoughts that are going through her head are all negative...

I'm fat, I'm ugly, I'm fat, I'm ugly, I'm fat, I'm ugly... well you get the idea.

So if you're selling a diet product, you've got to bring those emotions up and tie it into your product.

Now, you do that with benefits, sure, that's what you do. You turn features of your product into benefits. That's copywriting 101... and that's good... but you can go a hell of a lot further!

SIDE NOTE: What's the easiest way to turn features into benefits? Simply grab a sheet of paper, write features on the top left and benefits on the top right. Then write down all the features of your product. Here's a tip to suck out the benefits. Simply say: **What this means to you Mr. Prospect is...** the answer will be your benefit. You see, features are all about the product. Benefits are all about the prospect.

Anyway, a lot of copy I see these days stop with the benefits. Here's an example so you really *get* this, really understand the importance of what I'm saying...

Example with benefits only...

If you're selling just with benefits, you'll say...

“Lose 5KG In 5 Weeks Guaranteed!”

Now that's pretty damn good. Not much to argue with here. And most copywriters would stop there. You've got a specific number of kilograms lost, in a specific time frame.

Once again, good basic 101 copy. And you'll get some sales... no doubt about it. But let's take it a step further with benefits and emotions.

Example with benefits and emotions...

**“Don't Hide Away This Summer...
Lose 5KG In 5 Weeks Guaranteed!”**

**“Look Great, Feel Great...
Lose 5KG In 5 Weeks Guaranteed!”**

These kinds of headlines give the prospect benefits but also tap into how she is feeling. Because that's what's on her mind. That's what she is thinking about. *“I would love to go to the beach, but I'm too fat.”* She's embarrassed and hides herself away.

Plus, in my copy, I would stress how she is going to feel once the weight is shed. Because it's all about her... not the weight but how she's going to feel when she's lost it. It's all about her.

I would bring up how she can now fit into that sexy little black dress she used to wear that's been stuck in the back of the wardrobe for years... how she can go buy a new bikini because she's heading to the beach this summer.

I would let her imagine how she's gonna feel when she gets all those admiring looks down at the beach, how she's going to feel when she starts turning heads as she struts confidently down the street.

Can you see the difference?

Instead of just telling her she's going to lose weight fast, you make her see her new reality, you make her feel her new reality! You tap inside her secret desires and bring them into reality!

So...

You Are NOT Selling Your Product...

You Are Selling The Feelings, The Emotions Your Prospects Will Feel & The Benefits They'll Get From Acquiring Your Product!

It's all about your prospect! About HER feelings, HER emotions!

What am I really selling?

That's the critical question you must find an answer to when creating compelling copy that sells. I remember a few years back, when I was doing a few weight loss promotions. I spent a couple of days on the phone talking with women who had been on diets but the weight had returned.

I had to make these phone calls. I had to understand what their days were like. What they thought. How they felt.

One woman said something to me that hit me with an emotionally wallop. She said:

“Pete, I just want to be able to leave the lights on when I undress in front of my husband.”

Bang. That hurt! Hurt me to hear this proud woman say this. But, in that instant I knew I wasn't selling diets. I knew I wasn't even selling weight loss. What I was really selling was...

- Sexiness
- Self Confidence
- Admiring glances from others

Can you see this?

Here's another example: Say you're selling Burial Insurance, what are you really selling? Well if you tried selling what the product is, you won't have much luck. What you are really selling is peace of mind.

For example here are the headlines from a two-fold self mailer I recently received. It's selling prevention, which is a hard sell (people want cures), but I bet this promotion is making money because it's chock full of emotion.

Front Side:

Protect Your Family...
...from the high cost of funerals with a
Funeral Plan from as little as \$3.41 a week.

In the event of your death, the last thing
your family needs is a \$6,000 bill

Inside:

Don't burden your family With a \$6,000 funeral bill

**Ever stopped and thought about how your family
would cope if you were to die unexpectedly?**

This is brilliant!

NOTE: There are 7 important things I do, and questions I ask before I write a word of copy that almost guarantees a winning promotion. I'll make these two valuable typed pages available to you in the coming days. Look for the report entitled: 7 Steps. This is gold.

Emotion NOT Logic

Just remember, people buy on emotion but justify the purchase logically... we're emotional creatures.

If a 50 year-old guy just bought a new red Ferrari, well he's NOT going to tell his wife it's so he can look cool and have pretty young women stare at him while driving down the street.

No, he'll mention safety, better brakes, a good investment... all those logical reasons.

But that's not the *real* reason he bought it, is it?

When you start using this kind of emotionally charged copy, and you get clear on what you are really selling, you WILL get many more sales. But somewhere in your copy, you have to bring up a few logical reasons to buy. This way, as in the case above, the guy's got something to tell his wife. This way, after he orders and starts getting cold feet, he'll return to your copy and get some logical reasons to buy. Just be emotional first and then give some logical reasons as well. Get emotional in your copy. Use *feeling* words, *seeing* words... let your prospects see their new future. Emotionally fill each paragraph of your copy and watch your sales soar.

NOTE: One copy click that I use a lot and is fully explained in my **Last Ever Copywriting & Marketing Master Class Home Study Course** is Future Pacing. I love this click. You take the prospect by the hand and show her how her new life is going to be like once she gets your product. You let her see it, feel it, experience it. It's real emotional stuff that you can push to its limits.

Here's a chunk of copy from a sales letter I wrote for client Mal Emery's wife Pam who was selling a treatment for removing cellulite...

Example starts:

How Much Sexier Do You Want To Look?

Let's face it; we all want to feel sexier, to feel appreciated and admired. Trouble is, our self-image can take a beating over the years, especially when cellulite raises its ugly head. It's hard to feel sexy when you're covered in those ugly orange-peel dimples. We tend to cover them up, to hide them away, afraid of anyone catching a peek. But it doesn't have to be this way...

Imagine waking up in the morning and standing in front of your mirror. You turn around and look at your buttocks and thighs. *Usually this is a moment you dread and most times, you scamper past the mirror, too afraid and too ashamed to look.* But instead of seeing those ugly orange-peel dimples, your eyes are drawn to the smooth silkiness of your skin. Your cellulite is gone, disappeared... and so has your self-consciousness.

You feel alive, sexy and self-assured... your skin radiates a healthy, almost *sensuous* glow. You smile with satisfaction as you admire your curves, your mind on that little black dress that you haven't worn in years. You turn and walk out of the room feeling empowered, sexy, with a confident sway of the hips and a spring in your step.

This Is Your New Reality

You see...

You don't have to put up with cellulite another minute longer!

Example ends:

Here's a BIG tip: One part of my prep work is to create a list of Power Words that convey the benefits of the product I'm selling. I make a big damn list of them and have them pinned to a corkboard hanging behind my monitor. This way, I'm never short of words... I've got a whole list of power words that really pack a wallop!

NOTE: Fully explained in the **7 Step Report**.

Here's an example so you get the idea...

I recently critiqued a letter for a client who was selling an e-book on wedding vows. But the letter lacked passion... it lacked the very essence of what it should really contain. Now, I gave him some good suggestions, but I also gave him some words that will help convey his message in an emotional way. Here's a partial list of what I gave him...

Romantic	Exclusive	Endearing	Loving
Intimate	Timeless	Appealing	Tender
Radiant	Keepsake	Uplifting	
Glamorous	Personalised	Inspiring	
Elegant	Customised	Enriching	

That's just a short list. Usually I'll have 50 or more emotionally charged words that I can plug into my copy. I may not use them all but it's good to know they are there to fall back on when I need them.

So, before you write, think about the benefits of your product and what those benefits mean to your prospects. What feelings the prospect will be experiencing. Then break out your trusting old Thesaurus and get some Power Words down on paper. And don't forget, the real secret to selling a ton of products is to find out what you are really selling. Get clear on this and your profits will soar.

Wrapping Up

In the coming days, leading up to the launch of my **Last Ever Copywriting & Marketing Master Class Home Study Course** I'll be posting many more valuable free gifts. Keep your eye out for the emails.

Cheers,

Pete Godfrey
The Wizard of Words
Copywriter & Sales Strategist
<http://www.crocodilemarketing.com>

NOTE: I'll be launching my **Last Ever Copywriting & Marketing Master Class Home Study Course** shortly and only 200 packs will be made available. This is YOUR chance to get your hands on the same material that has launched dozens of copywriting careers throughout Australia... including a raw rookie by the name of Bret Thomson; who recently scored a \$100,000.00 plus copywriting gig with master marketer Mal Emery. This would not have been possible without the master class. You'll see Bret's story, and why he honestly believes if you want an edge over your competitors, you MUST grab this course. Keep an eye out for the email that launches this life-changing course. You won't want to miss it.

Find out more about me on the following pages.

Who is Pete Godfrey?

7 Reasons why YOU should listen to my advice

NOTE: Please understand all of the following is not meant to be read as one big bragging session. When you get to know me, you'll realize I'm a pretty unassuming kinda guy. The following info is for your information, so you know who you are dealing with. These days, you've got every right to feel skeptical. The info below lets you know I'm the real deal and I've got your best interest at heart.

➔ **REASON #1:** I'm a full time copywriter and marketing consultant who has honed his skills for the past 9 years on the frontlines of Direct Response Marketing. People like Millionaire Marketing Guru **Mal Emery** call me **the best copywriter in Australia** and *why should I argue with the facts* 😊? I've spent well over \$150,000 on my education and I spend at least \$20,000 a year to stay current. **I subscribe to several expensive copywriting and marketing newsletters** that are delivered each month to my door.

- I also subscribe to **two leading copywriting and marketing membership sites**.
- **I'm also BIG on coaching groups**. That's why I started my own **Godfrey Mastermind Group** a few years ago and why I recently started a new coaching group: **Crocodile Marketing's Inner Sanctum**.
- I've shared the stage with legends like Mal Emery, Ted Nicholas, Joe Sugarman, Pat Mesiti, Matt and Amanda Clarkson, Andrew and Daryl Grant, Rick Otton, Paul Blackburn, Brett McFall, Bill Zheng and many more! **Fact is, you can't share the stage with the likes of these guys if you do not know your stuff!**
- I also run a small, exclusive coaching group called my **Private Wealth Group**, limited to 8 entrepreneurs. Each Member invests \$29,995 a year to take their seat at this prestigious table. **They wouldn't invest this money if they didn't believe I had the goods to deliver**.
- I've personally trained many of Australia's new crop of copywriters and marketers including Bret Thomson, Dean Kennedy, Bill Dimitrovski, Kevin Francis, Dana Steddy, Denva Emery, Malissa Isted, Angela Smith and many, many others.

* **I'm a perpetual student! And my knowledge is deep!**

I never STOP reading, devouring and applying this information. As for Amazon, well, they see me coming! I must be their best damn customer! The point is, **I'm constantly learning and honing my skills to a razor's edge so my clients and members get outrageous results for their money**. I work with the best marketers on the planet and my experience has taught me what works and what doesn't... and *what's the best way to approach each different promotion*. This info is priceless and nothing counts more than experience with PROVEN results on the board.

"If you think I'm obsessive, you're damn right! This information has taken me from knock-about rebel to riches. From blind clueless wanderer to ultimate dedicated professional... it can easily transform your life too!"

➔ **REASON #2:** My client list includes a "Who's Who" of marketers and entrepreneurs from around Australia and overseas. Mal Emery, Daryl & Andrew Grant, Paul Blackburn, Bill Zheng, Pat Mesiti, Scott Finlay, are just a few of the many successful clients on my list. My days are full... and **I'm often booked out many months in advance** and rarely accept new clients. (*They get referred to my small list of protégés I have personally trained.*) In fact, because of the great demand for my services, clients who wish to use my services must get on my **Priority Waiting List** for their jobs to even be considered. (*Shortly, clients will pay for this privilege.*)

* "He's Australia's best and highest paid copywriter," says Mal Emery while recently talking to Joe Sugarman.

"We only want the best for our members, that's why we send them to Pete," says Daryl and Andrew Grant.

➔ **REASON #3:** I believe you should never trust a copywriter or marketer who hasn't spent his own money on his own ads and who understands what it's like to plonk down a whole heap of advertising dollars out of his own pocket. I started what we used to call a Mail Order business back in 1999 that continues today. I've had my own successes, my own failures; I have tested ads in the real world with my own money so I know what it's like to be sitting around waiting for the results. Through expensive testing and measuring I've honed my skills in the real world, with my own money.

➔ **REASON #4:** I put lifestyle and family at the top of my priorities. I live in the Whitsundays in a little town of 100,000 people called Mackay in North Queensland Australia. Even though I'm away up to 60 days a year through copy, speaking and consulting commitments, that still gives me over 300 days in paradise. I work from home and rarely do more than 5 or 6 hours a day. And because I work fast, **I pump out more copy in a week than most copywriters do in a month.** This way, when my kids get home from school at 3 o'clock, that's it ... we're in our pool in the back yard laughing and just generally goofing off. My skills as a copywriter give me the freedom to do as I please. It could give YOU this freedom too!

➔ **REASON #5:** Copywriting is the most valuable skill you can ever learn. My mate and mentor Mal Emery says it's **the most profitable skill he has ever mastered**. Dan Kennedy says the same. And it can be taught, that's the good news. I was a knock-about labourer going from one town to the next like a gypsy nomad for over 20 odd years. I was a rebel without a clue, never mind a cause! Then I woke up, snapped out of my aimless wanderings, and taught myself how to write compelling copy that sells. **And I'm damned good at teaching others how to do it.** I recently shared my skills to an exclusive group at my Last Ever Master Class which attendees **paid up to \$6,995.00 for the privilege...** and most are NOW reaping the rewards on offer.

\$100,000.00 Plus Copy Gig Thanks To Pete Godfrey's Master Class

"Without Pete's Master Class, I would never have scored a \$100,000.00 plus copy gig with Mal Emery. Thanks for opening my eyes Pete!" Bret Thomson – Mal Emery's personal copywriter.

The best programme this side of Dan Kennedy



"If you intend to do the best for your clients you had better get with the best programme this side of Dan Kennedy. Pete Godfrey's Copywriting Master Class!"

Dean Kennedy, Graphic Artists & Copywriter, Melbourne

Hardcore... No-nonsense!

"If you're a business owner looking to write your own copy, either go to Pete's class or pray that your competitors never find out about Pete (or someone like me!). Hardcore. No-nonsense. Great results. That's Pete Godfrey." **Kevin Francis, Maximum Results Copywriting, Sydney**



REASON #6: I publish the only **Direct Response Copywriting & Marketing newsletter** specifically written for the Australian small business owner. It's a printed, 12-page monthly publication called *The Emotional Ad Writing & Marketing Letter* (<http://shamelessfreegift.com>). I have happy Members right across Australia... and even though the content is specifically designed for Aussie business owners, I've still got subscribers from New Zealand, Singapore, Denmark, the U.K., Ireland and the U.S. who happily pay me each and every month to deliver.



REASON #7: **I'm dedicated to improving the lives of my members and clients by exposing them to the highly effective strategies I use each day.** Understand this: I get a real kick out of helping people make money. I love it! I love doing a promotion for a client and then popping the old champagne corks when the results come in... knowing that my client has made a whole lotta money. All with the power of my words. And I love teaching this stuff to my members each month in my *Emotional Ad Writing & Marketing Letter* ... and then hearing about their results.

I trust the 7 reasons above have given you a good idea of who I am and what I'm about. I've been around a long time here in Australia. Those on the inside of marketing know me and many wait months or even years to use my services. That's not a boast, just facts. Keep an eye out for the launch of my **Last Ever Copywriting & Marketing Master Class Home Study Course**. If you've got a drop of entrepreneurial blood pumping through your veins, you'll jump on this launch.

**"1st Year Novice Copywriter Reveals
The One Single Thing He Did To Secure a \$100,000.00 PLUS
Copywriting Gig With Aussie Marketing Guru Mal Emery...
Now it's YOUR Turn!"**

Keep a lookout for the email...