

# Secrets of Copy That Really Closes Sales



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**Report 2 of 6**



<http://www.TheCopyWritersGuild.com>

## Secrets of Copy That Really Closes Sales – Special Report 2 of 6:

**“As technology marches forward, your messages have to be increasingly personal”**

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**I**magine your phone rings one day and you get a call from a movie star. He calls you by name. It's a star you liked, but one who — frankly — scared the living crap out of you. You know, the same guy who played Coach Carter in the movie by that name. The stern disciplinarian who shoved a high-school kid up against the gymnasium wall after the kid tried to deck him. And in one fierce display, turned the little big man into a whining, whimpering wuss.

If you were one of several thousand lucky (?) people, you got such a phone call in August. From such a movie star: **Samuel L. Jackson.**

Only it wasn't really a live call — it was an ingenious simulation (what else would you expect from Hollywood?) using leading-edge voice broadcast phone technology. VariTalk, LLC and VoiceOne Communications, LLC teamed up with New Line Cinema to produce personalized voice broadcast and e-mail messages promoting the movie **"Snakes on a Plane."**

If you didn't know better, you would have thought that Samuel L. Jackson had called you.

But even if you were in on the joke, it was still quite a jolt.

Of course, this kind of whiz-bang technology isn't just around the corner. It's already here. But you don't need to use something this elaborate to jump up your sales.

In fact, you can make a lot of money for your business using something much more basic with your copy — and not only your written copy, but your spoken copy as well.

Do that, and you will be miles ahead of anyone else.

And so will your bank account.

## **You Can Cash In Without Being Nearly As High-Tech**

I worked with Internet Audio and Video pioneer **Mike Stewart** to beta-test a technique he developed for a handful of retailers in Atlanta. The basic idea was to have a photo of a store owner or salesperson on the Internet, along with a high-quality voice recording speaking directly to the customer (but without any name personalization). Mike developed the concept and the technology; I helped with the writing of the script (the copy).

A boat dealer Mike worked with put his photo up on the Web and made a little recording which Mike made play when a Web visitor landed on that page. Soon, this dealer started getting calls from boat manufacturers asking him why his sales had spiked up so sharply.

That was because customers started buying boats from this dealer -- big boats, boats that cost \$50,000... \$100,000... and more... sight unseen, from around the world.

All because of a slightly more personal message on the Internet.

Not even personalized, just personal.

Mike used the same technique with a piano store and with an exterminator. Same results: increased sales.

Mike used the same technique with his own business, selling audio and video equipment over the Web.

Same results again.

In fact, Mike was amazed because people usually would call him on the phone before placing a multi-thousand-dollar order for sophisticated equipment. But with Web promotions using audio and video, he was able to make big sales without people even feeling the need to call!

### **Your Free Six-Figure Script, Courtesy of the Copywriters Guild**

You can use this same technology by putting your picture up on the Web and customizing this script for your own business:

Hi, my name is \_\_\_\_\_ and my company is called \_\_\_\_\_.  
I'd like to personally welcome you to our Web site. Look around and  
enjoy yourself. You can find out more here about \_\_\_\_\_,  
and \_\_\_\_\_. We feature (tell about products, services, brands,  
or whatever it is that you sell) \_\_\_\_\_. If I can ever be of help in  
answering a question, please  
{either}  
just give me a call at \_\_\_\_\_  
{or}  
come down to our store at \_\_\_\_\_  
{or}  
send me an e-mail at \_\_\_\_\_.

It's that simple. It doesn't have to be any more complicated than that.

Now -- how hard would it be to fill in the blanks, modify the script a little so it reads natural for you, and get it professionally recorded and put up on the Web along with a picture of you?

Not that hard to do!

It sure doesn't seem like much when you look at the words. But test after test has proven it improves sales... because somehow, customers get the feeling that they know you a little better, personally — even though they've never met you!

That was a personalizing technology that didn't have any personalization — you didn't use the prospect's name, like the Samuel L. Jackson voice simulator did in the story at the top of this section of the report.

But here's a personalization technology you can easily afford, and use, that makes your Web site go "ka-ching" more often.

It allows you to customize a sales letter on a Web page. So instead of an online sales letter starting "Dear Friend," it starts with the words "Dear" and your first name. On the Web page itself.

What kind of difference does this personalization make? The program is called Gateway Magic. It was co-developed by my Partner in the Copywriters Guild, Tim Erway. Gateway Magic users reported sales as much as doubling just by adding the personalization.

One word. At the top of the page.

### **Still Too High-Tech? It Gets Even Simpler For You**

All of this may be more than you think you can handle, at least today. But let me tell you about an email I received just today from a friend in New York, an old-school copywriter who just sent out a mass mailing to a number of his friends and colleagues.

He's one of the most loyal friends you could imagine and indeed one of the best copywriters on the planet, but... and this is huge... he doesn't understand the technology.

His email started out:

"Last week I went to a meeting... "

The information he sent was great. The conclusions he drew will make the right person five or six figures of additional income. But the tone was just a tad detached, just a bit cold.

If he had an autoresponder/broadcast program like autoresponder.com, or aweber.com, or 1shoppingcart.com, he could have started out his e-mail:

Dear David,  
or  
Hi David,  
or  
Hey David,  
or even just  
David,

... and I would have received the email a little more warmly than I did.

Now this email won't affect my relationship with my friend at all, except to extend my gratitude to him for sending me brilliant ideas.

But if I were a subscriber on his customer list (he doesn't have one, but if he did) instead of a personal friend, starting the e-mail without a greeting could have just dramatically decreased his chance of my buying anything.

The personal touch today is more important than ever. And I've just shown your four ways you can add it to your marketing and your copywriting. All four ways are proven to increase results. And most people are barely using one of these, if even that.

★ So this is your second lesson in masterful copywriting. Start making your copy more personal, not only through the words you use, but the technology you use to deliver those words to your prospects and customers.

You've just learned about four key techniques you can use:

- 1) Name personalization in automated voice broadcast for phone (Snakes on a Plane)
- 2) Personal-sounding audio messages from a Web site (Mike Stewart)
- 3) Personalized Web pages (Gateway Magic)
- 4) Personalized emails (1shoppingcart, aweber, autoresponse plus)

Add as many of these as you like to your marketing, one by one. Notice that technique #2 on this list was tested initially on three non-Internet businesses in different industries, and it brought them tons of cash.

In fact, technique #1 was also tested on a non-Internet business – the business actually took place in movie theatres when people bought tickets.

So it really doesn't matter what kind of business you have. These copywriting techniques (spoken and written copy) can and will work for you in any kind of business.

That's it for today's Special Report. See you tomorrow!

Coming in **Special Report 3**, tomorrow: Five ways that corporations and other clueless marketers are using audio and video on their Web sites, that you shouldn't use yourself... one low-cost, proven way to include audio on your Web site that's "dirt-simple" easy to use, that has been proven to increase sales by a factor of four... and another low-cost, simple audio technique almost no one uses (but I did with a client, and he is getting three times the conversion rate as his competitors)... plus even more!

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