

# Writing The Ad

Now, it's time to get to the writing of the ad itself.

Notice how far down in the process we are. This is Step Number Six. Most people start here and wonder why their ads don't pull in big response rates and profits. You can not start writing until you've done the preliminary work in the previous steps.

What I'm going to show you in this step is...

## **How To Swipe Successful Ads For Your Promotion**

The way I'm going to do that is to go back to our diet ad example. I'm going to create a diet ad too. But this ad will be for a pill not a book about a diet program.

I'm going to start from the headline and go right through to the end.

Then, I'm going to show you how to use the same diet ad swipe example to write an ad for an unrelated product. I'm going to use the swipe to write an ad for a moneymaking report. I think by showing you these two different examples you'll get a much better feel for how to swipe... even if... you don't have a successful ad for the type of product you sell.

The way I'm going to do this is by taking each copy block of the swipe ad and writing the copy for my ad underneath it. So you can see what I'm doing.

Afterwards, I'll give you the full version of my ad.

Here we go...

### **The Amazing Diet Secret Of A Desperate Housewife!**

The Amazing Diet Secret Of A Russian Scientist!

**My name is Nancy Pryor. I am 35 years old. I am a housewife and mother of three children. I would like to tell you something personal about myself. One day last September, I just broke down and started to cry.**

My name is Yuri Maganov. I am a research scientist at the University of Pennsylvania. I have been studying the human body for over 25 years. The focus

of my research has been energy consumption. I would like to let you in on a little secret about me. About 18 months ago, I made the most amazing discovery the scientific world has ever known. I almost started to cry for joy.

**I couldn't help it. I had reached my breaking point. I felt like I was going to have a nervous breakdown.**

I just couldn't contain myself. I had finally cracked the code to the cellular manipulation of energy for overnight weight loss.

**It happened one Monday morning right after I got on the bathroom scales to weigh myself. I had been on a strict diet for nearly two months. I had gone off the diet over the weekend to give myself a little break and just to live like a normal human being for a couple of days. Now the scales said I weighed 188 pounds. I just couldn't believe it! That meant that in one lousy weekend I had more than gained back every single pound I had lost in the last 3 weeks.**

It happened at 12:47 A.M. on Thursday morning. I know the exact time because it is recorded during such experiments. I was trying to figure out how to help the human body naturally shed fat and excess weight. My findings would help millions of obese people in this country. Two days before, myself and a group of 1,200 test subjects took a secret pill I had developed. At that time I weighed 220 pounds. But on this Thursday morning the scale said I weighed 205 pounds. That's a fifteen pound weight loss in just two days. The average weight loss during those two days for all subjects was ten pounds.

**Maybe this doesn't sound like a big deal to you, but to me it felt like a tragedy.**

The thing is we did nothing different other than take this scientifically developed pill. No other changes to lifestyle or diet. I mean, how much can you do in two days anyway?

**I had been trying to lose weight for the last 5-1/2 years. I had tried liquid protein. I had tried fasting. I had tried hypnosis. I had tried exercise. I had tried sauna belts. For a while I even used dangerous diet drugs. As far as diets go I tried almost every one I heard about. The Atkins diet. The Stillman diet. The grapefruit diet. The Women's Ski Team diet. Etc. Etc. Etc. You name it – I tried it.**

I had been trying for over seven years to come up with the ultimate weight loss formula. After hundreds of failed tests, I finally hit the mark. Now, millions of people in the United States and across the world will be able to lose all the weight they want. No more liquid diets. No more fasting, hypnosis, dangerous diets or diet drugs. This is the weight

loss cure you've been hoping to find.

**The results were always the same. I would struggle and struggle to lose a few pounds and then the very first time I would give myself a small break the weight would come right back on.**

Aren't you sick and tired of getting the same results? You struggle and struggle to lose a few pounds... and then... put them right back on the first time you fall off the wagon.

**It had happened many times before, but somehow this time it seemed like the last straw. I didn't know where to turn or what else to try. I was about to give up.**

I'm sure it's happened to you many times before. If you are a serious dieter, you're probably at your wits end. Maybe you've even thought about giving up. Now you don't have to worry about that anymore.

**Don't get me wrong. I don't want this to sound like a sob story. I'm not telling you all this because I want you to feel sorry for me. There is no need for that anyway. My story has a very happy ending.**

I understand what it's like to be overweight. But I believe I've discovered something that can change your life forever. Quickly.

**My story has a happy ending because the very next day I made a discovery that has changed my entire life. I found an amazing way to lose weight that I never dreamed existed.**

Your story can finally have a happy ending. By using my little miracle weight loss pill you can lose all the weight you want. Easily and safely.

**I am not going to tell you where I found this secret. However, I will tell you this much: I did not get this information from a doctor. I did not get this information from a diet book. I did not find this information in a newspaper. I did not get this information from any of the so-called "diet experts".**

Let me tell you how I discovered this secret. There is a certain plant that grows deep in the African desert. This plant contains a special natural ingredient that curbs appetite. No one else but me and my team of researchers knows what this ingredient is. You can't get it from a doctor. You won't find it in a newspaper. Your personal trainer or dietitian does not know about it, either. In fact, there is no one else in the world who has identified this ingredient. And there is no one else who has figured out how to

manufacture it in a laboratory.

**To tell the truth, I stumbled across this information totally by accident when I was looking for something else.**

I accidentally found out about this ingredient while studying the lives of some of Africa's least known dessert dwellers. I was an anthropology student at the time.

**But all that doesn't matter. What does matter is that at last I have found the answer.**

None of that makes any difference. The important thing is, I now know how to help anyone lose all the weight they want as fast as they want. And I know how to do it in a natural and healthy way using my diet pill.

**Let me tell you why I think my diet secret is so fantastic.**

Let me tell you why my scientific diet formula is so effective.

## **MELTS FAT FAST**

### **PRODUCES EXTREMELY FAST WEIGHT LOSS**

**First of all, this diet works fast. It literally burns off fat by the hour. If you go on this diet in the morning, you will be losing weight before lunch. You will lose weight faster on this diet than if you ran 7 miles every day. You will be able to measure the difference in your waistline in 24 to 36 hours. I think this is the fastest safe diet in the world. If you can find a diet that works faster I will buy it from you and gladly pay you good money for it.**

To being with, my secret formula takes less than 24 hours to start producing weight loss. You can lose up to 10 pounds per week. Then your bodyweight will level off to your natural weight. I don't believe there is any formula that works faster that the FDA has approved.

## **NO HUNGER**

### **COMPLETE HUNGER SUPPRESSION**

**I'll tell you a secret. You will never lose weight and keep it off on any diet that leaves**

**you hungry. Hunger is an irresistible force. Sooner or later, willpower always give in to hunger.**

**This diet brings hunger to a dead full stop. You will never be hungry. As a matter of fact, one of the unique features of this diet makes it metabolically impossible for you to experience hunger. To me, it's like heaven.**

When using this formula you will never feel hungry again. You can eat pretty much whatever you want. But you won't ever overeat because you'll feel full most of the time. The big secret to dieting is not feeling hungry. Now you won't. The special ingredients in this natural product stops the hunger signals from reaching your brain. So your brain thinks your full. It's amazing.

### **76% MORE ENERGY**

#### **NATURAL ENERGY BOOST**

**This diet converts body fat to body fuel. Starting on the 5th day of this diet your energy will begin to increase dramatically. It will increase every day until the 9th day when it begins to level off. After that your energy level will stay about the same. This new energy level will probably be about 76% higher than your level is now.**

A lot of over-the-counter diet products claim to raise your metabolism. They use substances that give you a jolt and then drop your energy levels like a lead balloon. My diet formula allows your body to slowly release the energy stored in your cells as you burn off body fat. This sustained and controlled energy release will feel very good to you. And there's no "crashing" effect at all.

### **SIMPLE AND EASY**

#### **EASIEST DIET PLAN IN THE WORLD**

**This diet is very simple. It is easy to follow even if you eat in a restaurant all the time. You do not count calories. You do not measure portions. The only thing you keep track of is how much you lose.**

I don't think I've ever studied an easier diet plan to follow. Because all you do is take the diet pill I've formulated upon waking up in the morning. Then go about your day as usual. The pounds will come off on their own.

## HEALTHY AND SAFE

FDA APPROVED

**This is not just a weight loss diet. It is a health diet also. It is safe. It is probably much safer than the way you eat right now.**

**Don't ever take a chance with your health. It's not worth it. Besides it is not necessary. You can lose weight fast with my diet plus get healthier every day you stay on it.**

Unlike diet fads, my unique formula has been approved by the FDA. So it's 100% safe and healthy to use. You don't know what you'll get with the over-the-counter diet potions. Mine has been studied and clinically-proven to shed fat off your body in a healthy and safe manner.

## NO EXERCISE

EXERCISE IS OPTIONAL

**You do not have to exercise to lose weight with this diet. However, since after the first few days you will have a lot more energy, you will probably become more active. But you will lose weight very rapidly whether you become active or not.**

There is no need to exercise to lose all the weight you want when you take this diet pill. But we all know that a little bit of exercise is a good thing. A brisk 20 minute walk per day will do wonders for you. Although, it's totally optional.

## AUTOMTATIC WEIGHT LOSS

24-HOUR WEIGHT LOSS

**Right after you go on this diet you start to lose weight automatically. You don't have to think about it all the time. Since you are never hungry you would probably forget you were on a diet if you weren't losing weight so fast.**

My weight loss pill is so powerful it works 24 hours a day, 7 days a week. Simply follow the instructions and take it as directed. You'll forget you're on a diet because you are never hungry. When you get on the scale every morning you'll be amazed at how much weight you lost from the day before.

**As you can tell by now, I have come up with something pretty good. I think my diet is the best way to lose weight I have ever heard about. You will lose weight very fast and you will never be hungry. You will not have to count calories or measure portions. You can eat out as often as you like. Your health will improve and your energy will increase. Except for when you weigh yourself you will probably forget you are on a diet.**

**In short, this diet is fast, safe and simple.**

Obviously, I've formulated an incredible little diet pill. I think it will be used around the world to help people restore their natural bodyweight. When you take this pill you will lose unwanted pounds very fast and never suffer from uncontrollable hunger again. You will still be able to eat pretty much whatever you desire without feeling guilty. You'll gain an energy boost you haven't had in years. And you'll drop pounds around the clock.

**There are four reasons this diet works so well. These four reasons make this diet different from any other. Here are those reasons.**

There are four reasons my diet pill is the best in the world. These four reasons make all the difference if you've been trying to slim down but just can't on your own. Here they are...

**Reason #1: This diet makes liberal use of a natural food substance that eliminates hunger. This food substance is widely used in Europe but almost unheard of in the United States. It looks and tastes exactly like table sugar. You use it the same way. You can mix it in your coffee or sprinkle it on cereals or use it in recipes as a substitute for table sugar. This substance is perfectly safe. Remember – it is a food not a drug. It is much better for you than ordinary table sugar (sucrose) because it does not provoke an insulin response. When eaten regularly throughout the day this substance very dramatically reduces hunger. It also has a soothing effect on jangled nerve.**

My Secret Ingredient: This diet formula contains the secret ingredient I've been telling you about. It's a natural food found in the African dessert. The only people on Earth who know about it are the indigenous people of that area. As combined in my formula, the ingredient is odorless and tasteless. My formula contains a very concentrated amount of this ingredient to help curb your appetite throughout the day.

**Reason #2: This diet has a different plan of attack. This diet forces you to form a very... new habit. This new habit is pleasurable and fun. This habit makes it possible to stay on any diet for life without ever feeling deprived. This new habit makes everything easy. It is so simple you will wonder why you never thought of it**

**yourself.**

My Diet Strategy: Unlike most diets that deprive you, my strategy is just the opposite. I recommend you eat healthy foods. But you don't have to ever give up on the foods you love. This way you don't feel like you're on a diet. Which often makes the biggest difference. Sticking to this plan is a cinch.

**Reason #3: This diet contains 5 delicious foods that may very well be new to you. I am going to ask you to eat at least one of these 5 foods every day. All of them are what I call "natural food tranquilizers". At exactly the same time these foods are releasing new energy into your system they also work to release all the tension from your nerves and muscles and give you an emotional lift. Believe me it is very hard to diet if you are upset and in a bad mood all the time!**

My Motivation Guide: Listen, there's no willpower needed when using my diet pill. You don't have to struggle with sudden food cravings. You won't get up in the middle of the night and binge. And then hate yourself for it. One of the reasons is because of my motivation guide. I describe in detail how to successfully use my diet pill to reach your weight loss goals quickly. Plus, you'll see how others have done it. Remember – I have several hundred test subjects who have proven this diet pill to work like nothing else.

**Reason #4: This diet contains yet another unique food substance that releases the natural fat burning power of your system. This substance increases the amount of calories your body burns each day thereby allowing you to eat more without weight gain.**

My Weight Loss Support Team: Along with this diet pill, you get access to my weight loss support team. They are available by e-mail 24 hours a day. If you have any questions just send them an e-mail. They are here to make sure you use the formula the right way. They are here to make sure you lose weight.

## **A SPARKLING NEW BODY**

**TRANSFORM YOUR BODY IN 30 DAYS**

**This diet has been a Godsend to me. I have a sparkling new body. I have lost 75 pounds. I now weigh 113 and I wear a size 6 dress. (I used to weigh an 18). I have more energy now than I had when I was a teenager. I am in better health than I ever remember. My friends say I look 15 years younger. I enjoy a peace of mind I have**

**never before experienced. I feel good all the time. Best of all, my husband has fallen in love with me all over again.**

I guarantee this is the diet pill you've been praying for. Within 30 days you'll lose at least 30 pounds. For most people, that's all the extra weight they need to get rid of. You'll transform your body and look wonderful again. Your pants will be loose. Your blood pressure and many other health problems will go away. Your friends won't recognize the "new" you. You'll finally be in control of your body and feel good all the time.

**Will this amazing little diet work for you? I am sure it will. All I ask is that you be open-minded enough to give me a chance to prove it even though I am an everyday housewife and not a diet doctor or anything like that.**

Will this amazing little diet pill work for you? To prove to you that it will, I am going to make you a special offer. Only readers of this announcement will get this "half-off" offer.

### **HERE'S THE DEAL**

### **HERE'S THE DEAL**

**I have written a book that tells you about my secret diet. It is easy-to-read. It tells you exactly what to do step-by-step. You can read my book in one evening. Then the very next day you can start losing weight so fast you just won't believe it.**

I am making my diet pill available at half-price to readers of this announcement. A regular 30 day supply costs \$69.95. But you can get it for \$34.95. As soon as your order arrives read the instructions. Make sure you take this diet pill with a full 8 oz. of water first thing upon waking up in the morning. Then go about your day as usual.

### **NO RISK**

### **100% RISK-FREE GUARANTEE**

**Here's how you can read my book and try my diet without any financial risk at all. Go ahead and order my book by mail. Keep it 30 days and read it and check it out. Then if you are unhappy with it, send it back and I will return your payment to you quietly and without question.**

I am so certain this diet pill is the final solution to all your weight loss problems. That's why I'm putting my money where my mouth is. If you don't lose at least 10 full pounds in the first week, simply return the unused portion for a full and complete refund. No funny business. No questions asked. I couldn't make this kind of guarantee if I wasn't completely sure my diet pill works.

**If you are extra skeptical, I suggest you postdate your check or money order by 30 days. I promise and guarantee I will not deposit it for at least that amount of time. Then if you decide to return my book I will send back your uncashed check or money order with no questions asked.**

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