

# Burn Disease Ad (20-Year Control) by Eugene Schwartz

[Tao Of Marketing Diagrams](#)

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Business Objective: Get people to buy our Chinese medicine book.

## Winner's Writing Process

1. Who am I talking to?
  - a. Men and women, middle-aged or senior, who want relief from heart disease, obesity and a variety of other ailments.
  - b. They currently have frail health and are looking for a real, permanent and quick solution to eliminate diseases they have.
2. Where are they now?
  - a. **Market Awareness - Level 3.**
  - b. **Market Sophistication - Stage 5.** Lead with a whole new mechanism/experience (you're "burning the disease out of your body" using Chinese Medicine).
  - c. **Level of pain/desire - 5.**
  - d. **Level of belief in idea - 0.** They haven't been exposed to such a mechanism/experience.
  - e. **Level of trust in product/brand - 0.**
  - f. Current State:
    - i. They're suffering from illnesses and diseases, such as constipation, diarrhoea, meningitis, diabetes, heart disease, obesity, etc.
    - ii. They've likely been burned by various companies promising that their "medicine/surgery" will relieve them of these diseases for good.
      1. But what always happens is either temporary relief (and then an even worse state of their condition/illness/disease), or a placebo effect (no relief whatsoever. Once they're off the medication, their disease starts riling up again. Or, the medicines are rejected by the body, simply because they're not effective enough).
    - iii. At this point (and especially for seniors at their stage of life), they almost feel hopeless and are considering just giving up and letting this disease kill them/take over and harmfully alter their life.
      1. If not even the trusted doctors and hospitals could relieve them of their diseases, then how can they believe anyone else enough to try their solutions?
    - iv. They likely didn't try the best doctors/surgery, etc out there, because it will break their bank.
      1. They're living on the average wage and want permanent relief NOW.
      2. They can't bear the pain and especially don't want to save up for months or years just to get one surgery (and what if that surgery doesn't work?).

- v. Saving up isn't an effective option for them, because they have a family to feed and provide/protect for.
  - 1. They already spend enough on groceries, car maintenance, house maintenance, gifts/experiences/holidays, etc for their family and kids and whatnot.
  - 2. Their life is already stressful and full of enough work, and it'd take them ages to be able to afford the best surgery/treatment out there.
- vi. Their family is concerned for their deteriorating health.
  - 1. While their kids and spouse appreciate all the hard work their mother/father/spouse puts in, they can't help but feel bad for their condition and just wish that they could do something about it.
  - 2. They feel like they're really losing their strong, lively and caring father/mother/spouse.
  - 3. They used to be the foundation of the family, and now they're being held down by a disease they can't fix.
  - 4. Their family can't help but worry, "What if this never goes away? What if we lose them too soon? What happens to us if we lose half of our income? How will we live a normal life? How will life be without dad/mum? How will the kids cope with our loss? Etc."
- vii. They understand how harrowing their loss would be to the family.
  - 1. Half/all of their income source would be gone, so they'd be homeless on the streets, or living in a council estate/government living support of some kind - lower status, respect/admiration/love from their close/loved ones, lack of basic resources.
  - 2. Their kids wouldn't have a strong role model to look up to, and they'd feel distraught and lost in life - trauma and disrupted development, especially if they're little.
  - 3. They were living in comfort, but with their death, all of this is stripped from them so suddenly.
  - 4. All this, and many more problems, simply because they couldn't fight off a disease/illness? Are they really as strong as they show that they are to their family/themself? - damaged identity and lower status.
- viii. They feel their family's deep concerns and are desperate for a truly effective and efficient, permanent solution that doesn't break the bank, doesn't require an eternity of saving up, works for their specific situation, and is convenient for them to implement.
- g. Dream State:
  - i. They feel like an entirely new person.
    - 1. Their disease is gone forever, and they kinda feel invincible - this major disease/illness/condition couldn't keep them down (especially if they're a senior).
  - ii. They don't have to save up for aeons on single surgeries/treatments and have finally said Goodbye to the conventional medical solutions out there.
    - 1. This also means that they're free to live their normal life, without stressing extra about how they can afford the basics, because they "need this expensive surgery".
    - 2. They can now spend their money, guilt-free, on experiences/holidays, food, etc that their family wants.
  - iii. Their family feels like they've turned back the clock.
    - 1. Their fat and saggy skin has vanished.
    - 2. Their wrinkly skin looks tighter and younger.
    - 3. They no longer suffer from digestive issues.
    - 4. They seem fitter, stronger and healthier than ever - they move like the young man/woman their spouse once fell in love with.

5. Their family feels extremely proud of them - status, love/respect/admiration.
  6. Their kids have a newfound admiration, love and respect for their mother/father, and are proud to keep looking up to them as a role model.
- iv. They feel beautiful and fresh, on the inside and out.
  1. They feel truly clean and don't have to worry about getting ill or infected by any diseases.
  2. Their cognitive function, memory, brain power, etc has massively improved.
  3. They feel overjoyed from the transformative results they've gotten, feel like the strong mother/father/spouse they once were, and are proud of the man/woman they see in the mirror - increased status, love and belonging, self-esteem, self-love, self-respect, admiration.
- h. Cost:
  - i. Send \$12.98 in full payment (which includes handling and postage) to the address.
  - ii. You'll then get a return-mail copy of the book.
3. What do I want them to do?
  - a. Send the money to our address to send for our book.
4. What do I need them to experience to get them there?
  - a. **Headline** - Introduce the new mechanism and tease mind-boggling results (grabs more attention and sparks more intrigue. How can you just "burn diseases out of your body"?)
    - i. How modern Chinese Medicine helps
      1. Introduce the mechanism.
    - ii. **BURN DISEASE OUT OF YOUR BODY**
      1. The main part of the headline is emboldened and in bigger text to grab the most attention.
  - b. **Subheadline** - tease more of how the mechanism works.
    - i. ... **lying flat on your back, using nothing more than the palm of your hand!**
      1. This is a completely new experience, so the reader is wondering, "How is this possible? I must find out!"
  - c. **About The Author section** - alinear readers will notice this first.
    - i. Big and thick border - grabs more attention.
    - ii. Show a picture of the authority figure and give credibility-boosting information.
  - d. **Lead**
    - i. Tease more of the mechanism in the disclaimer.
      1. "THE CHINESE DO NOT BELIEVE IN SURGERY OR MEDICINE FOR MAJOR ILLNESSES. THEY HELP PREVENT SUCH ILLNESSES INSTEAD-WITH A SERIES OF MILD, ALMOST EFFORTLESS INTERNAL EXERCISES."
  - e. **Body**
    - i. Tease more of the mechanism, teasing credibility and traditionality, and that it's nothing like they've heard of before (it's over 4,000 years old - it's been around for a very long time so it must work). Introduce the authority figure.
      1. "At last! A new (although it is 4,000 years old), and different type of self-healing. Born in China over 40 Centuries ago, it is called Taoist medicine. And we will let the foremost practitioner of it in the Western world —Dr. Stephen T. Chang—give you a brief and startling introduction to it:"
    - ii. Have the authority figure explain how the reader's current problems come about, the purpose of the mechanism and tease the dream outcomes.
      1. "Presently, growing old conjures images of high blood pressure, arterial sclerosis, embolisms, cancers and diseases of all imaginative types. Until recently, Westerners have been given few alternatives for dealing with these. We have allowed our bodies and minds to weaken.
      2. However, the main emphasis of the Internal Exercises, is on strengthening our bodies and minds. By performing these simple exercises on a daily basis, we can

look forward to living a life free from anxiety of future illnesses and weakness due to present diseases.

3. "We are thus able to gain control over the vast energy upon which all life depends. We can then use this energy to heal ourselves as well as others."
  - a. Appealing to the ability to heal others with this mechanism - tribal, love and belonging, being a source of good health.

iii. **Section headline** - tease the guarantee (you're guaranteed to get results).

1. **"...SELF-HEALING, WHICH IS THE NATURAL RESULT OF DOING THESE EXERCISES ON A REGULAR BASIS, IS GUARANTEED."**

iv. **Handle objections** - will this take a lot of effort and a long time? Show how your mechanism is better and different than what they're used to. Tease more results.

1. "The Internal Exercises are easily performed, require no strenuous activity, and do not require a great deal of time to perform.
2. "They are the very opposite of an external exercise. While external exercises may produce an attractive outer figure, they often do so by depleting the energy of the internal organs, therefore causing not only any number of illnesses, but also premature ageing.
3. "Internal Exercises encourage the circulatory system without speeding up the heart rate. All the exercises are done slowly, without effort. You see, the number of times our heart beats during our lifetime indicates the length of our life. We do not want the heart to wear out prematurely. The heart rate does not increase during the practice of these exercises and, indeed, through their practice the heart rate actually slows down."

v. **Section headline** - give away a micro-mechanism (one of the exercises given in the book). Give the page reference of this exercise.

1. **"FOR EXAMPLE, LET US GIVE YOU THE SIMPLE INTERNAL EXERCISE THAT ENERGISES THE HEART."**
2. Instruct them on how to do it, make it clear that it's very simple and effortless to implement (just like all of the exercises in the mechanism), and use sensory information to make the low cost/sacrifice/time/effort more real. Explain the results they'll experience after the exercise. Future pace the long-term result.
  - a. THAT IS ALL THERE IS TO THE ENTIRE EXERCISE.
  - b. Nothing more. Not a single strain on any part of your body. Your heart beat doesn't rise a single beat. And yet, what happens is this—
  - c. "This exercise creates a flow of energy which comes in through the fingers of the right hand, comes across the chest and into the heart, then passes through the heart. IT STRENGTHENS THE HEART TISSUES AND SURROUNDING BLOOD VESSELS. With practice, you will be able to feel the entire circle of energy as it passes through your arms, body and heart. Then you will know that you are building a stronger heart."

vi. **Section headline** - tease more results.

1. **AND THESE ARE THE RESULTS DR.CHANG PROMISES YOU—**
  - a. Doctor's guarantee.
2. Tease some more exercises.
3. Give the benefits using sensory information.
  - a. "Excess fat, water and flesh muscle will be eliminated, and the belly will shrink.
  - b. "This motion breaks up constipation, encourages absorption of nutrition and strengthens the entire digestive track."
4. Future pace their newfound immunity from diseases.

- a. "This way, invading germs do not have a good environment in which to settle and germinate, because one's bowel movements are so strong and regular. Then it is not easy to get disease.
    - b. "By following this exercise, you will insure yourself of good hearing into old age.
  - 5. Remember to give page references.
    - a. "Clicking the teeth-as shown to you on page 59-will help tighten the joints of the body, and keep the teeth healthy."
- vii. **Section headline** - more curiosity bullets (teases that you have way more in store for them in the mechanism). Tease how powerful each micro-mechanism is and how easy they are to implement.
  - 1. **"PLUS ALL THIS-BY DR. CHANG**
  - 2. How to eventually throw your glasses away, simply by rubbing around your eyes for a few minutes each day.
  - 3. How to keep your lungs strong, acquire fewer colds, allergies, and sinus conditions, simply by stimulating certain points about your nose.
  - 4. How to use natural healing water as a form of medicine, so powerful that it may be used to treat cuts and other infections. And so powerful, indeed, that, when properly used, it helps prevent tooth decay.
  - 5. For men, how to prevent or reverse prostate enlargement by using a simple three-minute sitting exercise."
- f. **Close**
  - i. **Section headline** - tease how the authority figure has the cure to the *root cause of the problem, not just a small solution to their current problem* - it does more than just relieve them of their current pains.
    - 1. **AS DR. CHANG SAID, "IF ONE NEVER HAS A MILD ILLNESS, THEN A SERIOUS DISEASE WILL NEVER DEVELOP"**
  - ii. Tease the authority figure's credibility - other doctors who used to laugh at him now respect him and use his mechanism, and now many people use the mechanism teased in this sales letter.
    - 1. "Many years ago, most medical men would have laughed at the Taoist medical invention of acu-puncture. Now thousands of doctors all over America are using it for their own supplementary treatment. Will the same story now be repeated with these Internal Exercises?
    - 2. No one knows, but already they are being used by thousands of people to heal themselves, through this great new book."
  - iii. CTA, instructing them on how to get the book.
    - 1. Send X money (including S&H) to this address.
  - iv. State the guarantee.
    - 1. "Try these Internal Exercises for as long as you wish, entirely at our risk. If they do not do everything that Dr. Chang says, simply return the book at any time, for every cent of your money back."