



# THE SILENT SALESMAN

How He Sold a  
Quarter Billion Dollars  
Using This 5-Step  
Copywriting Formula

ANIK SINGAL

## Foreword For Anik's Silent Salesman Book:

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Over the past few years, the number of online businesses has skyrocketed as the whole world has been forced to move online.

With this transition, millions of offline businesses suffered tremendous losses and many even died - while others have gracefully adapted and gone on to find an even higher level of success.

Right at this moment, millions more businesses are going through this exact transition - and it has opened up a HUGE opportunity for copywriters.

With more and more business finally moving online or expanding their online presence, there's a never-ending demand for people who know how to use the power of the written word to ...

- Attract new, high-paying customers online ...
- Build strong relationships through social media and other platforms...
- And most importantly, sell products through various mediums such as emails, websites & ad networks ...

Better yet, if you're able to do this and help businesses throughout this tough transition, you can be paid handsomely in the process.

You see, these businesses have no choice but to adapt. And they're just dying for someone to take the reins and save them from extinction. Just take a look at all the high-paid projects copywriters are being hired for and you'll realize the golden opportunity sitting right in front of you...

- Writing sales pages & designing funnels ...
- Creating websites...
- Writing marketing emails ...
- Managing social media accounts ...
- Running ad campaigns and so much more!

Now, don't get me wrong.

You don't have to be a freelance writer to leverage & monetize the skill of copywriting.

Even if you're an entrepreneur or a marketer with your own business and products, copywriting is still the MOST important skill for your success. I learned this lesson the hard way.

You see, right before I mastered the skill of copywriting, I struggled for 18 months without making a cent online.

Fast forward to today, this exact skill has allowed me to build multiple 6 & 7-figure businesses,

as well as sell over \$300 million worth of products online. So don't underestimate the impact it can have on your business.

But what's even more important for your success as a business owner, is to learn how copywriting has changed over the last few years.

You see, it's not what it used to be 20 years ago. The same principles don't apply.

With the whole world going online, the mediums of copywriting have changed. And when the mediums change, so should our messaging. If not, we'll be costing ourselves a lot of money.

All you have to do is take a look at how our attention spans have transformed during this "digital era", and you'll realize we need to re-invent our marketing efforts radically.

According to a research done by Microsoft in 2015, the human attention span is now less than that of a goldfish. Whereas a goldfish has an attention span of 9 seconds, we can only hold our attention for a measly 8 seconds!

**That's exactly where this book comes into play.**

**It shows you how to capture, keep and monetize people's attention in the modern world.**

Because let's face it, attention is at the heart of all copy. And if we don't have the right strategies to leverage it, our marketing efforts will be completely ignored.

In the following pages, you'll discover the modern-world copywriting principles I've used to sell over \$300 million online - including my proven 5-step formula for writing virtually any type of copy.

So, whether you're an entrepreneur, a marketer or a copywriter looking to blow up your own business - or just impress your clients and make a boatload of money in the process ...

Then this book will show you how to write high-converting, modern-world copy, no matter what niche or industry you're in.

I'm confident the following pages will give you a massive edge in your business, because they certainly did for me.

# **THE SILENT SALESMAN**

**How He Sold a Quarter Billion Dollars  
Using This 5-Step Copywriting Formula**

**ANIK SINGAL**

The Silent Salesman  
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# INTRODUCTION

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Copywriting, a topic that most don't talk about, and some even actively try to avoid talking about. In this book, we're going to talk about the number one skill every entrepreneur absolutely must have. And that is the ability to convert people into a sale. Now, when it comes to being an entrepreneur, many people don't want to talk about the topic of selling.

They say selling makes them uncomfortable or that they are not salesmen or they don't want to be saleswomen. The truth is that all of us in our lives are in the business of sales. Whether you're an entrepreneur, whether you're an employee, whether you're unemployed, whether you're a student, whether you're a student, it doesn't matter. You are in the business of entrepreneurship.

It doesn't matter; you're in the business of selling.

In this book, we're going to talk about the ability to sell without ever even opening your mouth. We're going to talk about psychology. We're going to talk about influence and how to combine everything to create conversion.

In this book, I'm going to share with you my story and how I was probably the most unlikely person to ever become good at selling. I had all the cards stacked against me. However, by learning this world of copywriting, not only did it change my entire life, it changed who I am and my ability to communicate.

This book is not about picking fancy words. This book is not about picking trigger words. This book is not about trying to manipulate anyone into a sale. This book is about psychology. This book is about human behavior. This book is about understanding what makes someone make a decision. In the end, this book is truly about influence and how to create that influence without physically being present or physically talking to anyone.

In my career, the art of conversion has been the most impactful in my ability to create financial freedom and to become a leader. And that art was learned through the art of copywriting. So in this book I plan on sharing a simple formula, a formula that has helped me create over \$250 million in sales, a formula that I believe anybody can duplicate and use not only in business but in all aspects of their life.

In this book, I want you to sit back, and I want you to start to understand what makes a human mind tick:

- What makes someone create?
- What makes someone make a decision?
- What makes someone move?
- What makes someone buy?

So copywriting and conversion funnels are what we're going to talk about in this book. I want to invite you to open your mind. I want to invite you to put back any reservations you may have had about the topic. I want to invite you to leave aside any fears you may have about the topic. The biggest thing is I want to invite you to leave aside any preconceived notions you have about how difficult about how complicated or unattainable the skill of conversion might be.

All I want you to do for the rest of this book is to open your mind and your heart. Understand that someone like myself, who was never meant to be in the business of sales, was able to master this art by understanding the five-step psychological formula that what we'll be covering in this book.

Thank you very much for your trust and faith.

This is going to be an amazing journey together. I cannot wait to open up to you the number one skill every entrepreneur in the world must master. Moving on, let's move to chapter number one so that I can make you more familiar with my own story.

# CHAPTER 1:

## MY UNLIKELY STORY

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In high school, I was a straight-A student. I was an absolute overachiever and hadn't received a single grade that was less than an A. Now, you might think that's because I was incredibly smart, but that's not true. I was simply very hardworking. I always believe that I'll never be the smartest in the room, but I'll always out-hustle anyone else in the room.

So in high school I had a simple mission.

I needed to get into the best medical school I could get into. I needed to get into the best college, and I needed to get as much money for free as possible, so I wanted a full scholarship. So I was building a resume that would be so impressive that once I left high school, I could go anywhere I wanted. That was it. A very straightforward goal.

Now growing up, I knew one thing, and that was that in our community, those who received the most respect, those who seem to be the wealthiest, were doctors. So ever since I was a young kid, I had wanted to be a doctor, but again, for no other reason than the prestige, the respect and the wealth that it seemed to bring to the other people in our community.

So going through high school, the class selections I made, and the amount of time and energy I focused on each class was very driven by my need to get straight A's and my need to look very good when I applied to colleges to go into their pre-medical program.

As I continued my journey of accelerating and of excelling in high school, junior year, I met my biggest nemesis ever: advanced placement English.

Now, I was pretty used to this because almost all of my classes were advanced placement. This particular class was focused on writing. I still remember thinking back to when I got the notification that I would be in this class and wondering how you could have an entire class just about writing. Writing is so silly. Writing is so useless. I'm not going to be a poet. I'm not going to be a novel writer. I'm not going to be an author.

What good would an entire year of writing do for me and my future? I went into this class with quite the attitude thinking it would be an absolute breeze.

On the first day of class, we walked in, and I'll still never forget the look on my teacher's face: firm, stern and serious. It felt that she took writing way too seriously, but what shocked me even more was within the first one minute of her introduction of herself, she handed out an assignment. That was day number one. She handed us an assignment that was due in less than two weeks. We were to write a book report on a book called *Pride and Prejudice*.

Now, there were a couple of problems with this:

- **Problem #1:** I hadn't read a book in my life
- **Problem #2:** It was *Pride and Prejudice*
- **Problem #3:** It was a very thick book

However, I'd done a bunch of book reports in the past and thought this would be easy.

As any self-respecting high school student does, I belabored and waited for a long time. On the night before this assignment was due, I drove to Blockbuster (R.I.P) and rented *Pride and Prejudice*. I came home, popped it into the VCR, watched the movie, laughed, had my opinions and started to spew out a bunch of words on my computer.

Before I knew it, I had a book report by 3 a.m. I laughed and thought about all the people that must have slaved over that assignment for days. I'd done it in a matter of just a few hours, printed it out, stapled it, walked into class the next day with a swagger and turned it right into the teacher. I had no doubt that I would receive an A-plus.

However, a week later, the teacher passed back all the assignments. As I sat there eagerly waiting for my perfect grade, I was shocked to find a page put in front of me that was a sea of red marks. I had never seen so much red in my life, but the part that stuck out to me was a big fat D-minus in the top left corner.

In those days, I was so used to A's.

So, my first reaction was that there had been a mistake. Something was wrong. How could I receive a D-minus? I got up, walked over to the teacher's desk, put the paper on her desk and insisted that there'd been a mistake. She looked at me, and I'll never forget the words she said, "Yes, there has been a mistake. This paper should have been an F, but I gave you a D-minus."

In that moment, the world around me crashed. She went on to tell me all the mistakes I had made and the variety of reasons why I had received the grade I had received. None of what she said meant anything

to me or carried any meaning to me. It all seemed like a useless waste of time. Who cared about writing? The only thing I was ever going to write in my life was a prescription.

I knew, though, that I couldn't graduate that class with a D because that would completely screw up my resume and my chances of getting into a great pre-medical program. So began a string of long parent-teacher conferences and luncheons with the teacher trying to learn, trying to understand.

However, if I'm to be honest, I never actually cared about the art. I wasn't there to actually learn how to write. I wasn't there to actually understand the mistakes I was making. I was simply there to show that I was concerned so the teacher would simply start to improve my grades. She did, but I drove her insane. I was there all the time arguing with her, and my parents were showing up all the time.

This grade meant a lot to me because it was the year I would be applying to colleges. I even remember the teacher looking me dead in the eyes and saying, "Do me a favor. Don't ever write for a living." I remember those words, and I remember looking at her and thinking, who cares? I would never write for a living and wasn't even offended. I was offended that she thought I might even consider writing for a living.

But those words stuck with me.

It was the first time anyone had ever told me I wasn't good at something. I continued to do the usual throughout the rest of the year. At the end of the year, I graduated with a B-minus in that class. It did mess up my perfect record, and I believe that I probably didn't even deserve the B-minus.

As I went on and left that class, I promised myself that writing would never have a part of my life. I would never write again, and I wanted nothing to do with writing. It was a total waste of time, and it was for people who hold teacups and sip with their pinky sticking out.

As luck would have it, I went off to college, got into a great program and was studying to be a doctor. As the story has it, within a couple of weeks of being in college, I realized I was in the absolute wrong profession. I was in the worst of places. I did not want this for the rest of my life, and that was when the entrepreneurship bug bit me.

I started to think about the lemonade stand I had had as a child. I started to think about the business ideas I had had in high school, and I realized that I was on the wrong path. I made a series of tough decisions, left the pre-medical program and switched over to a business university.

However, I quickly realized that business classes weren't fulfilling my heart either.

Going through school and classes without applying what I was learning was my main problem. I wanted to get out and do, so as I began to look on the internet for what I could do, I remember going to Google and typing in the words 'how to make money.' Google auto-filled the suggestion and said, 'online.' So I said, sure. And I typed 'how to make money online,' and that was what began a journey that I would never return from, a journey that has led me to where I am today.

I began to click from one place to another and learn about the various opportunities online until I landed on one particular forum that appealed to me. This forum spoke about people who were selling information online in a PDF format and charging anywhere from \$30 to \$100 for the PDF. Being that I was in college and buying textbooks after textbook, I understood the value of information.

This business model made sense to me, so as I began to research it more and more, I started to get drawn to it more and more. I realized that I needed to pick a topic that I was good at. I needed to create an information product and I'd be able to start selling it immediately. Now I had a different challenge on my hands. I had no money and creating an information product meant writing, but I was so eager, inspired, motivated and devoted.

I let go of the fear I had about writing, and I spent months laboring over an amazing information product that I created. But then something else happened. As that product wrapped up, I realized I had to do one more thing. I would not only have to write, but I would have to create writing that could convert people into a sale. I had to write something called a sales letter.

Again, this was with no money in my pocket and no ability to hire someone else to do it. This was the final frontier. I could either go back to the life I was living, or I could buck up and take on the challenge. I started to do a lot of research. I began to look at what other people had on the internet, and I started to create my own version. I didn't know if it was good or bad, but it was all I had.

The day came when it was time to launch my sales letter, and I was excited. I was nervous, anxious and scared, but I hit the button.

It was live.

I remember going to class and having no idea whether I had a sale or not. I wouldn't know until I returned to my dorm room. I remember leaving the class and basically bolting down the university and getting back to my dorm room, running to my computer, turning it on, logging in and seeing, of course, not a single sale.

It had only been a couple of hours, so I decided to give it until the evening. Evening came. No sales. A couple of days went by. No sales. A week went by. No sales. The only thing I had done was spend money on advertising.

I hadn't made a single sale, and I was concerned.

I started to evaluate every piece of what could have gone wrong. The only piece that I didn't want to address was the writing on the sales letter. As I continued to go out and look for solutions and answers, I was introduced to a gentleman by a friend. I was told that this gentleman would be able to promote my product as an affiliate and that they would endorse it to their email list. I would get sales right away.

I was excited about this if it meant sales that I would get for free, not attached to advertising.

As I got in touch with this gentleman, I quickly learned that I was mistaken. The market that this gentleman was in had nothing to do with my market, and he would not be able to endorse my product or drive any sales. I was incredibly disappointed, but as I was just sitting back thinking about my disappointment, I received a short email from this person. It simply asked, "Hey, kid. Who wrote your sales letter?"

I'll never forget the feeling I had when I read those words because it felt like my heart plummeted to the bottom of my stomach. I would have to acknowledge that it was me who wrote something.

I automatically assumed that the words I had written on this page were so bad that he needed to know who the horrific author of them was so that he could tell me, "Hey, kid. Do us a favor. Don't ever write for a living." It took courage to write back, and I remember saying, "It's me. I know it needs a lot of work. I'm working on it. I will make it better." I wrote this whole explanation, but the response I got was one I never expected.

The response I received from this gentleman was actually, "It's not that bad. I think you have potential. I'd like to hire you as an intern, and I will teach you copywriting."

Now, all of my emotions that day were very mixed up. I had gone from fear to anxiety to depression to sadness to happiness. Still, that email offering me an internship to become a writer under this person was probably the most hilarious thing I had read or heard that year. I remember leaning back in my chair and laughing, thinking to myself that I would rather pluck out my left eye than ever take on an internship as a writer for anybody.

Writing was my nemesis.

I was not good at it. I was horrific at it and wanted nothing to do with it. I kindly refused the offer, but we stayed in touch. I did like this person. I stayed in touch, and this person was very persistent. They would consistently message me every week. Are you sure? You should reconsider. This is important. You should reconsider. Let me teach you. Every week I would politely decline and say, "No thank you."

Then one day, this person who must have gotten to know me very well made me an offer that I actually could not refuse. No broke college student would reject this offer. He said, "There is an event for copywriters in Delray Beach, Florida. I will pay for your ticket. I will pay for your hotel. I will pay for everything. Come down here. Let's meet. Attend the event."

Now, a free trip to Delray Beach, Florida for a broke college student would be amazing any day and twice on a Sunday. So I'm not shy to admit that I accepted the offer with very bad intention. I had no intention of caring about the event, attending the event or paying attention.

I just wanted a free vacation to Delray Beach, Florida.

So I accepted the offer.

I flew down, and in the morning, I walked in fully expecting classical music to be playing in the background, people sipping tea with their pinky sticking out. And yet I was greeted as I walked through the door by a biker full of tattoos, and the next person I saw and the next person I saw never fit a single bit of the vision I had. This room was an eclectic room full of a variety of types of people buzzing, loud, laughing, happy.

I was completely taken aback. This was not what I thought writers looked like. As I went to the front and sat down, my name tag was in the front. This person who had sponsored me to be there would make sure I would sit in the front and pay attention.

They were getting ready to introduce the main speaker. I didn't know who he was until they mentioned his name. They said, "Ladies and gentlemen, please help us welcome to the stage Michael Masterson!" I remember, at that very moment, my jaw literally hit the table. I may not have enjoyed copywriting. I may not have liked writing. I may not have been a successful entrepreneur yet, but I knew who Michael Masterson was, arguably the number one copywriter to have ever lived.

When they introduced him, they said something that really caught my attention. They said, "Help us. Welcome to the stage Michael Masterson, also known as Mark Ford." This was probably the moment

that changed my life forever, and the reason is the person who had invited me to the event, his name was Justin Ford.

I couldn't help but wonder if that was a coincidence or if there was a relationship? As soon as lunch came, I ran to Justin and asked him, "Hey, are you related to Mark Ford?" His casual reply to me, "yes, that's my big brother."

Whether I liked writing or not, I was being offered to be taught by the brother of the number one copywriter to have ever lived, and I would be an idiot if I didn't accept.

That was the moment I looked at Justin, and I said, "I accept your offer. I want to learn more."

During those few days, my entire mindset about writing evolved and changed. By the end of the event, I understood that writing wasn't poetry. Writing wasn't novels. Writing wasn't a luxury. Writing had a purpose, and the purpose could be explained very simply. Writing is something that represents you when you're not physically present. Writing delivers your message when you're not physically present. The part about you not being physically present was the part that appealed to me the most.

I realized that moment that, with writing, I could influence the world without being in front of them. That takeaway alone was what it took for me to get incredibly interested in the art of copywriting. As I continued to work under Justin, I realized that there was a distinct difference between copywriting, conversion, psychology, influence and grammatical writing.

Even though I've sold over a quarter billion dollars with the art of copywriting, I can tell you my grammar is as bad as it was in high school. But that doesn't matter. Influence and psychology and conversion don't care where you put your commas and periods. It cares what narrative you deliver. It cares what message you deliver. It cares about what you say, not the punctuation you use to say it.

As I began to learn under Justin, I realized that there are simple rules to be applied to be able to create influence through the written word. I was with Justin for a little over a year, and the influence that he had on me is one that I could never explain or put into words.

All I can say is that I had been struggling to succeed as an entrepreneur for over a year. My biggest breakthrough was when Justin showed me how to create influence through the written word. Justin, during those days, had given me tons of advice.

In the next chapter, I'm going to talk about the number one advice that I received from Justin. That was the moment I believe I changed as an entrepreneur, but here's what I want you to take away from my story as we wrap up this chapter.

I'm not a writer. I'm not a good writer. I will never win the Pulitzer Prize. I will never write the next big novel. I am someone who understands psychology. I am someone who understands what makes a human mind tick. I am someone to understand what makes someone want to purchase something and I'm someone who understands how to achieve that without my physical presence in front of the person.

I have sold over a quarter billion dollars worth of products, and it is all because of my ability to convert. It is all because I understand copywriting, conversion and funnels. I am now making it my mission to get this message out to more and more entrepreneurs.

Too many entrepreneurs are out there chasing shiny objects, the systems and the things that sound so sexy. What they don't understand is that there is one skill that every entrepreneur, dare I say every human, must understand. That is the ability to convert, influence and impact people through the art of copywriting.

My goal is to spread this message, but more than anything, my goal is to show you that you don't have to be a good writer. If you understand a very simple psychological formula, you will be able to instantly start creating influence, whether it be in your personal or professional life, and that is what this book is about. My story is to show you a very simple five-step formula that can change how you communicate with the world.

As we move into chapter two, I want to break down and dissect one piece of advice I received from Justin Ford, which was the actual advice to which I remember finally accepting his offer. It took me many years to understand what that advice truly meant, but that one advice was what changed my life forever.

I want to share it with you in the next chapter.

## CHAPTER 2: THE #1 MARKETING ADVICE I EVER RECEIVED

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In the last chapter, I told you my story and my journey with Justin.

One part that I left out for this chapter was when I went to him and asked him if he was related to Mark Ford and when he said yes, he followed that statement with one phrase that has stuck with me my entire life.

He said to me, "Every successful business person must be able to sell through the art of the written word." When he first said it, I remember stopping and saying, "Could you please repeat that?" And that was the only other time he ever repeated it. Those words got completely ingrained in my mind.

He said, "Every successful business person must be able to sell through the art of the written word."

At the time that he said it, I had no idea what he meant. It would take me years to fully dissect what he really meant, but he said it with so much conviction that at that point, I knew that it was time for me to make a decision.

Whatever he had told me, even though I did not understand, was a very wise statement.

I wanted to spend the next year trying to decode from him what he meant. Why would he say this to me if he did not honestly believe it? What was his incentive to misguide me, a young entrepreneur struggling to have success? What was in it for him to lie to me? Every successful business person must be able to sell through the art of the written word.

What began from that was a journey where I started to learn from him the formulas and simple systems that he used:

- What makes a human mind tick?
- How do words create emotion?
- How do those emotions then create stories?
- How do those stories create the narrative, and how does that narrative create a conversion?

I started to understand that words were very powerful, but the message behind the words is even more powerful. I began to understand that, to create a conversion, there are many steps that need to be done in between that.

Those words you write are responsible for creating connections, relationships, aha moments and desire. Words, all of a sudden, had amazing meaning. Words all of a sudden had tremendous purpose. Words all of a sudden seemed to be the thing that was necessary in order to have success.

However, I still didn't see it.

I could understand it at a high level, so I decided that I was going to get out of my own way and that I would commit to trusting the process. I would let Justin guide me. I would listen to everything he said. I would argue with nothing and I would simply do as he said. I trusted that the words he had said to me would begin to have meaning.

Now, I was with Justin for many months after that.

I learned the trade of conversion. I learned how to write. I learned copywriting. I certainly wasn't a master of the trade, but I had gotten far better than I ever had been before. It wasn't a coincidence that I started to see success in my own business. It wasn't a coincidence that I finally started to scale, have sales and earn net profit.

After having struggled for almost 18 months, I had massive breakthroughs. It wasn't a coincidence at all because I had spent 18 months learning everything else I could, from product creation to sales funnels to creating webpages to technology.

But there was only one thing that, once I learned it, all of a sudden success began to pour in: copywriting. Although at a high level, I could see the impact of what was happening, I still never truly understood the implications. As life started to run away, and success began to pour in, I began launching more and more businesses. I scaled my revenue to seven-figures and then eventually eight-figures.

I remember coming back and thinking about this one quote, "Every successful business person must be able to sell through the art of the written word." I remember the day that I calculated I had crossed over a hundred million dollars in sales on the internet. I was still in my twenties. I remember sitting back and thinking, "Wow, that is quite the feat. How did I do this?"

And I remember that very moment.

Three words came to my mind: the written word. At that very moment, I had this entire feeling go from top to bottom. In that instant, I understood the meaning of what Justin had once told me, "Every successful business person must be able to sell through the art of the word." Here's the deal. Whether you are writing sales copy or an email to a colleague, your words must be able to create emotion.

Your words must be able to create intention.

Whether you ever go into copywriting, whether you ever even go into marketing to begin with, words matter. Every successful business person is going to use words. You can't get around that for a minute. I think this quote can go even wider.

Even if you're not a business person, you use words from morning till night. If you want to convince your wife to allow you to go for a golf trip, it's words. You want to convince your children to clean up their room. You need words to convince your friend to go on vacation with you. It's words you need to convince the woman of your dreams to marry you.

It took \$100 million in sales for me to realize that no one is out there talking about the importance of this one skill. If you can't convert someone with words, you cannot succeed in life and certainly not as an entrepreneur.

So what Justin was trying to tell me was that being a successful entrepreneur is all about communication. And if you want to scale as an entrepreneur, you are going to need to be able to communicate with people without physically being present.

If your business and your scale and your future and your wealth are directly correlated to the number of people you physically speak to, you will never truly be wealthy. You will never truly scale. You will absolutely have to find a way to replicate yourself, to duplicate yourself in a way that you are not physically present. And the only way to do that is to use the written word.

Hence, if you want to be an entrepreneur, you will be selling. That's what entrepreneurs do. Sales create revenue. Revenue is cash. Cash is the bloodline of a business. You are in the business of selling. You must be able to sell, so you need to understand how a sale happens.

To do that, you need to understand the principles behind copywriting. I've made it my mission to go out there and talk to people because the understanding of copywriting is flawed.

People think it is about writing. People think it is about grammar. People think it is difficult when, in the end, it's none of those things. It is about a simple psychological formula that is used to create influence, impact and a decision moving forward.

In the next chapter, I want to talk to you about what conversion is, what goes into conversion, and why it's so important. But one last time, I want to repeat this quote to you. Please write it down and remember it because it changed my life, and it will change yours. "Every successful business person must be able to sell through the art of the written word."

## CHAPTER 3: WHAT'S CONVERSION?

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Many people will talk to you about only one thing, which is copywriting.

Although I will be the first to say copywriting is incredibly important, you'll notice that I like to focus more on the word conversion because I believe that copywriting alone is not enough. There are many elements that go into the creation of a conversion, so I want to talk to you about the three main elements that go into the creation of a conversion element.

Element number one is psychology, and you are going to hear me say the word psychology again and again and again because that is what selling is about. We'll break down what goes into psychology in just a few minutes.

Element number two of conversion is copywriting. Copywriting is the physical act of putting words on a page or putting words in a sales video or putting words in a presentation. It's the words that you're using. That's what we call copywriting.

And last, but by no means least, is what we now call a funnel. A funnel is a roadmap that a consumer will physically go down or go through as they choose to make a purchase with you.

So let's start at the top.

Element number one, psychology. What is psychology? Psychology is all about the narrative. It's the story. It's the big idea.

Listen, I'll give you a prime example. If you came to me tomorrow with a golf club set that is the same as what Tiger Woods uses, and you said, "This is a \$10,000 golf set. Anik, I'll give it to you right now for \$2,000. It's 80% off." No matter how much you discount this product, I have zero interest in what you're selling. I'm not a golfer. I don't like golfing. I don't follow golf.

So at a very abrupt example and a very exaggerated example, the psychology of this is completely set up incorrectly. Think about the narrative here. You're going to someone who doesn't like or play golf, and you're trying to sell them golf clubs. Now I know that sounds obnoxious, and you're thinking, "Well, duh. This is obvious. No one would do that."

However, people do it online all the time.

I have seen many people try to start online businesses where they have a sales page or their main page, and when they begin to run their advertising, they run it to the most random targeting that's nowhere near specific enough.

To me, that's just as obnoxious as trying to sell a golf set to a tennis player.

So psychology is all about the narrative. It's all about the story. It's all about what's going on. What is it that someone has a problem with? So if you want to sell a Tiger Woods golf set, you need to find not only a golfer but someone who's a fan of Tiger Woods.

You need to know and think to yourself:

- "What would they be thinking?
- What would be their biggest problems?
- What would be their biggest desires?
- What messaging in this golf set would probably be what they would buy?
- Is it the fact that tiger woods himself has used the golf set?
- Has he autographed the golf set?
- Is there evidence, scientific evidence that that golf set can help them play better golf?"

What would be in the mind of your target consumer? This is why this is element number one because you can never sit down to do copywriting until you've sat down and thought through your target consumer:

- What are they thinking?
- Where do they live?
- Where do they go during the day?
- What kind of jobs do they have?
- Are they married?
- Do they have kids?
- What does their life look like? What are their challenges?
- What are their desires?
- What are their dreams?
- What are their obstacles?
- What are their pain points?

- What are, what are they good at?
- What are they bad at?
- What do they want?

Now, this might sound very high level, but if you think about this and you break it down, psychology is so important, even in your daily life. If you want to convince your kids to clean the room, how do you do that? Just yelling at them every day, again and again, doesn't seem to do the trick. So, could you take a minute and consider the narrative of your request? You are asking your child to do one thing that they hate doing.

They have zero desire in the world to do it. What is the narrative behind your request? What is the narrative behind their rejection of your request? What is it that they want? What is a desire, goal or pain point of theirs that you could lean on?

That, ladies and gentlemen, is psychology and narrative.

That's why it's element number one behind even the simplest of your requests. You know, I have been at work before when my team has come to me with ideas of something they want to implement. I can tell right off the bat that they haven't given a single consideration to get into my head as the founder and owner of the company. What are some of the stresses, hurdles, challenges, desires and wants that I have?

When you come to me with your request, you would be very well served to position the narrative in alignment with something that you know I already want. So the very first part of conversion is to master psychology.

You have to master the human mind. You have to understand at the core level of what makes people tick. And the best part is it's not rocket science. It's very simple. Within a matter of just minutes of meeting someone, you can find out exactly what makes them tick.

Moving on to element number two, copywriting.

Copywriting is simply the ability for you to use words to draw out that narrative. It's the physical act of probing the thing that you found in psychology. So this is the part where most people fall apart if asked to sit down and draw the desires, the wishes and the wants of your target consumer. Most people would succeed at this very quickly. However, when asked to sell to that desire, most people fall apart.

In this book, we will go over a five-step formula. That will be the only blueprint you ever need when writing copy. It doesn't matter what kind of copy you're writing. See, all human minds, in many ways, work the same way.

So once you get this formula down, the only way the formula ever changes is by the narrative, but the formula is the same, and you'll also be pleased to know that the actual words you use are not nearly as important. It's the formula that's important.

Element number three, funnels.

Funnels are a very tactical strategy. It's a very tactical part of conversion, and many elements come into play with funnels. You would never consider doing a funnel until you've mastered the first part, which is the psychology and the narrative.

And the second part, which are the words on paper or on a website that would then create a sale. Funnels are all about the numbers, the data.

So let me explain to you why a funnel is important.

A funnel is the process you use to upgrade your customer into a more advanced customer. There are all kinds of narrative that goes into this. You need to understand what someone might want to buy from you after they make the initial purchase. What are some problems and pain points they still have? But at a more tactical level of funnels, the entire purpose is to get your customers to spend more money with you.

Now we can understand why that would be important to a business, but it's not just about making more money or making more profit. A funnel serves a purpose for you to be able to get a higher ROI on a new customer because the higher ROI you receive, the more money they transact at the time of purchase.

The more you can afford to spend on advertising, the faster you can scale your business.

So funnels are the elements used to upgrade your customer's commitment level and to allow you to get more money upfront so that you can then use that money to scale your advertising.

Combined with psychology, copywriting and funnels, this is what will create a master converter, or in my language, I like to call them a campaign specialist. A campaign specialist is someone who masters the art of psychology, copywriting and funnels. They understand what makes a mind tick. They understand what offers are and how to create conversions.

But you can never be great at conversion without understanding all three of the elements that we just discussed throughout the rest of this book. We will continue to pull apart and create formulas for each of

these, but I just wanted you to understand that the art of conversion is one that you can master. It can be simple, and it can be very formulaic.

In the next chapter, I want to go over a few examples with you on just how valuable conversion is and how much money can be made by understanding simple conversion factors.

See you in the next chapter.

## CHAPTER 4: WHAT'S GOOD CONVERSION WORTH?

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In this chapter, I want to put some numbers behind the claims that I have been making.

I've been saying again and again that conversion, psychology, influence, impact, copywriting and funnels are the most important things that every entrepreneur must learn and must understand, so let's put some numbers behind it.

Example number one: the \$20 million book.

Many years ago, I had a product launch coming up, and I wanted to create the best free report that could ever be put out there. I had a vision that I would give so much value during the pre-launch that the audience would be so amazed that buying my product on the other side would just be a natural decision.

It was going to be a big launch.

We had some of the best partners in the world. It was looking like it would be the biggest product launch of my life. So I wrote out an outline for this great free report. This wasn't going to be just a 20 or 30-page free report. My outline alone was 15 pages.

Now I wrote the outline, and the time came to do the actual hard work. Weeks went by, and I kept putting it off and procrastinating like every great entrepreneur does. I remember I was in India visiting family. I was in a hotel. I got a message in the morning from our director of operations, and she lets me know that if this report wasn't finished within a week, we would have to find an alternate free gift to give away during the prelaunch.

This email hit me like a wall of bricks because I was so sold on the idea of creating this massively amazing free report. I didn't want to sacrifice. I didn't want to compromise on anything else, but at the same time, I could look at this 15-page outline and know that I had quite the work ahead of me, so I decided I would bunker down, and I would find a way to get this thing done.

I remember telling my family that I wouldn't see them for a few days.

I remember going into the hotel clubhouse and locking myself in there for hours, and I sat in front of a blank piece of paper. I tried to type, but I didn't know where to start, even though I had this great outline.

As I began to type, the reality of what was facing me hit me very strong. I realized that there was no chance that in the time I had been given, I could create this free report. Yet, I continued to refuse to compromise on what I wanted to do. That was when I had an idea, perhaps I could use the power of outsourcing and double down and get someone to help me, so I retreated to my hotel room.

I grabbed my phone, and I had a recording app on my phone, and I began to talk about the points I had put on my outline. Next thing I knew, hours had passed by, and I was still talking, recording, sending these, recording, sending these recordings off to my team who would then go off and hire people to process these recordings.

Over the course of the next couple of days, I had finished all the points.

What I hadn't processed was that I had created over five hours of audio. I remember receiving an email from one of the contractors we had hired to write the report, and the email specifically said, "This is not a report. This is a flipping book."

And right before me, I realized that I had just given birth to the first book I'd ever written without even knowing that I was writing a book.

That book went on to be called the *Circle of Profit*.

It was amazing to see that the book was finished and done within a couple of days. We had a great team of people that burned the midnight oil and got this book done, but now I had no idea what to do with it.

I held in my hand a book, but that was never part of my plan, so we decided to give away a digital copy of this book for free. That launch went on to do over \$11 million by having given away over 270,000 copies of a PDF file. That was my book. My intention had always been to give so much value upfront that the product would sell itself. It did work out.

However, that's not the case study.

The reason I mentioned how well the book performed even though I gave it away for free is that I want you to understand element number, the psychology of conversion and narrative. The book did its purpose. The book put people in the right narrative. The book was achieving the right psychological solution for something that people were truly looking for.

So what came after it wouldn't matter as much.

Great narratives and great psychology can make it so that your copy doesn't have to be nearly as good as you think. Later on, I went on to decide to sell the book. The book was getting such raving feedback as a free PDF file. I said, "Let's put it in print and let's create an actual book funnel where I give the book for free, but I charge for shipping and handling."

This is where I want to share some crazy numbers with you that include the elements, psychology, copywriting and funnels.

As I got my book put into final format, I remembered using my same five-step psychological formula to write a simple page that sells the book. I remember running some ads, and what happened afterwards was amazing. I'll give you the exact data. It would cost me around \$30 in advertising capital to sell the book.

However, I only charged \$7.97 in shipping because I had a funnel. Because I was able to upgrade my customers in their order process, the average dollar amount being transacted by a customer was \$35.

So even though the first product that they were purchasing from me was \$7.97, they had spent an average of \$35 by the time they left my cart. I was only spending around \$30 to get the book sale. So, I was in profit by \$5. However, the truth is I was not in profit because I also had to spend an extra \$10 above the \$30 to ship, produce and store the book. So, my cost per book out the door was \$40, and I was making back \$35, so I was losing \$5 for every book sold.

That doesn't sound like an amazing business.

However, I want you to think about something. Had I not had the funnel to begin with, I would've only transacted \$7.97, and I would've been in massive losses. I couldn't have possibly afforded to do any kind of advertising, and hence my book would've never reached the world. The sales page of this book also converted at above 7%.

That meant for every 100 people that visited my website, seven of them would be convinced to eventually spend an average of \$35 with me. So copywriting was alive and well, and I was using the exact formula that I have now used for close to two decades. The part I want you to understand here is that the psychology was so good that I could afford to lose \$10 on the day that I sold the book.

I knew that the customer would upgrade their order to a much, much, much higher level price point. All in all, here's what the funnel looked like.

You would buy the book, you'd have options during the funnel to upgrade yourself, and then a week after you had bought the book, you had the ability to join me for a webinar. I would then show you another product upgrade that was \$1,500. If I were to cut to the chase and just tell you the numbers, an average book buyer in my company was worth to me within 45 days, over \$120. Now I want you to think about this.

When they purchased the first book, it was just \$7.97. Then I added the funnel right behind it and got that number up to \$35. I was officially \$5 in the losses because it cost \$40 to get the book out the door. Within a matter of just 45 days, because I continued to utilize proper psychology, proper copywriting and a great funnel, the customer would upgrade up to being worth close to \$120, putting me in massive profit.

This is the power of conversion.

The book had to set up the right psychology. The formula had to set up the right copy on the page to sell the book, and then the funnel had to upgrade the customer enough for me to afford to spend any money on advertising.

The three together beautifully worked to create \$120 per customer. You can imagine that I could afford to make a lot of mistakes in my traffic acquisition. I don't have to be the best Facebook ad buyer, the best Google ad buyer. I don't have to be the best of anything. As long as I understand and deploy conversion, it makes it so that you can be less efficient in all other areas of your business.

In total, \$31 million came from a book that had been written in a matter of just a few days by accident. This is why I continue to say that the art of conversion is the number one skill in business.

The second example that I want to give to you is even simpler, and it has to do with webinars.

One of the easiest ways to sell to someone online today is to use a webinar or an extended video file. I have created tens and tens of millions of dollars in sales using webinars, and this one webinar that I'll tell you about has done well over \$25 million in sales.

Here's the part that will amaze you.

The webinar follows the same five-step formula that I used to sell my book. It's just extended, made longer and delivered in a live presentation. That's the only difference.

So let's break down the three elements of conversion inside of my webinar funnel.

Element number one is psychology narrative. Well, I found a problem, and then proposed a solution. The problem for this webinar that I found was people that are trying to build a simple business without any technical background. So I created a narrative. I created a story. I created a message that appealed to that. I created a little free gift that they could get from me.

Not a book this time, but a simple free report that they could easily digest, but I made sure that this free report would set them up in the proper narrative so that I could get them on. The webinar is all about accelerating a customer through your process. So when they land on my page, and I offer them this free book, my biggest goal at that moment is to get them to opt in to get that free report or free book.

The minute that they choose to do that on the next page, which would be the thank you page, my biggest goal is to get them to read and consume this free gift that they got. I understand that if they read and consume the free gift, they're more likely to show up for the webinar. They're more likely to be in the proper state of mind to purchase whatever it is I sell on the webinar, and then once they've read the book, my next initiative or goal is to get them convinced to make sure they show up for the webinar.

When they show up for the webinar, my next big goal is to get them to commit to staying until the end of the webinar.

My biggest goal and mission is to get them to convert and buy whatever I'm selling on the webinar. Notice how that's the narrative, right? I'm always upgrading their level of commitment with me once they're on the webinar. That's where my copywriting kicked into gear, so we knew the psychology was set. My copywriting now kicks into gear, and I use the same five-step formula to create a simple presentation.

The presentation uses all of the appropriate emotions, relationship and credibility so that when I ask for the sale, it will be a natural decision.

The third element of this is the funnels, so as that consumer decides to purchase the product that is on the webinar, two or three weeks later, they would then receive a phone call with an opportunity to join us in one of our workshops or our consulting and coaching programs.

All I can tell you is that if one of our consumers that was purchasing a program from us on a webinar for \$1,000 to \$1,500 if you shot 60 days forward, that same consumer would be worth to us three times that once they had gone through our process.

Again, this made it virtually impossible for me to lose money on scaling my business.

But if I didn't have that 3x number, I would constantly be battling with trying to master the art of advertising, drop my costs, squeeze the amount of team growth I have and squeeze every element of my business. But when I can create conversions that are so highly scalable, I'm less concerned about what I'm spending and more concerned about how fast I'm scaling.

So that was example two where the same formula goes in a different format, a different medium.

For example, number three, I'm going to completely take a separate route, and you know what? I'm going to show you how if you just achieve element number one alone of our conversion process, you can make millions of dollars without copywriting and without funnels.

And this is why I always say psychology is the most important.

I had one of my friends, Ty Cohen, visit me at the Lurn Center not that long ago. When he came in, I wanted to do a podcast episode with him to learn about this topic of Kindle publishing. He had been doing it for well over a decade, had made a ton of money and was still succeeding with it. I was very intrigued.

It was something I didn't know anything about. So as I do with anyone that I want to learn from, I invited him onto my podcast. I thought, why not film me asking him questions, learn from him and record it so that the rest of the world could watch that presentation as well. Now I'll tell you, I sat down, and I simply wrote out seven or eight bullet points. I remember writing down a few questions. I did not prepare.

I did not do a massive study on it. I did not sit and talk to Ty. I didn't get copywriting involved. I was his target consumer. I genuinely was interested in Kindle publishing. I genuinely wanted to understand how this thing worked.

I had genuine concerns, genuine skepticism, genuine excitement and genuine questions. So this interview starts, and we went for a little over an hour. You can actually see this interview. If you go to [youtube.com](https://www.youtube.com), type in my name Anik and Ty Cohen, it'll pull up.

The last time I saw it, it had over 160,000 views.

That interview alone has sold almost a million dollars worth of that product. If I had no copywriting, no funnels, no sales videos, and if all I had was a link on that podcast, we could track back to over \$1 million in sales. No copywriting, no funnels, no sales pages, no words. Just a genuine interview.

I want to break this down for you.

Think about what happened in that interview. Because I was a genuine target customer, I asked the very questions that would be in the mind of the viewer.

I had the same skepticism that would be in the mind of the viewer. I had the same doubts that would be in the mind of the viewer. I had the same excitement that would be in the mind of the viewer. I had the same breakthroughs.

So the psychology and the narrative during the interview are so strong that people watching this interview don't need anything else. They watched the interview and realized that this is achieving their core desire to such a high level that they're ready to buy. They purchase the program on the spot, words unseen, offer unseen. That's it. An interview that led to a complete sale.

Now, if you go watch this interview and break it down, you'll see that naturally for me, I communicate in my five-step formula. So actually that interview does have my five-step formula in it. It just wasn't intentional. I've been doing this for so long that my communication now processes and works in the five-step formula.

But the reason I'm highlighting this case study for you is to show you that if all you can do with me is master the five-step formula and the psychology and the narrative part of conversion, you can make millions of dollars.

This is not something anyone else in the industry would ever tell you, but that is how important this element is. So in this chapter, my goal was to show you in a variety of ways how many millions and millions of dollars can be created by you understanding the art of conversion. What I want to do in the next chapter is to take one more step back to explain to you how marketing works. I want to get into the human mind.

I want to take a trip through the human mind to nail down this thing called psychology.

## **CHAPTER 5: THE DEATH OF DIRECT MARKETING AND THE BIRTH OF INTERACTIVE MARKETING**

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In this chapter, I want to explain to you what marketing is and how marketing has changed.

Once you understand this, you will understand one core thing, and that is that copywriting has become far easier today than it ever was 20 or 30 years ago. The other thing that you'll understand is that the consumer mind has completely changed the way we make buying decisions. It also directly impacts the funnels that you build.

So why is it that I'm out there being so controversial and saying that direct marketing is dead?

Let me just say that if it isn't dead, it has definitely evolved into what I call interactive marketing. This might be the most controversial thing I've ever said in my life, but I believe in it thoroughly and fully.

Most of the knowledge out there in the industry has become outdated, and although a lot of it is still applicable, it's not enough. A lot of the top copywriting training that is out there was written two, three or even four decades ago. And if we have fundamentally changed as humans, how could marketing and copywriting not change as well?

So let's look at what direct marketing was.

Direct marketing, when it was first invented, was a massive evolution of what was called brand advertising. If you go back decades and decades and decades ago, advertising was a very, very expensive task. Buying radio ads, TV ads, billboards and sponsoring events was a lot of money. The big companies were the only ones that could do it.

And the purpose of doing it was for staying relevant, staying top of mind, getting their logo out and getting their message out.

The world of direct marketing is literally defined as the ability to speak directly to the consumer, cutting out any middleman. But the way I like to define direct marketing personally is that it is a mechanism that allows you to create a conversion on the spot. Direct marketing has always been driven by conversion.

Direct marketing is defined by the fact that at the moment of marketing, you are trying to create a specific action. The reason this is so powerful is because it allowed smaller companies to be able to do advertising and get an instant return on their investment so that they could then do more.

And so this started to open up the ability for companies to reach consumers directly and begin to create conversions directly. Whereas initially, brand advertising was all about presence, direct marketing became about conversion and ROI. So direct marketing opened up the world in a big way.

However, if you break down direct marketing, it remained very expensive.

Direct marketing would usually be an infomercial or a postcard sent to someone's home or a sales letter printed, shipped directly to someone's home, a billboard with a phone number on it or a radio ad with a call to action. All of these methods of advertising are expensive.

Let's break down an infomercial.

For example, if you go back 20 years ago, an infomercial would cost you \$100,000 just to film and produce, and then you would have to go out and spend tens of thousands of dollars to buy TV air time.

Let's talk about a sales letter.

It would cost you thousands of dollars to purchase the data from a data company so you could get addresses. It would then cost you tens of thousands of dollars to print to physically mail these letters.

Let's talk about something like a cold call.

A cold call would take an entire operation full of people, a sea of people that are sitting there getting paid hourly and getting on the phone and calling your prospects.

So although direct marketing opened up a lot of doors, it still remained expensive for the common man. The other thing about direct marketing that you have to understand is that it is one-way communication. It's direct marketing, so it's the business speaking to the consumer, but the consumer is not speaking back to the business.

So if I sent you a sales letter to your home and you opened it, I have no idea if you read it. I have no idea if you threw it away. If I air an infomercial and you are the specific person who watched it, I have no idea how long you watched it. I have no idea.

So direct marketing, although it was a massive evolution, it was highly limited because it was one-way communication. That's all they had 20 years ago. When you got home from work, you would run to the mailbox and get your mail because that was how the outside world communicated with you. However, think to yourself, how much do you do that today? Do you get home and run to the mailbox, or do you check your email 20 times a day? Okay. Twenty years ago, you would be flipping channels at night because that's how you could watch television. So you'd get captured by a captivating infomercial and end up deciding to watch it.

If it was good enough, you'd end up buying the product.

But let me ask you something.

When's the last time you were flipping channels at night? Today we have Netflix. We have Hulu. We have on-demand. Most of us don't even flip channels. So how would we be captured into an infomercial? Cold calling? Twenty years ago, your home phone would ring. There was no caller ID. There was no way to know who was calling you. Answering was the default reaction to a phone call. Today, we won't answer phone calls that we don't recognize where we could just as easily hang up.

So direct communication was a powerful asset back then. However, the means through which we were communicating as businesses have completely evolved and changed. If they have evolved, so will the marketing that we use. Interactive marketing is where we live today because today, the consumer has full control.

Today, the consumer can talk back to you.

Today, the mechanisms that are being used are digital. So let's just take an example for a minute. A Facebook ad. A Facebook ad is a tool where the consumer has ultimate control. Do you know that a consumer can even turn off a Facebook ad?

They can actually say, "Don't show me ads from this person." Do you know that when you are scrolling on Facebook, and you pause on an ad, that sends feedback to Facebook? It lets them know you're interested. When you watch a video, did you know that the person who showed you the video knows how long you watched and can categorize you by interest? Facebook themselves know if you click an ad.

Interactive marketing now means that consumers are actually interacting with your advertising and giving you live feedback through which you can change and metamorphosis your marketing to create a better narrative.

This has also created many new challenges.

A consumer now has full control. I want you to look at one example. Twenty years ago, if I received a sales letter in the physical mail, I pulled it out, I read it, I enjoyed it, and at the end of it, there was a phone number that I could call to make a purchase. I had one choice: call or not.

I wasn't going to call my best friend and say, "Hey, have you heard of this?" That's the best I could do. Maybe I call a few friends and ask if they've heard of the product, but if my friends hadn't, I was on my own. I had to make a decision in the vacuum of that sales letter.

Today, how quickly do you go and Google the product and search for reviews? So ultimately, the control is coming into the hands of the consumer. If you don't engage with an ad enough, Google or Facebook or any of the app platforms will stop showing you that ad.

So we have created an environment where consumers are now communicating back to the businesses. With that, we've also created an environment of instant gratification.

Microsoft did a study in 2015, where they found that the average attention span of a human being has now dropped to eight seconds. Goldfish are known to have nine seconds. This means that your copywriting has to evolve. This means that your copywriting and your conversion psychology has to appeal and has to maintain the attention of your consumer.

It's no longer enough just to get their attention. You must now maintain their attention. So interactive marketing is a new world where you're dealing with a new mind. You're dealing with consumers that have shorter attention spans, that have more distractions, that have more options, that have in their palms an infinite ability to research you, to look you up, to ask about you. They have the ultimate control.

So copywriting has to evolve.

Yet the way it's being taught continues to be the same as it was 30 years ago or 20 years ago when it was one-way communication, and today we have two-way communication.

So the first thing that we look at when we are considering interactive marketing is the process of micro-commitments. Copywriting is no longer just about your sales page. This is why I say it's all about conversion and funnels and copywriting. To get a conversion, you have to look at the entire process from the time the consumer saw your ad to the time that they see your backend offers.

It's no longer enough for you to write the best sales page if you don't create an ad environment that will lead your consumer to your sales page.

For example, if your ad isn't good enough to get them to stop scrolling, you'll never get the click, and if you never get the click, your sales page will never be seen. If your ad isn't good enough to get them to click after they stopped scrolling, you'll never get the visit to the sales page.

So interactive marketing is about the micro-commitment process, nailing down each part of the narrative and helping your customer graduate to the next step that you want them to be on. I want to draw some direct comparisons on how interactive marketing has completely opened up the world for marketers and has made it superbly easier for you to be a copywriter.

Thirty years ago, if I was going to print out a sales letter and mail it out to 10,000 different households to create some conversions, I knew going into this that I was already going to spend \$20,000 to \$50,000 for one marketing campaign. Because I had access to incredibly limited data, this was a true risk.

Think about it this way.

If I wanted to sell a weight loss product 30 years ago, the best thing I could do was to go down the street to a data company and tell them that I wanted to sell a weight loss product. The best they could do is offer me some zip codes and some general demographic data saying we find that in this region or this area, people are more likely inclined to purchase a weight loss product.

Here you go. Not very targeted, is it?

So now I knew going into this that I'm spending tens of thousands of dollars on unknown targeted data, so I better write the best copy in the world. I better write copy that is so good that people who aren't even thinking about weight loss are going to come running into my funnel. Hence why copywriting was so critical. I call this the shotgun approach.

You needed copy that was so good that as soon as it exited the barrel, it would spread out wide and capture as many people's attention as humanly possible because of the lack of data and because of how you would do your targeting.

However, we have the invention of networks like Facebook and Google and a bunch of other ad networks that have hyper-targeted data. So today, if I want to go to Facebook and target people that are interested in weight loss, I can get far more detailed than that. I can tell Facebook I want to target

women between the age of 35 and 44 who are not only interested in weight loss but are specifically interested in the keto diet.

Also, I want people who have a history of purchasing products and who are living within a certain mile radius of this zip code and who own an iPhone. I could go even deeper if I wanted, so now all of a sudden, I don't need a shotgun. I don't need a bullet. What I need is a sniper rifle.

I already know before my ad ever goes live on the platform that the only people who would see the ad are people who are interested in my topic and not just the general topic. They're specifically interested in the very topic or the very type of diet that I am promoting. Keto. This makes it so that you don't have to write fancy words. Let me give you an example right now, five keto recipes that will help you lose 10 pounds in the next 14 days.

Let me say that again. Nothing fancy about that.

The reason this headline is so powerful is because you've got the word Keto in it. You don't have to write an incredibly appealing headline because you are writing a very targeted headline. It's made the process of copywriting far simpler because you can address 90% of the battle just in the advertising alone.

You can make sure that you know the narrative of the person who's coming to your page and that they are targeted. That makes it so that you don't have to sell nearly as hard, and it makes it so that many more of us can become amazing copywriters on the spot.

The other thing I want you to understand with interactive marketing is that it's completely opened the floodgates for people to be able to actually do interactive marketing and direct marketing. We talked about how most campaigns would cost a minimum of \$100,000 to do infomercials, billboards, printed sales letters, postcards, cold call operations.

Well, think about today.

Thirty years ago, it cost you \$100,000 to do an infomercial. Today, you can run a video sales letter online for practically free. There are enough tools in your hands right now to create a video sales letter and host it on YouTube, and it costs you nothing. You can get a video sales message out to the world for nothing.

Let's look at printed sales letters being mailed to people's homes. It would cost you tens of thousands of dollars today. We can simply buy a domain name for \$8 hosting for \$5 and put a webpage up with a letter on it and drive traffic to it for less than \$15. We can now do what would cost tens of thousands of dollars to do in the past.

Look at cold calling.

It would cost you an entire operation of humans sitting on the phone, earning an hourly wage or a per-call wage. Today we have email. I send out over 1 million emails every morning, and it costs me next to nothing. I could send 2 million if I wanted, and it would cost me next to nothing.

So I want you to understand that the cost of marketing has plummeted, which means more and more businesses now can enter the fields. Because targeting has become so specific, we have the ability to have these businesses enter the field without competing with each other. The last piece of the invention of interactive marketing brings networks like Google and Facebook to you, who allow you to start advertising for as little as \$5.

I want you to imagine calling your local television station and saying that you'd like to run a TV ad and you'd like to start for \$5.

Physically, they cannot achieve that.

So interactive marketing isn't just about the change in the human psychology of how we buy. It's about the introduction of new ways of advertising that allow us to target better. It's about the introduction of things like consumer control over the advertising process, micro-commitments that change how you write your copy, the targeting that changes who even sees your copy, and down to the financials behind it.

So this is why I say we're in the age of interactive marketing, and the way you write your copy has to appeal to interactive marketing. The way you write your copy has to appeal to a consumer who is going to be engaging with you, interacting with you, controlling the process and allowing you to build a narrative that's custom to where they are in their journey with you.

So this ladies and gentlemen is why direct marketing has, if not died, at least evolved into interactive marketing.

## CHAPTER 6:

# THE FIVE-STEP COPYWRITING FORMULA THAT CONVERTS

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Five years ago, a friend of mine came to me and asked me a very simple question.

He asked me if I could help teach him copywriting. That was the first time anyone had ever asked me to teach them the art of conversion. I know the importance of copywriting, but when I was asked this question, I stood there very confused. I had no idea how to teach this topic. So when my friend asked me this, the only thing I could offer him back in return was the chance to review his copy.

I said to him, "I don't know if I could teach it to you, but if you send me what you've written, I'll be happy to do reviews for you." So as he started sending me his copy, I started doing my reviews.

As he started sending me more copy, I would do more reviews, but nothing seemed to improve, and I felt like we were in this absolute endless cycle of me reviewing and repeating myself again and again.

Now, while I was in this process, I had another one of my friends reach out to me and say, "Can you please teach me how you write sales copy?" Having had this happen twice in a very short time span made me very intrigued.

Again, I was very convinced that there was no way I could teach them how to do copywriting. There was no method to my madness. I convinced myself that I was simply good at it because I had done it for so long, and there was no formula for what I was doing. I would just sit down and write, and magically the words somehow seemed to convert.

Now, this trend didn't stop. It only picked up the pace.

Within a few weeks later, I had another person ask me if I could teach them. A few weeks later, I started having students asking me if I could teach them how to write emails. Now being a marketer, I started to pick up that there was a demand in the marketplace and that maybe I should take some time to see if perhaps I could teach copywriting. So that began a journey where I sat down for two weeks.

I excluded myself from the entire world, and I started to go through all of the copy I had written. I pulled together:

- Emails
- Subject lines
- Headlines
- Sales letters
- Video sales letters
- Webinars
- Opt-in pages

...anything I could get my hands on.

I put them down in front of me on a big table and started to look at them. Now, all of these were written independently with absolutely no formula and nothing in front of me. I would sit down and organically write each of these, so I wanted to see if there indeed was a formula that I just wasn't aware of yet.

I never expected even at the slightest, that I would have a discovery.

I really went into this exercise thinking that I would come out of it only confirming my belief that I didn't have a formula and that I couldn't teach copywriting to other people. But at least I would have known that I had tried.

As I looked at all of the copy, I started to realize that there was indeed a blueprint I seemed to be following. Still, it wasn't necessarily a formula in the way you would think; it was more of a narrative. I saw that all of my copy seemed to flow in a very similar way, and I seemed to tug on the same emotions, the same feelings, the same desires and the same pain points in the same sequence.

So then I began to pull out copywriting I had written for clients in completely unrelated niches.

And lo and behold, the pattern seemed to stay pretty consistent.

To say that I got excited would be an understatement because I finally realized that there was something I could teach my friends. So as I had all of these people that were asking me to teach them, I decided to do it at one time. I didn't want to teach everybody individually, and reviewing everyone's copywriting was taking up too much of my time.

So I decided to book a room at the Ritz Carlton, and I called everybody and said, "Fly down here, and we're going to run a five-day event where I teach you how I write copy."

Now, I did this for two reasons.

Reason number one, it forced me to compile all my content to prepare this training. The second reason was that I would be able to get feedback from the students to see whether I was creating an impact at all.

As this event kicked off and I began to teach, the very first thing I remember going over was my five-step psychological formula. That formula was the most significant finding in all of the copy that I had reviewed.

The best thing I could tell you right now is that the people who came to that event left the event copywriters just a couple of days later. In fact, one of my friends whose copy I was reviewing day after day, I rarely had to review his copy anymore.

He began to send me sales letters, video sales letters, emails and webinars, and I could review them with very limited feedback. I asked him one day, point-blank, a couple of weeks after the event. I said, "Was it the event that was the big breakthrough for you?" His reply to me was, "I was hoping you would do another one so I could send some of my team members to it."

And that was when I knew that I truly had a breakthrough in the field of copywriting.

Just to get confirmation, I was able to get on the phone with my old mentor. I wanted to walk my mentor through my psychological formula, and I wanted to see what he had to say about it:

1. Was I missing something?
2. Was it over-simplified?
3. Would I be under-serving the market?
4. Would I be not giving the whole thing?

All I remember is that after I got done presenting my formula to my mentor, I remember him saying, "Well, there you go. It seems like you have created a massive innovation in the world of copywriting. This is excellent."

So not only did he tell me that I had nailed it, but he thought that the formula had been modified very well for interactive marketing. He didn't feel there was anyone else out there teaching it. To me, this began to create a ton of excitement, but it still took me years after that to release my program, Copywriting Academy.

Getting over 3,000 students into that program finally confirmed at a mass number that there was sufficient demand. It confirmed everything that I'd been thinking and saying about copywriting:

- It's not about the fancy words
- It's not about the trigger words
- It's not about the blueprint
- It's not about templates

No, it's about psychology.

So in the rest of this book, I would like to walk you through this five-step psychological formula.

What I want you to do is keep your mind very open to the fact that it can be very simple. You're going to see that everything I share with you in itself is simple. But if you can think beyond it to understand the purpose of each step, that's how you become a master converter.

So, what are the five steps? I'm going to introduce them right now:

1. Introduction
2. Story
3. Content
4. Transition
5. Pitch

Most of the time, when I share this initially, people will think, "That's it? That's your big epiphany? This is what you're teaching? That sounds so simple. It sounds so cliché." However, as the next chapters come, I want you to pay attention to how I teach you each of these things.

The biggest thing to pay attention to is what is the purpose behind each of the steps. The steps themselves don't mean anything. The purpose behind them means everything. If you can understand how to achieve the purpose that's intended for each of these steps, you will have no other choice than to convert anyone that you're talking to or writing to.

So let's move forward.

And in the next chapter, let's dive deep into step number one, introduction.

## CHAPTER 7:

### STEP #1: INTRODUCTION

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As promised, I'm going to start by first talking about the purpose of each step.

This is most likely where you will have your first major aha moment. And this is the most important part of the step. So what is the purpose of an introduction? Most people will start a presentation by introducing themselves. Most people think that the introduction is about who they are, and that makes sense because that's what introduction usually means.

However, in this case, it's completely wrong.

How many times have you been in a presentation and the person starts with, "Hi, my name is Anik Singal. I am a graduate of this university. I have this, that, that, and I'm here today to talk to you about blah, blah, blah." All right. Right off the bat, I don't care as a consumer. As a person sitting on the other side, you have to remember one absolute primal nature of human beings.

The one thing they care the most about is themselves.

So the purpose of the introduction has nothing to do with you. The purpose of the introduction can be summarized very simply as - what's in it for them. That should be the first words out of your mouth. What's in it for them?

So the same presentation wouldn't start with, "Hi, my name is blah, blah, blah." It would start with, "Today, I will share with you five psychological triggers that will allow you to double your conversions from your website. Hi, my name is Anik Singal. I've been writing copy for 17 years and have discovered a five-step psychological system."

So from this, what I want you to take away is that my opening line is to get your attention by telling you what's in it for you.

If I'm going to ask you for something, why should you give me your attention? What's in it for you? Anyone who writes copy will always be on the record to say the headline is the most important since the headline is your introduction in a sales letter. If you don't write a powerful headline that tells them what's in it for them, you're not going to be able to get their attention.

I want to draw your memory back to the Microsoft case study that proved that the average attention span of a human being is now eight seconds. That's one second less than a goldfish. So you have just seconds in the introduction to capture someone's attention and convince them to stick around for just a little bit longer. And you'll never do it unless you get out in front and tell them what's in it for them.

So what does an introduction look like in the variety of different types of sales material you might be writing? Let's look at something as simple as an email. Your introduction many times might be the subject line itself. Why should someone open your email?

I want you to sit back and think about something.

Let's say you take the next 10 minutes to write or 15 minutes or 20 minutes or 30 minutes or three hours to write the best email in the world. You put your heart and soul into the email. You put all the triggers in the email. It's got all the pieces, and it's going to convert. But let me ask you one simple question.

If they don't actually open the email, what good is it?

This goes back to the old saying, "If a tree falls in a forest, but no one is there to hear it, did it make a sound?" I used to get asked this question all the time when I was younger. This is way before I was into the world of online marketing or into the world of copywriting.

My answer would be, "Who cares?" There was no one there to hear it, and that is my exact response to copy. If the copy is incredibly well-written but has a horrible introduction, who cares? No one will read it. No one will see it. No one will experience it. So in the case of an email, your subject line is your introduction.

Now in the case of a sales letter, it's clear your headline is your introduction.

What about the case of a video sales letter? It will be the first 8 to 10 seconds of the video. It's very short because you only have eight seconds. And what about a webinar? The introduction in a webinar can be anywhere from three to five minutes, so hold on. Why on a webinar can an introduction be so much longer? It's because of the level of commitment the consumer has put forth already.

Think about this.

For someone to log into a webinar, they had to go out of their way. They had to mark their calendar, show up at their laptop, click a button, log into the webinar, and then wait for the webinar to start.

Because of that, their level of commitment will expand the amount of time they will allow you to introduce the benefit of them staying in that webinar.

The other reason is that the product that you will be offering at the end of the webinar will most likely be more costly. So you need to really drive home the benefit of staying longer on the webinar so that they can see the sales presentation.

Hence, the introduction needs to tell them more about what's in it for them. You need to stack the benefits of them staying through the presentation. The other part I really want to stress about the introduction is that the introduction is not about selling the product.

When I say what's in it for them, I want you to step back and think about this:

- What's in it for them to stay for your presentation?
- What's in it for them to read your letter?
- What's in it for them to read your email?
- What's in it for them to stay through your webinar?

Notice how it's not what's in it for them to buy your product.

This is another mistake made by many people who are early in their careers as copywriters. They jump right to the gun. They feel the headline has to drive a lot of value for the product, but as we've discussed, we're in a world of interactive marketing. In interactive marketing, you are playing with this cycle of micro-commitments. In that case, the purpose of the introduction is to tell them what's in it for them to stay and consume the content.

That's it. Don't go anything more than that. Don't go anything less than that. Focus on them and focus on why they should stay. You are betting that if you can get that consumer to stay with you longer, the more likely they will buy.

This brings us to an even better statement, which is what the true purpose of a copywriter is.

People will always say to sell a product, but I say it's to keep their attention. The purpose of a copywriter is to keep your consumers' attention. It's statistically proven. The longer someone consumes a sales message, the more likely they are to purchase. That's a natural flow of human psychology. And the other powerful thing to remember in an introduction is how tangible you can make your introduction.

So a better way to get someone to understand the value of what's in it for them is to make that value tangible.

Let me give you an example.

"In This Letter, You Will Learn How To Lose Weight." Technically, it's about them. It offers a promise. And I'm going to assume that the targeting is only going to people who want to lose weight. So that makes sense. But let's try the same headline in a different way. And I think you'll understand the point I'm making.

"Revealed In This Letter: Three Secrets To Implement In 30 Minutes That Will Help You Lose The Next 10 Pounds."

I want you to see how specific I was. I included numbers. I included a tangible result that people can feel. And that alone makes the headline at least three times better because what's in it for them? A 30-minute secret that allows them to lose 10 pounds. It's specific, and it makes them want to read the rest of what you've got. They want to know what you're talking about.

So an introduction gets them to stay and keeps their attention. But then it becomes so specific that it actually creates an open loop. That loop is so powerful that people will stick around for the presentation just to see how you finish the loop. They must know the three 30 minute secrets.

But if you don't get specific, you won't have created that open loop.

Hence, you won't have created the desire to stay through the entire thing. So this is the introduction. Notice that we didn't focus on anything other than simple psychological concepts. So I want you to consume this part again, and now I would like for you to go out and look at people's copywriting.

Look at people's sales letters, look at people's videos, look at people's webinars, and be very aware of the introduction:

- What is in it for you?
- What are they telling you?
- How are they displaying that information?
- What part about their presentation is making you want to read more?

Then you'll know that that's the formula for your niche to be able to write a compelling introduction. Now, since the purpose of a copywriter is to keep someone's attention, you could write the most powerful introduction, but it alone will never get you the sale.

So we have to move on to step number two, which is the story, and we'll do that in the next chapter.

## CHAPTER 8:

### STEP #2: STORY

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Step two is one of my favorite parts of the five-step psychological formula, and that is because most people get this completely wrong. When we hear story, we immediately think it's our story, but as we discovered in the last chapter, the consumer doesn't care about you.

I hate to say it, but it's true.

Most of the time that I've experienced sales presentations or any form of copywriting, a story will look very similar to the following. "My name is Anik Singal. I am a three-time Pulitzer Prize-winning writer, a four-time New York Times bestselling author, I have a master's degree in writing, a PhD in literature and I'm an award-winning poet."

Just so we're clear, I am none of the things that I just mentioned to you.

However, let's just assume for a minute that I was. Let's assume for a minute that I was the best thing since sliced bread in the very thing that I'm about to teach you. Would that convince you that you can actually learn what I'm about to teach you? Most people would feel completely disconnected from that and think, "Geez. This person is such a great copywriter because they are a writer. They have degrees, they have awards, they are talented and gifted. I'm not that at all."

So many people believe that story is about credibility. They'll use the story section to talk about how amazing they are. However, that's the opposite of what you should be doing. So let's go back to the core purpose. What is the core purpose of story? The core purpose of story is not credibility. It's relatability.

I want you to let this sink in, and the best example I can use to help this sink in for you is Batman vs. Robin. I want you to imagine for a moment that I come to you today, and I say, "Hey, what are you doing tonight?" And you say, "Going to go to sleep." And I look at you with a judgemental face, and I say, "That's very selfish of you. You should be out saving the world. Batman does. Why don't you?"

Most of you would immediately look at me with disgust and reply. "I'm not Batman. I don't have billions of dollars. I don't have toys and trinkets. I'm not in the best shape of my life. I'm not Batman."

The reason you would do that is that you have no relatability to Batman. Batman is a mythical creature with a lot of unfair advantages that allow him to do what he does. However, what if I came to you and

said, "Batman's going to be at the corner of Fifth and K street. He needs a ride to the other side of the city so he can help fight crime. Do you mind helping him out?"

Most of you would look at me and say, "Sure, I can drive a car. That's no problem."

In comes Robin.

One of the biggest mistakes that I see people making in their copywriting is they set themselves up as Batman. They make themselves sound so amazing because they think that that's going to help them further the sale, but the truth is that it doesn't at all. If anything, it hurts the sale. People don't want to buy from amazing people.

People want to buy amazing products.

There is one exception to this rule, and I want to lay that out up front. If you are a coach or if you are a consultant, basically if your end product is you, you get to be Batman, but that is the only time that you get to be Batman. In any other scenario, if you're selling a product, a service, software, anything, that doesn't mean they get you and personal time with you.

You never get to be Batman. It will hurt your sales. The purpose of story is relatability. Let's look at this very book as an example. We started this book with my story. I told you about how horrible of a writer I was. I told you about how the first D-minus I ever got in my life was in writing class. I told you how much I hated writing. I told you how much I struggled with writing. I told you that it was the one thing that I genuinely was petrified of.

Yet, today, thanks to this five-step psychological formula, I've been able to become one of the top paid copywriters in the world, and I've generated over \$250 million in sales. I want you to take a step back and think about this in this story.

Who's Batman and who's Robin?

Batman is my five-step psychological formula. Robin is me. Go back and dissect my story. Now with the knowledge of what I'm telling you, you will see me put it into action. If you go back and look at my story, you will see that I serve the role of Robin. I was the one that was blessed and fortunate enough to have come into the presence of one of the top copywriters in the world.

They then introduced to me this skill that eventually led to this discovery of the five-step psychological formula. The formula has served me so well that I've gone on to generate over \$250 million in sales, even

with something like writing, which I hated and was horrible at. So if it were just me, I would have never been able to achieve \$250 million in sales.

But I did it with a formula, which is something that you can have. The formula is something I'm delivering to you right now as we speak. The formula is on a platter. You don't need me for the formula, but at the same time, I'm offering you two options.

Option number one is that you can bet on being as lucky as was I and having an opportunity to work under one of the top copywriters in the world. Having the time to invest months, if not a couple of years, and learning this trade. That's option number one. Do it on your own. Take the chances, hope you're as lucky as me and leave it to chance.

Option number two is, let me just do it for you. Let me deliver it to you. This five-step psychological formula that's taken me close to two decades to perfect. Let me save you the hardship. Let me remove the luck in the chance and just hand it right to you.

Notice how I get to be the messenger. I get to be the one that is so fortunate to be able to bring this solution that impacted and changed my life. I get to bring this to your doorstep. I am Robin, and the five-step system is Batman.

The reason I can make the five-step system Batman is because you can have the system. You can't have me, but you can have the system, and I get to relate to you. When you hear my story, you immediately realize, "Hey, if he can do it, I can do it. He hated writing. He was as bad at writing as I am. This five-step psychological formula he speaks of was able to get him to a place of doing \$250 million in sales. Surely I can do a couple of million in sales."

It's believable and relatable. It's a connection, and it is that very connection that will build trust. So when I say the next thing, you will be more likely to believe it, to hear it, to follow it. So the purpose of story isn't to build yourself up or make you amazing. It's to be relatable.

The story element comes from the beginning of time since humans are captivated by story. Think to yourself about the last time binge-watched a television show. You just couldn't put it away because the story was so captivating. Think about the most engaging speaker you've ever met. They tell stories. If you ever watch me on stage, 80% of my presentation is stories. We love stories. Why is it that we love stories? I'm going to do an exercise with you and I want you to simply follow along.

It was a dark, cold morning, frigid temperatures, icicles hanging out. As I got out of the bed, and my feet touched the ground, I had chills go up my spine. All right. As you listen to that or read that, were you not

imagining yourself in that story? I never described what the room looked like. I never described what the house looked like. I never described what the bed looked like. I never described what the floor looked like. But were you not imagining yourself in a scenario, maybe in your room or whatever you know, to be cold?

The reason a story is so powerful is because it enacts multiple senses at the same time, and you get to visualize it. It's been proven by memory expert after memory expert that the best way to remember something is to have a visual of it.

Stories are powerful because they engage with multiple senses. They create visuals, and they immerse you into the actual environment. Even though you don't know what that author's environment looks like, you immerse yourself into whatever you feel it looks like. Imagine how powerful that story becomes because you placed yourself in the shoes of the author and then even related to the author.

Now you're in it.

So the story that you are telling is a journey, but it's not your journey. It's a journey to the discovery of your solution. So in my story, if I intend to talk about only copywriting, I'm not going to get into a lot of the nitty and gritty of how I started my first online business.

I'm not going to talk about how many times I failed or exactly what I did to have that breakthrough. No, go back and see my story. You will see that I focus purely on the key elements that led to my journey of discovering the five-step system. So the journey is not about me. The journey is about the system.

Again, make it about Batman, not Robin.

And unless you're a coach or consultant, you're not Batman. So this journey does one more thing at a subconscious level that's so powerful, and that is it expresses and shows just how difficult it was for you to discover this solution. It also can uncover just how lucky you were to the solution.

In my case, if you listen to my story, what are the odds that you will run into one of the top copywriters in the world who wants to teach you how to write copy? What are the odds? And then how many of you would like to invest the next two years learning from that person from scratch, trying to put it all together?

So as you hear my journey, not only do you connect with it, not only do you relate with it, not only do you immerse yourself into it, but you feel my pain. You feel the struggle. You feel how hard it was. You

can feel it, and you don't want to deal with that. You start to at a subconscious level say, "Man, thank you for going through it, but I do not want anything to do with that."

And so before you even know it, the idea of purchasing the product that I will eventually sell to you becomes your idea, not mine because you lived it. You were in the story, you visualized it, felt it, sensed it, and you want nothing to do with it. You want the easy route.

That's what we eventually get to in the future steps. But notice how if it wasn't properly set up in the story, then the person could just as easily walk away from that presentation thinking they can do it themselves. Or worse yet, they could walk away from the presentation thinking they can't do it at all because your story was about you and how amazing you are.

And they don't feel that they're that amazing and hence it's not relevant to them.

So the story is incredibly key.

The key thing here is that it needs to get them to the next step. Remember, again, you could write the perfect introduction, and you could write a bad story, and this sale process would stop right there. So when you write a great story, it gets them interested. It gets them hooked, and it gets them to say, "All right. What's next? What else do you have? I'm in."

And that would lead us to step number three, which is content.

## CHAPTER 9: STEP #3: CONTENT

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Content is by far my favorite part of a sales presentation, and this is probably also the part that has changed and evolved the most between direct marketing and interactive marketing. The fact alone that there's a word called content in a sales presentation formula is going to confuse many people.

I've had many people push back against me even including this in the formula because the conventional wisdom is that you never teach during a sales presentation to a large level.

I agree.

However, there's a bit of a twist to that. That is what is going to lead us to the purpose of content. The purpose of content, most would think on the outside, is to teach. However, that's not the purpose of content at all. Actually, if you end up teaching too much, you can kill a sale. However, ironically, the purpose of content is now credibility.

I want you to let that sink in for a moment because what you would ideally think is that that was what the purpose of story was. But we decided it wasn't, and hence credibility is actually leaning on your content.

Let me explain to you exactly why. Let's go back to talking about interactive marketing.

One of the topics that I discussed when we talked about interactive marketing was that the consumer now has control. The consumer has options, the consumer has choices, the consumer has communities. The consumer can immediately look up what you're teaching, but the biggest thing is that the consumer can check out your competition. It's very easy.

Go back to the world of direct marketing. If I sent you a sales letter in the mail, what were you going to do? It was either you bought the product or you didn't. How would you even go about investigating my competition or looking up my product? It would take a lot of energy and a lot of work that you didn't have time to do. You would simply make a choice to buy or not.

However, within a span of seconds, not only could you read up the reviews of my product, but more importantly, you can find my competition. Hence, that brings us to the purpose of content credibility. We have started to build a relationship with this potential consumer who's looking into our sales material.

Through the content, we need to expand upon that relationship because we know that the consumer has so many choices. We need to deliver value to this consumer even within our sales presentation to win them over. See, because consumers have ultimate control and so much choice, they've become pretty demanding.

It is no longer enough that they receive value from your actual product. They want to receive some form of value from your sales material as well. This is where you walk the fine line of delivering value without over-delivering or killing the sale.

And to do that, we lean on a concept called the what, not the how.

This is a beautiful concept because it allows you to create value, but without ever actually giving it all away. So you tell someone what to do, but you don't tell them how to do it. There's a concept in the world of sales presentation content that I want you to walk away with, and this is something to write down because it's incredibly important. I call it aha moments.

Aha moments are where you are going to get the sale. Aha moments are when people have certain epiphanies, or they hear something that makes them go, "Oh, aha." And if you think about it, that's how you attain credibility in someone's mind. The best way to get credibility with someone is to tell them something they don't know. Leave them smarter than they came to you, and you've instantly earned credibility.

I want to ask you about this very book itself as we're going through this five-step psychological formula. Have you not at least a couple of times, had a few aha moments? Have you not at least a couple of times thought, "Wow, that's interesting. That makes sense. I never thought about it that way. That's pretty cool. I'm going to put that into action. I'm going to do that."

Those very aha moments are to your subconscious mind communicating that Anik has credibility. He knows his stuff because he has given me value. Now, since this is a book, I'm obviously getting far more into the how. I wouldn't do this in a sales presentation, but I want you to just focus on the aha moments alone. Those aha moments are what create the sale.

Now, I just said something that in and of itself can be very controversial, create the sale, but we're only at content.

Isn't the pitch where we create the sale?

That's not true, and I can prove it to you right now with a simple example. I want you to ask yourself how many times you have ever been in a sales presentation. More specifically, how many times have you ever been on a webinar? Be honest. Didn't you already know that there would be a sales presentation on that webinar? Didn't you already know that the webinar would end with something being sold? So then let me ask you this. When the content section is clearly over, and the pitch has clearly begun, the consumer knows a sales pitch is next. Why is it that you still stay? Why is it that you're still there? Think about this.

In every webinar that I've ever done, there's always a certain percentage of people that will log out of the webinar. As I begin my sales presentation part, the last part of the webinar, anywhere between 5% to 8% of the people watching will always log off.

Why is that?

It's because no matter what I say in my sales part of the presentation, they're not interested. It's because I'm trying to sell golf clubs to tennis players. It's because the price or the offer or what I'm selling is irrelevant. They don't want it. They're not sold. The rest of them are sold. They want what I'm offering. They just have one question in their mind. How much?

So think about what I just said. Content is where they were sold. They were sold through the aha moments that I created.

Through the content, we are still communicating with the subconscious mind. So we're sending messages to the subconscious without blatantly saying it. So what the subconscious mind is thinking is, "My gosh, if I have learned this much for free during the free part of a sales presentation, imagine what this individual would teach me if I paid them some money."

Our mission is to make it so that purchasing the product at the end is your idea, not mine. It's your conclusion made by your subconscious mind because it's the only natural thing to do at this point. Anytime it's your idea, not mine, you are ten times more likely to do whatever it was that your idea is. In this case, it would be to purchase the product.

The target in the content part of the presentation is to hit three to five aha moments.

I want to be very clear that you can absolutely have too few, and you absolutely can have too many aha moments. Don't go over killing it because what you will do when you have too many aha moments is you'll create confusion. This is the part where I want to talk to you about the human mind and how we think in linear ways.

I was recently speaking to a friend of mine who had just gone to a big personal development event. It was five days, locked in a room, and I didn't hear from him at all. He was at this event. He was very excited to have gone there. And when he finally reached out to me afterward, of course, I asked how the event was.

This person was on fire, excited, beating his chest, "I'm ready. I'm going to take over the world. I'm so excited. It was amazing. It was great. I learned so much. I can't wait to get back into this. I'm going to grow my business like crazy this year." And I remember just asking, "Well, what did you learn? What did they go over?" And there was pure silence on the other side.

And he says, "Well, I mean, I don't remember exactly. I have to look at my notes. But man, it was great." And that is such an amazing example of overwhelming someone into confusion. And if you do that in a sales presentation, you're going to lose the sale.

So if you say too much, you're going to leave them in confusion because the human mind is a linear mind. Anytime you can keep the content part of your presentation linear, you will win the three secrets to the five-step process.

Did you catch that? Notice how my copywriting formula just so happens to also be a five-step psychological formula. Five steps linear. So at any point in my five steps, you are not lost right now. You know I'm talking about content. You know where content fits in the five steps. You are with me, and you understand where in our presentation we are.

However, if you start to just throw random ahas at people, you might very well create an aha moment for them, but they may not know in relation to what. And what happens when a mind is even 5% confused?

It's completely incapable of making decisions. So one of the ways I have found it easy to keep my presentations linear in case I have a complicated presentation is to create diagrams. That way, there's a visual in front of my consumer, and they always know at what part of the content I'm in.

I've also found it very helpful to stick between the three to five aha moments, and that's it. So let's go back and talk about how to create an aha moment. What and not the how. What do I mean by that? So I'll give you a very exaggerated example.

Let's say I'm a weight-loss expert, and I want to sell you my coaching.

I come to you, and I say, "Listen, here's how you lose weight. You eat less, you drink more water, you move more. Please pay me \$1,000. I'd be happy to start coaching you." What would your reaction be?

How likely would you be to purchase my services for \$1,000? But let's be honest with one another. Is that not how you lose weight? Eat less, drink more water, move more. That's a simple formula.

However, there is a multibillion-dollar industry around weight loss. It's always baffled me. I think that weight loss as a market, as a marketing experiment, completely explains to you the power of copy and conversion. I want you to take the same example, and we're going to spin it now, so instead of telling you to eat less, to move more and to drink more water, here's what I tell you. I'm going to give you my three-step formula.

I'm going to give you my three secrets to losing 10 pounds in the next 30 days or less. Number one, I call it the Palm Method that allows you to eat absolutely anything you want within a certain timeframe. You can eat whatever you want, but in a certain way that will still allow you to lose weight. Yes, that includes pizza, it includes brownies and includes cake. Number two, I call it the Lemon Squeeze. Lemon Squeeze will allow you to start shedding off pounds even while you're idle and sitting around. And number three, I call it my Seven-Minute Metabolism Booster. I'm going to put your body into overdrive in seven minutes every morning so that throughout the day you will burn twice as many calories as you would on a normal day.

These are the three secrets that will help you lose 10 pounds in the next 30 days.

Now, as you're listening, you probably wondering what I'm talking about.

Okay, well, guess what the Palm Method means. You can eat anything you want as long as it's not bigger than the size of your palm. You can have it in a minimum of three hours apart from each other. That's the rhythm. Now, if you think about it, if I add the timeline and I add the size, I've basically limited your calorie intake.

Number two, the lemon squeeze. I teach you to add lemon to water so that water tastes better. Lemon also provides electrolytes, so you get more liquid nutrition in your body. Instead of telling you to drink more water, I called it the Lemon Squeeze.

And number three, the Seven-Minute Metabolism Booster in the morning. What I'm going to tell you to do is seven minutes of exercise right when you wake up so that your heart rate goes up in the morning. It's scientifically proven that if you can get your heart rate to spike early in the morning, your body will stay at a higher metabolic rate throughout the rest of the day, burning more calories. So I'll give you a few exercises.

I want you to understand the massive difference in how I presented this content. In one example, the what and how we're in the actual message. Eat less. That's the what, and that's the how vs. the Palm Method. It's the what. It's not the how. It's not what foods you eat. It's not how you eat them. It's not what time and pacing you eat them.

Right? So the what is supposed to give someone an aha in and of itself.

A good example of a what in the weight loss space was when the Atkins Diet first came out and said, "You can eat as much fat as you want. It's the carbohydrates that are a problem. You can eat bacon, you can eat steak, and you'll lose weight." And people thought that was insane. But there was scientific evidence behind it, and that scientific evidence in and of itself created the aha moment. People thought, "Whoa, wow. Really?"

Right now, there's major movement behind intermittent fasting in the weight loss space because there's scientific evidence. People have done some studies to prove that intermittent fasting is creating weight loss. Then there are more studies showing why it is that fasting makes you healthier. So the aha is actually in the science. To conclude this particular step, think about the what and not the how.

If I was presenting to you this copywriting topic, I am spending a lot of time right now talking to you about how to do content. But if this was a sales presentation, I would have made my initial points. I would have delivered to you the fact that you should create three to five aha moments in a sales presentation, not less, not more, and that will confirm that you will get the sale.

That would have been something you would've learned. That would have been something you would walk away with. That would be the knowledge you want, but you don't know how to create aha moments. But you know how many to create. You know what to do. You don't know how to do it.

This also creates something in the world of copywriting that we use a lot called open loops. The more open loops you can create throughout your sales process, the longer the person will stay with you, and the more they will buy from you.

It is proven. It is scientific, and open loops are amazing.

But when you give someone a what and not the how, you have created an open loop that they need to resolve. But they know that the only way they can resolve it is by purchasing the product that you're selling.

So again, let the subconscious mind make it its own decision to purchase your product vs. you telling it to purchase the product. So this is content. I can tell you right now, this is where you get the sale. Obviously, for someone to even reach the content, you would have had to have done a great introduction and a great story.

But content doesn't just get someone to the next step.

Content is where someone decides at a subconscious level that they want what you're offering. So this is a very important step, and this leads to the next step, which I call transition. A step that I've seen more marketers in the world make a mistake on than any other step. So let's move on to the next chapter.

Let's talk about transition.

## CHAPTER 10:

### STEP #4: TRANSITION

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Transition is a step where you finally begin to move the conversation from the subconscious mind to the conscious mind. This is a very awkward step for many people who are out there presenting to get a sale.

If you're doing a presentation through a video or through a webinar, this can be a very awkward moment where your tone, where your words, where your excitement and everything can take a change. Even those who are very comfortable teaching their topics can be just as uncomfortable asking for money.

So I'm going to use a simple example and visual for you to be able to remember what the transition stands for. But let's first go over its purpose.

The transition has a simple purpose: answer the why.

If you've done an amazing job through the introduction, the story and the content, you've built quite the relationship with your potential consumer. You've let them into your life. You've been vulnerable. You've been relatable. You've told them stories, and you've given them visuals of being in your life. You've gotten to know one another even in a short span, but you've built a bit of a relationship.

So why are you going to ask me for money now? It's a very uncomfortable transition, right?

Imagine that you met with one of your friends. You call your friend, and you say, "Hey, come meet me at the bar after work. Let's have a drink." Your friend is excited and says, "Yeah, it'd be awesome." Your friend shows up, and the first thing you do is look at them and say, "Hey, I'll sell you this pen for \$100. It's 50% off." Your friend's gonna look at you and go, "Ah, what are you doing? Why? Why are you selling me?" This is so uncomfortable, so uneasy. So? You answer the why.

The point of a transition is to answer, "Why do you want my money?" So the why can usually be very simple. Okay? The why in the case of Lurn is very simple. I run an organization here. We have a 26,000 square-foot facility where we do training. We have a massive team, coaches and content production.

This stuff costs money. I have to charge you money so that I can afford to service you. I have to charge you money so that I can grow the mission here and continue to bring more entrepreneurs together. And the more entrepreneurs that come in to learn, the more you will succeed, and that's enough. Someone says, "Oh, I get it." I'll give you an example.

You walk into the local electronic store, and you want to purchase a TV. Never in your mind does it even occur to you once, "Why are they charging me for this?" The transition is unnecessary because of your level of commitment. You walked into the store, asking to purchase the TV. So most of this copywriting formula probably won't even apply because you've already jumped straight to the pitch.

You've sold yourself already.

But the bigger thing here to understand is why is it that you don't need to know why they want money from you? Because at a subconscious level, it makes perfect sense. This TV costs money to make it. There are supplies in it, there are parts in it, there were humans that put it together. That costs money, so they will charge me money. We grow up with this.

However, depending on what you're selling, people can sometimes say, "Oh my God, we're friends. Don't ask me for money." So why is it that you need money? A lot of times it could just be, "This is my profession. This is what I do for a living. I need to survive. So I ask for money." And many times that alone makes the other person say, "Oh, that makes sense. I get it. I'm not offended. Go ahead, ask me, how much do you need again?"

Why don't you answer the why without saying it directly?

I would never come into a transition and say, "This is why I must ask you for money." No, I will come into the transition and say, "I've made it my mission to spread the message about my five-step psychological formula to help more and more people convert more and more of their traffic to make more and more money. I want to teach this to entrepreneurs all over the world, and to do that, I need to build infrastructure and a team. And so to support that, I'd like for you to join Conversion Academy."

I didn't actually say anything about money, but when I put it out there, the subconscious mindset says, "Oh my God, of course, I get it. I've got to support this person. There's going to be money involved. It's cool. Ask me, tell me how much you want." And I again made it their idea, not mine. Their idea, the subconscious mind's idea.

There's one more thing that happens during a transition that's very key.

Now, to give you a visual here, I'm going to have to lean on a very stereotypical old mentality about married couples. I'm going to do a stereotypical role for a female and male in a married couple. I am in no way making a political statement. It's just an easy visual to follow. I want you to imagine that a 30 or 40 years ago, you are an insurance salesman. You walk up to the door and you knock. You have a

briefcase in your hand, you're wearing a suit, and a very nice lady opens the door and welcomes you in. She's expecting you. You walk in, and she guides you to the dinner table. You put down your briefcase, and her husband joins you shortly.

The husband comes in, probably not as warm, says hello, sits down very firm, looks stern, looks skeptical. Of course, insurance salesman, right, is in the house, so they're going to be very skeptical. I want you to think through what happens during this engagement and during this interaction.

By the way, I was actually taught this when I used to do sales at a dinner table for an insurance company. When you walk in, the number one thing you can do as an insurance salesman is to observe what's around you.

The first thing that's going to happen when you sit down at that table is there's going to be two people sitting across from you. So it's two against one. Two people that are skeptical against one who wants to sell. Your job during this presentation is going to be to turn the tide so that it becomes two against one the other way around. Two people that are for the sale and one that's skeptical.

So perhaps as you walk through the house, you see a Barbie doll in the corner and a truck on the other corner. You can pretty much imagine that they have a boy and a girl. So as you sit down, you might look at the wife and say something about children. And she'll say, "Oh yes, I've got so and so and so and so."

Now you have an understanding, given that again, the stereotypical role of a mother is the caregiver. She's worried about the future, the safety of her children. You would be able to lean on that to talk about the power of the insurance plan to protect her children in case something happened to both mom and dad. There would be a point in time where you'd be able to turn that table.

So it's two against one where now if you can convince the wife, she will handle convincing the husband for you.

Two against one.

All right, what am I talking about, and what does this have to do with the transition? I want you to assign those stereotypical roles back to the subconscious and the conscious. In the husband and wife example, you've got the wife who's the heart-driven, right? Worried about her children, wants them to be safe, and you've got the husband who's logic-driven.

He's sitting there with his arms crossed, very skeptical. He wants to know what's in it for the insurance salesman, what is this insurance stuff? It's a rip-off. It's going to be wasted money, and so it's very, very skeptical looking for the value and making sure he's not getting ripped off.

That's the biggest worry that's going to be on that husband's mind. In comes the subconscious and the conscious. I want you to look at the subconscious mind as if it's the wife in that stereotypical relationship.

And I want you to look at the conscious mind as if it's the husband in that stereotypical relationship. The subconscious mind you have now been speaking to through the introduction, through the story, and through the content. At some point, this subconscious mind is starting to get pretty excited. If the subconscious mind is still there, since the content part is done, you know the subconscious mind is interested. They want what you're selling.

This is when they will transition during the transition phase, their request to the conscious mind. So here I want you to use another visual.

Another example to remember this transaction happening between the subconscious and conscious mind. See, the subconscious mind is impacted with sales messaging day and night all the time. S

o let's just assume the conscious mind has set up a rule that says, "Listen, subconscious mind, I give you five cards per month. Every time you put in your card, that's you requesting me to logically evaluate something you want to purchase. There you go. Five doesn't mean I'm going to purchase it. It means I give you the ability to request my logical review of the purchase. So I might say no, might say yes, but you get five requests. Use them wisely." So the subconscious mind is like, "Man, I want all five to be purchases. I want to buy stuff."

So this is why the tonality and how you deliver a transition can be so vital. As you get into the transition, you are now about to take the decision of the final purchase away from the subconscious mind into the conscious mind. But if your tonality completely changes, imagine what messaging that will send to the subconscious mind.

It's a warning flare last second. So let's say last second. The subconscious mind is about to say, "Yup, that's it. I want to turn in my card." And your tone changes. So you were all excited. You are talking, teaching. You were all up in excitement, and all of a sudden your voice gets really slow and really low and you start to stutter because you're getting uncomfortable because you're about to pitch them something.

The subconscious mind holds the card back and says, "Whoa, Whoa, Whoa, wait one minute. I'm not sure I want this. What's going on?" So you've got to actually pick up your excitement. You've got to pick up your tone. You've got to pick everything up so that the subconscious gets even more excited and turns that card in to the biological mind, which will then sit and do a logical review of the offer.

So the transition, the best way I can explain it is another visual for you. If you had in your hands the cure to cancer, you've got it. You have the pill; you take this pill and cancer is 100% cured. The person instantly is cured, and you find out that your neighbor down the street has just been diagnosed with cancer. You go running to the door to knock, no one opens. You know they're in there. You can see them through the window, but they're ignoring you because they're fed up with people offering them a solution.

They're fed up with people offering them some kind of cure, and they just feel so down on themselves, and they don't want to deal with it anymore. They won't answer the door for you, but you've got it right in your hands. Here it is. Would you not try again?

Would you not call them? Would you not find out if there are any relatives that you can get ahold of? Would you not bang on the door? Would you not knock on the window? Would you not try your best? Or would you simply just retreat and walk away and say, "Okay. They said no."

That level of vigor that you would put forth because you know you've got the solution in your hands. That's the vigor with which you need to approach your transition. That's what confirms to the subconscious mind that they need to turn their card over for a logical review by the conscious mind. So the purpose of the transition is to answer the why and get that card into the hands of the conscious mind.

Let's migrate the sales process from the subconscious into the conscious. That's a transition. Just to give you an example, in most presentations, the transition should be less than a minute or two max.

If you're very, very skilled at presentation, you can go a little longer. But if you get even a little bit uncomfortable with presenting sales pitches, rip the bandaid and move fast with the transition as fast as you can. It's very important not to belabor it if you're going to be awkward during it. And that leads us to the final step of our five steps psychological formula, which is pitch.

So in the next chapter, we'll talk about what we do with the logical mind.

## CHAPTER 11:

### STEP #5: THE PITCH

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So we finally culminate the five-step psychological formula down to what I believe most copywriters focus on the most: the pitch. It's a common myth in the conversion world that the pitch is the most important step.

They think the pitch is where you get the sale, and we've already talked about how this is not true. You don't get the sale in the pitch. No pitch can ever convince someone to buy your product if they aren't already excited about it. Imagine being at a car dealership.

You walk in and you look at a car and say, "What's this?" And the dealer immediately responds with, "That is on a 20% discount right now, \$6,000 off if you buy within the next 15 minutes." You look at the person and say, "I don't even know the name of a car. I haven't even thought about test driving it. What are you doing?"

But so many people in the copywriting world are approaching their copy this way, where the first part of the presentations are absolutely useless and not getting the audience at all interested. What they're doing is focusing all their horsepower on the pitch, which just makes them sound like used car salesmen. So what is the purpose of a pitch if it's not to get the sale? What's the purpose of a pitch? The purpose of a pitch is to confirm the sale.

Now, I can hear what you're thinking. You think I'm just playing with words. Get, confirm. What's the difference? There's a huge difference. As we talked about earlier in the content part of this book, we mentioned people can clearly tell when there's a pitch starting. Why are they still there? They're still there because they're already sold.

If at that moment I told them that the product is absolutely free, they would run to grab it. If they weren't sold, they would have left. As soon as the pitch starts, they would leave. There's nothing I can say in a pitch to sell golf clubs to a tennis player, so they would leave.

So the biggest thing to start a pitch with is to understand that they are already sold, but they only have one question still left in their mind, which is why they should they sit through the pitch.

What is that question in your consumer's mind? What could be the only question left in someone's mind who's already sold?

That question happens to be - how much?

Welcome to the conscious mind. We are now talking to a logical part of your brain that is, let's face it, pure human instincts and human psychology. That part of your brain is greedy. Now, whenever I've talked about this, people have said, "Oh, you said greedy. Greedy is not good, greedy is bad."

There are so many negative connotations to it, and I don't care about all of that because my job here isn't to teach you how to be a moral or ethical person. My job here is to teach you how to sell to human beings, and human beings think a certain way. We can either recognize that, or we can just ignore it and not sell.

Humans are greedy, pure and simple.

The logical side of your mind wants one thing. It wants the best deal humanly possible, and for that, I call it the 10x rule. I want you to start approaching your pitches with a specific rule in mind. Whatever you want to charge, make sure that the value you show in your pitch is one that is 10 times the price you are charging.

So if you want a dollar from me, show me you'll give me 10 back. If you want \$10 from me, show me that you'll give me \$100 of value back. If you want \$100 from me, show me that you will give me \$1,000 of value back. If you can apply greed into this process, you will confirm the sale.

The logical conscious mind isn't concerned about evaluating the validity of what you are offering.

That's been done.

It simply wants to evaluate the value of what you are offering:

- Is it worth it?
- Could my money be better spent on something else?
- Am I getting a deal?

I want to give you another visual that will help you remember the power of a strong confirmation, the power of a strong deal. Imagine you have a friend Sally, she lives next door to you. You really like her, she's a very sweet person, and you know she has this arts and craft store down the street.

You always have meant to stop by and maybe look around, support her, get something, but you never seem to have the time. You're always busy, you're late to work. You've got to take the kids out, and you just haven't done it.

But one day you're driving by, and you see these big signs "Blow Out Sale!" "Store Closing, 70% Off!" and you think, "Oh no, Sally's store is closing." And as you're thinking that, you take a left turn and turn in to go see what's going on.

It turns out she's closing because there weren't enough customers.

She's going out of business, and you start to grab a cart and buy some things. Isn't it ironic that had you and others done that same action months, weeks, years before, she wouldn't have reached a going out of business situation? Although you feel bad for Sally, you're going to take advantage of the situation.

It's great. You're getting a great deal. In the end, that's what value means, right? It means it's a great deal. Every consumer wants to know that they got the upper hand in the deal.

So your job during a pitch is to make sure that the consumer feels they win. How many times can you imagine a salesperson looking at the consumer they're talking to and saying, "You know what, I'm not even gonna make much commission on this. I just, you know, you've negotiated to a degree, but it's fine. I'll give it to you."

You may or may not believe them, but you know somewhere deep down it makes you feel good.

Again, it's human instinct.

I'm going to give you one more story and this is a true personal story. It will help you understand just how instinctive we can be about getting a deal and getting great value. My wife and I were looking to buy a house. It had been a long time, and it felt like it was a cursed process. Every time we would put money down on a house, we'd wait and wait. Inevitably, something would happen, and the house would end up not getting built.

This happened to us three times. We were just starting to lose hope when all of a sudden, we found a new house. Boy were we glad we hadn't bought a house yet because we loved this home.

It was our dream home, so we went into a ruthless negotiation for four months. I negotiated. Finally, they accepted. We reached a price. I walked in, I wrote a check for \$50,000, and I walked out.

I tell you, it wasn't two steps outside of the office until my heart fell into the pit of my stomach. I thought to myself, "What have I done?" I knew that I had just signed myself away to an incredibly expensive commitment:

- What if I didn't like the house?
- What if I didn't want to live in this area that long?
- What if I got the wrong house?
- What if I didn't get the best deal?

As weeks went by, that feeling continued to build up. I knew I was in a contract. I couldn't do anything about it. Now I'd either have to walk away from my \$50,000 or simply go through with the process.

I even shared this concern with my wife. I shared it with some others, and it was really starting to bother me. On top of that, they still hadn't started construction on the home yet. What was going on? One day out of the blue, I get an email from the builder with an attached contract addendum.

He very casually says in the email that they decided not to build the house. If I signed this release, they'd give me my deposit back. I was very intrigued and confused, but at the same time, very excited.

I thought, "Wow, it's a sign. I have an out. I can get my money back. I can get out of the commitment. This is amazing." I felt a great sigh of relief come over me.

But the curiosity of why the builder wanted to walk away from this deal got to me. I asked my lawyer to check into it. The builder was very honest with my lawyer, and the builder told my lawyer that they weren't really making any money on the house. They had over negotiated and this was their absolute best property. They knew that they could sell it for a lot more money, and hence they wanted out of the deal.

My lawyer was pretty struck by this, called me and said, "Anik. They were very honest, and here's their reason. What would you like to do?" It did not take me more than three seconds after hearing the reason, and I turned around, and I told my lawyer, this is a contract they have to build my house. You tell them if they don't build my house, I will sue them.

I remember listening to myself as these words came out, and I thought, "Wow. That was all it ever took." After that moment, I never once had a doubt in my mind about the decision to purchase the house. I have since moved into the home, and I love it, and I'm so glad that we went through with the house.

But I found it very interesting that my reservation was completely solved.

My fears and anxiety were completely gone when I had confirmation that I had gotten a great deal. So during your pitch, it's not only important to build value, it is important for you to prove said value. It is important for the consumer to know that what they're getting is truly worth what you are saying.

Now, of course, some frameworks and formulas allow you to do that.

But at this stage, I want you to walk away understanding that the purpose of a pitch is to confirm a sale by talking to the logical mind. That's what a consumer wants. They want to feel that they got the upper hand on the deal. So you have to make sure that you present that and allow them to feel that. That would be a great pitch. And that is exactly how you close a sales process.

So now that you are empowered with this information, I challenge you to go out and think about how you can apply this five-step formula.

How about if you have a simple request of your children? How could you apply this five-step formula to getting a higher uptake rate on your request? What if you want a promotion at your job? How could you apply this five-step formula to help make a better case for your promotion? What if you want that golf trip? What if you want to convince your friend to go on a trip with you? What if you want to start a business? What if you want to convince someone to join your company at half the pay that they get elsewhere? How could this five-step process help you achieve the outcome you're looking for?

Not necessarily by trigger words or sexy talk, but by a psychological influential impact-driven formula that talks to the mind at a level that reaches the decisions that you desire. So again, the five step formula:

1. Introduction
2. Story
3. Content
4. Transition
5. Pitch

And I hope you've understood that the pitch is the simplest of all of them because you will have done all the heavy lifting.

You only have one job in the pitch, and that's to build value, confirm value and give them a deal. That would round up the entire process and lead to a sale. The more of that you do, the wealthier you'll become, and the more successful I'm an entrepreneur you will be. That brings us to the end of our five steps psychological formula.

In the next chapter, I want to just quickly round all things up and give you what I feel is your next step. If you want to continue to learn this art of conversion and continue to become a masterful copywriter, I'll show you exactly what to do.

## CHAPTER 12: BRINGING IT ALL TOGETHER AND BECOMING A MASTER COPYWRITER

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Now that I've given you an introduction to the world of interactive marketing, to human psychology and to my five-step psychological formula that I've used to sell over a quarter billion dollars worth of products, I want to invite you to join us inside of Conversion Academy.

Not only will you receive far more hands on training on everything that we've talked about, you'll have the ability to connect with hundreds of others all over the world. You'll get peer reviews, live copy reviews, live questions, Q&A's and community. You'll get absolutely everything you need. That includes software to analyze your headlines. That includes things like templates and checklists that you can fill out.

Not only do you receive all of that, but the best thing that you get out of this is you're actually getting a degree in marketing because in the end, marketing is all about conversion. It's not about anything other than that, so I want to invite you to join us in our Conversion Academy. We begin Conversion Academy with a really fun 21-day challenge, which allows you to take action, get guidance and get reviews during those 21 days.

We get you to start writing copy, start writing narrative, start writing headlines and emails, but beyond that, I want to invite you to stick around and be in that community where every month we do more training and more innovative tests.

We reveal what I'm working on. I am very open with the entire community with everything that we're doing. Every week we hang out together virtually through a Zoom room, and we write copy together, and we review it for one another together.

The basic thing I want to offer you is this.

If you want to become a masterful copywriter, a campaign specialist and a conversion expert, it's going to take time and repeated exposure. But the best thing that you're going to need is a coach and a guide. That's what I had and that's what you get when you become a member of Conversion Academy.

I want to thank you for having given us your time during this book. I want to thank you for your trust and faith. I want to encourage you to continue mastering this art. It is by far the number one skill that an entrepreneur needs to become wealthy.

I will never forget the words, and I will spend the rest of my life repeating the words of my mentor, "Every successful business person must be able to sell through the art of the written word."

Whether it is with us or it is elsewhere, I encourage you to keep practicing the trade.

I encourage you to keep it simple, to focus on the psychology, to focus on the narrative, and to keep this five-step psychological formula in front of you at all times in all parts of your life. I promise. The more you practice it, and the more you put it into place, the more influential and the more impact you would drive.

So with that said, I welcome you, and I invite you into our Conversion Academy.

[Click Here](#) to learn more about how you can join us and become a member of Conversion Academy. And as I always say, when life pushes you, stand straight, smile and push it the heck back.

Talk to you soon.