

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