

# Sip&Write Call #1

- Review of Presentation -- book
- Writing from the gut - Heiken letter
- Other parts to an offline ad
  - List -- SRDS, JV, Blogs
  - Cost - rate card example
  - Offer - Joint Breaking example
  - Know customer - "What's most important about that?"
  - Laying out an ad
    - a. Format (Problem/Agitate/solution - Story - Dramatic fact)
    - b. Headline/Hook/Approach
    - c. Benefits - Functional/Dimensionalized
    - d. Proof - testimonials, etc
    - e. Bullets (in letter, do first along with order form)
    - f. Guarantee
    - g. Close
  - Condensing down/writing for clarity - Dave Dee Yoga letter
- Creating your ad
- 17-DVD letter - examples of many things