

28.12.23 - Daily Copy Analysis - AND How I Can Apply It To Bart's Copy

<https://swiped.co/file/consulting-sales-letter-from-frank-kern/>

Would You Like Me To Personally
Double, Triple, or Even
Quadruple Your Business
...For **Free?**

From The Desk Of Frank Kern
La Jolla, Ca.
March 2013

Dear Friend,

Frank is using a question as a headline.

I see this often, so maybe I should consider using it sometimes. The question headline is also posed in a friendly, casual, conversational way due to the "would you like me to" phrasing, resulting in a more human connection to the headline.

Frank makes a big promise in his hook for his sales letter:

If you're that client, **I will personally work with you one-on-one in your business to help you double, triple, or maybe even quadruple your revenue for the next 12 months.**

You Pay Nothing Out Of Pocket, Ever.

The promise is that he'll potentially quadruple your revenue for the next 12 months without you needing to pay him upfront or out of your pocket, indicating that you only pay after seeing more profits in your business.

This promise will make his audience continue reading as they want to find out why he's doing this, what the catch is, and if this is right for them, which Frank answers throughout the sales letter.

How Can I Apply This?

Make a promise to the reader that is connected to their desirable dream state right from the beginning of the sales letter as the hook. Highlight the promise with **bolded**, *italic*, or underlined text for emphasis.

Here are some ways Frank establishes trust, authority, and credibility:

If that's the case, we'll knock it out of the park ...And that's a promise. Every single one of my clients gets results. *Literally*. Every. Single. One.

(After doing this type of thing for almost 14 years straight, I've gotten pretty good at fast results).

Over the past six years, I've generated over 47 MILLION DOLLARS in sales for myself and my private clients.

He establishes authority to his audience by continuing to mention his experience in marketing and the results he's gotten for his clients. Since he's using his full name and not an anonymous account, you can easily search him up to FACT CHECK his claims.

How can I apply this?

Maybe instead of showing images of Bart's testimonials, I can say something like "Just check the testimonials after you've finished reading this" after making a credibility claim. OR say something like "It's all there

under my testimonials". However, I want to make sure people don't abandon the page to check his testimonials or at the very least, make sure they come back after having a quick look.

Frank is NOT showing proof. He's only saying things, but it comes off as very legit and trustworthy because his name is out there and he's a well-known dude in the space.

Use this tactic in Bart's landing page.

- Maybe remove the *testimonials* image?
- Just speak direction toward testimonials

Perhaps?

Ok, we're done here, let's go back and edit the landing page.

Yes sir.