



Andre Bell

"...he's your guaranteed results copywriter"



"I've been marketing products and services for about thirty years and was still surprised by Andre's highly researched and usable ideas. Just one advertising secret from Andre will help me potentially earn an extra million dollars marketing one of my products internationally. This information was well worth it!"

Andrew Delamar
Inventor, Consultant, Entrepreneur

Andre presented some "real world" concepts that I have been using and exploring (and been making money from) ever since. I've been a business professional for more than 15 years and this information still blew me away!

Mark Brown
Business Professional

How a new copywriter is making "old school" marketers tremble in their boots...

**Here's the secret to getting
persuasive copy guaranteed
to increase your profits and
attract new clients to your
business almost overnight!**

How is this possible?

A handful of 'in-the-know' business owners have stumbled upon a secret that compels advertising and marketing into a field of predictable science, not an uncertain crapshoot.

Discover what these business owners know that YOU don't.

André Bell

[Click here to listen to a special message from Andre](#)

**From the Desk of Andre Bell
CEO of Andre Bell Consulting Group**

Dear Friend,

You know it's true.

Your sales letters and web copy are supposed to increase sales.

The problem is... everywhere you turn 'professional' ad writers are spouting bigger and bigger promises about turning your words into money.

Look closely, though.

No matter how big their brags, the one thing you'll never find from those "braggarts" is a promise of **more money in your bank account or your money back**.

Asking them for a guarantee for your investment is like hanging garlic in front of a vampire. They flee from it!

That's because they outsource their copy to no-name junior copywriters who are paid upfront for the job -- regardless of the results.

Those blood-sucking "vampire" consultants fear they'll go broke if forced to stand by their results.

So instead, they distract you with "sales speak" -- so they can keep your money.

Don't take my word for it... look around. You'll see they all say something like this: 'sales results not guaranteed'.

Here's something truly different...

This copywriting report shows you how to profit from **powerful** and **compelling** sales copy that gets results -- so you get more sales -- **GUARANTEED!**

Yes, I said the "G" word. And I'll say it again...

Guarantee. Guarantee. Guarantee. Guarantee. Guarantee. Guarantee.
Guarantee. Guarantee. Guarantee. Guarantee. Guarantee. Guarantee.
Guarantee. Guarantee. Guarantee. Guarantee. Guarantee. Guarantee.

I'm not afraid of the "G" word.

We've all heard horror stories of consultants who come in, take up huge amounts of the client's time, make grandiose promises, charge huge advance fees, and in the end do nothing to improve the client's condition.

Trusting 'no guarantee' consulting services could cause you to lose money all the way around.

Look. When it comes to writing copy, most consultants believe in hedging their bets in their own favor. They make certain they get paid... regardless of the actual results for the client.

They cleverly disguise billing for their time, effort, and overrated "experience", instead of billing for **results**.

Why do I say overrated? Because who cares what was accomplished for someone else? What matters is what a copywriter can do for you.

**If a copywriter can't put money into
your bank account
all his bragging about "experience" means
nothing**

Does it make sense to pay these kinds of fees to copywriters who won't guarantee a positive return on your copywriting investment?

Copywriter	Fee *	Money Back Guarantee?
Kennedy	\$14,000 + Royalty %	NO
Halbert	\$35,000 + Royalty %	NO
Abraham	\$50,000 + Royalty %	NO
Vitale	up to \$50,000	NO

* all fees are as quoted on their respective websites or marketing literature as of 8/12/05

...I don't think so.

Sure, if you were a billion dollar company you wouldn't care so much about these 'tiny' fees. But as a small business owner, that's too huge a risk to take.

Let's be fair though... some copywriters do use the word 'guarantee' in their sales literature and web sites.

But be careful... their 'guarantee' is usually a play on words.

Peer Through The Looking Glass

Fraudulent copywriting guarantees fall into one of two categories.

The first is an **outright lie** about what the guarantee covers. Author Robert Ringer calls this "the big lie".

I once got 'stung' by a big lie guarantee.

Out of desperation because I was swamped and didn't have time to dedicate to an assignment of my own, I once hired a copywriter to do the work for me.

He guaranteed results or don't pay.

To put a long story short... his copy bombed.

So I asked for a rewrite of my copy, not a refund. This is the exact quote of his email reply: "My guarantee includes a rewrite until you're happy, but since we already signed off on the project I wouldn't be able to rework it."

The weird thing is, we never 'signed off' on anything. Neither verbally or in writing. And besides, he guaranteed **results or don't pay**. His guarantee wasn't 'until happy' or 'until signed off'.

Here's part of his guarantee: "Also, with any project I create for you, I fully guarantee it. In fact, what I write MUST thrill you or I'll keep writing until it does -- at no additional charge."

**When At First You Don't Succeed...
...Ask For A Rewrite**

Needless to say, I wasn't thrilled with his copy that didn't produce a dime of income or a single response or inquiry. When I asked for a rewrite he outright refused.

Too bad though, I had plenty of projects I wanted to outsource to him if he was legit. He screwed himself over big time.

Oh, if I told you his name and you put it into Google along with the word "scam" you will find many comments of unhappy clients. Unfortunately for me I became one of them. (I didn't add to the posts from the growing list of unhappy ex-clients. That would be unprofessional on my part.)

The point, though, is to make sure the guarantee is explicit and there aren't complaints alleging the writer won't honor guarantees.

Going Number Two

The second 'guarantee' to watch out for are guarantees from the writer to provide **more effort** if the copy bombs, instead of a guarantee to continue to help provide **better results** or a **refund**.

What do I mean?

Here's an example from one very successful high-priced copywriter who I've been told charges \$15,000 to \$35,000 per sales letter. He says if, "your copy isn't profitable... I'll re-write it up to two more times, at no extra cost to you at all."

Give me a break!

That's a trick to keep your money in exchange for his efforts should his advice fail.

Think on this... lets say you hire him at \$15,000 per advertisement or sales letter...

The ad bombs.

He rewrites a second copy. It also bombs.

He writes a third copy. It too bombs.

So what happens to the \$15,000 to \$35,000 you paid for his effort? You lose it. All of it!

Those kinds of 're-write guarantees' are so valueless it's laughable.

Stand And Deliver

"Experts" like that will never stand behind their work enough to **guarantee you'll make more money or your money back**. They only guarantee to re-write your copy. Period.

Think about it. If their sales copy isn't working do you really want to get more of the same risky, non-guaranteed copy?

No way!

I'm betting the farm that **you want guaranteed results**.

Yes, as a smart business owner you'd not have gotten this far if you were to fall for those kinds of copywriting scams.

Here's why...

Your competition is increasing. And sales are falling. That's why you can no longer settle for "good enough".

Your target market is **flooded with offers** of everything from cheap toothpaste to high-priced travel plans. Your prospects rarely (if ever) notice you or your offer buried in all that noise.

Get That Monkey Off Your Back

If that weren't bad enough, every "monkey" ad agent is scampering after your wallet claiming he can write "good looking" sales copy for you.

Don't you believe it.

Greedy ad agents try to trick you into believing you'll gain success if you dedicate a portion of your annual income to their advertising medium, while using their ad 'templates'.

Warning: No generic ad template written months (and sometimes years) in advance can align your offer with the specific **biases**, **desires**, **fears**, and **beliefs** of your target market. It's impossible for any writer of sales letter templates to know those concerns without studying your market and your company.

Madison Avenue Ad Agents Can Kill Your Business

I know, because I've been there too.

I thought I had tried everything to build a successful business of my own. I ran radio and print ads, conducted seminars, attended other people's seminars, joined one civic organization after another, studied some 2,000 books on nearly every subject under the sun, invested thousands on bogus marketing materials, cold called, gave away "free" services, and wasted tons of money that went nowhere... then finally drained my bank accounts and ran myself into debt to the tune of \$238,000.

After all that, nothing seemed to work for me. In the end **I was defrauded by one company after another.**

Greedy ad agents robbed me blind, just so they could get a commission check. Many of the people I did work for were so desperate for help (and I was so desperate for money I wanted to believe in them) they lied about their company's stability. They never paid me for services rendered.

They ran their companies into the ground. They embezzled. A few fled the country. They all forced the companies they worked for to go belly up -- and they all took my money with them.

Trying to get ahead with so much against me was like trying to stack dominos in a raging hurricane. All effort seemed futile.

I was "broke" financially and emotionally. Near homeless and more than 200 miles separated from my family with no car and no money to get back to them. I was ready to throw in the towel. Not just on my business, but on life itself.

There I was **standing along the railroad track in Simi Valley** as a train came barreling towards me. The ground trembled under my feet as it got closer. Debris on the track started vibrating violently. And the look of terror on the conductor's face will never be forgotten. He was white as a ghost... you could see the fear on his face as he frantically waved for me to move off the track. I was numb. Like my mind and spirit were separated from my body, carelessly watching from the outside.

...the train was traveling too fast for the conductor to stop even if he tried...

I Saw My Life Pass Before My Eyes

It's really true you know...

Your life really does flash in front of you at moments like this. I saw my friends. I saw past co-

workers. I saw failed struggles and conflicts that didn't go smoothly as I had wanted.

And I saw my kids.

My kids! How can I do this to them? How could I leave them with a final example of a man who "quit"? I'm not a quitter. I've never been a quitter. I'm a fighter and I've NEVER given up before... and I wasn't about to start now...

That was the jolt I needed. I stepped aside just a second before the train reached me.

It was close enough I could lean forward and almost touch it with my nose.

I say "almost" because the force of the passing train was so strong that it knocked me off balance... away from the train.

At that moment, through the tears and all, I knew there had to be a better way. I didn't know what it was but I knew I'd find it. Or die trying.

I now have a life of freedom I had only dreamed about. And I have the contentment of knowing whether I "go" tonight in my sleep or "go" years down the road, my kids will have the memory of a dad they could be proud of. A dad who never quit.

What made the difference for me? Getting my head on straight and discovering what really matters most in life. **And learning to write great copy.** Learning to write copy that tells a story literally saved my life by boosting my self-esteem and by putting money into my pockets. I was no longer at the mercy of greedy ad agents or scam artists.

Open Your Eyes And See The Truth

If you've done any advertising, you probably realize by now that any "ad agent" (some 'punk' kid with no copywriting experience hired straight out of high school) knows how to cut-and-paste your info into the very same "professional" pre-written ad templates that every other "ad agent" across the country is using -- and then have the arrogance to call it professional sales copy.

Don't bother!

Remove your logo and company contact information from their templates, and your ads and sales letters look and sound just like all the others. No one can tell them apart.

Help! I've Fallen And I Bought Junk Products

Ad agents are only part of the problem... "info-marketers" are the other.

Maybe you've already fallen prey to one of those slick scam artists selling you their latest sales-attracting 'systems', templates, or software. Me too. I've bought so many books on making money with words, advertising schemes, **“guaranteed” copywriting formulas**, copywriting courses, ebooks, seminars, teleseminars, cut-and-paste headline generators, and paste-and-click sales letter creators that I can't even recall how many.

I don't know why, but over the years when a marketer promised his stuff worked I tended to believe him and I was “sold” by those schemes time and time again, even after being scammed by another thinking that maybe 'this time' will be different. Finally, after so many disappointments

...I got FED UP

I decided to get to the bottom of this fascination we have with making money with our words, and hunted to find out if there **really were any LEGITIMATE copywriting formats or 'secrets' that actually** attract new business, get existing clients to buy more, and 'resurrects' clients who have just stopped buying.

I spent tens of thousands of dollars on info products over the years. **I'm disgusted with 99% of what I found.** Many of the “authors” claimed to provide usable how-to information that was “guaranteed” to work.

But this is what I repeatedly found:

- **outdated** information
- made up, theoretical information based on **conjecture** not on real-world results
- **subjective** information that explained 'what' to do but left out 'how' to do it
- **a flood of advertisements** on nearly every page leading to offers that asked for even more money to disclose the advanced 'secrets' I thought I had already paid for
- **no real support** for products and software that just wouldn't work
- **no refunds** (I've lost thousands to authors who wouldn't honor their refund policies on stuff they knew doesn't work)

I finally realized that their so-called marketing 'systems' were totally useless. And the owners knew it, yet they were laughing all the way to the bank!

Here's Why Cut-and-Paste Approaches Never Work

Skill, intuition, experience, and knowledge of your product and your market

are necessary to write a profitable cash-producing sales message. Every message you write **MUST** align with the **EXISTING** desires and beliefs of your target market. To put it another way, your message must match the conversation already taking place in your prospect's head.

Nothing else will ever work.

Junk info products and sales letter templates written months (and sometimes years) in advance will not align your offer with the biases, desires, and beliefs of your market.

That's why you can never trust your sales to info-products, generic **sales letter templates**, or an **untrained copywriter**.

Besides, you know more about your business than anyone else on the planet.

Only you know what really keeps your prospects up at night craving a solution to their problems -- whether you know it or not. You've invested a lot of time, energy, and effort into getting that knowledge.

Let's talk about **how to draw upon your unique knowledge and experience to easily push through all the competing noise and clutter** -- so your business produces the kind of sales you dream of.

How To Hit Pay Dirt

All is not lost.

Here's a secret most copywriters won't tell you (at least not for free).

Half of copywriting success comes from a measure of creativity and research and the other half is based on copy **formulas** uncovered during the past 100 years.

Those formulas still work today...

That's because human nature never changes. What motivated people to action 100 years ago still affects people today. The only thing to change is that now more of the general populace is educated... and now we have the internet.

It's All About The Words You Use

Because of the increased pace of life, people communicate differently today.

They 'text' each other, email each other, talk anytime and from anywhere with cordless devices that were once the stuff of sci-fi material just 40 years ago.

And more significantly **people are flooded with offers** of everything from cheap toothpaste to high-priced travel plans. The average person is exposed to some 3,000 marketing messages each day.

They are overwhelmed.

Your challenge is to **get through all the noise and clutter** to make your target market notice your offer.

There are two ways to get through all that noise **without standing on top of a building with a bullhorn screaming for people to look at you.**

The Beginning Is Self-Education

One method for getting noticed is to **learn everything you can** about:

- Copywriting from the old masters
- Fiction writing, screenplay writing, and story telling
- Psychology and human behavior
- Communications and language skills
- NLP
- Market planning
- and insider copywriting formulas proven to produce sales

...then all you need to do is **write like crazy, learn** from your mistakes, and finally **get good at copywriting.**

That level of study will put you heads above your competitors. It will unfortunately take some time. Perhaps several years.

Here's something that might help...

Andre Bell's "Killer" 95-Point Copywriting Checklist

This free copywriting checklist will make your sales copy more potent than

any copy written by those over-paid Ad Agents (...guaranteed or your money back...)

Pay No Attention To That Man Behind The Curtain

For years Madison Avenue ad agents made their money by withholding information from people like us.

They created an image of being members of an elite group possessing arcane, inherited talents that few could understand, and even fewer even know about.

...it's all smoke and mirrors

Aside from the "secrets" that copywriters have tested, developed, and "hidden" from the general public, there is nothing that makes the copy that's written by a professional copywriter any better or more powerful than copy written by anyone else--aside from experience.

I should know...

I launched my first direct response marketing "business" and started writing my own copy when I was only 13 years old. I made tons of mistakes--but always had money in my pockets.

So I'm leveling the playing field...

If you are a do-it-yourselfer looking for info, you will love this quick 'cheat sheet' copywriting checklist.

Free is good...

Don't make the mistake of thinking because this is free it must be worthless--how wrong you'd be!

Hopefully you recognize this for what it is, my desire to show "open palms" how I create copy that rocks and show I have nothing "hidden" up my sleeves.

"Drink Me"

However, this bottle was NOT marked 'poison,' so Alice ventured to taste it, and finding it very nice, (it had, in fact, a sort of mixed flavor of cherry tart, custard, pineapple, roast turkey, toffee, and hot buttered toast,) she very soon finished it off. 'What a curious feeling!' said Alice...

Lewis Carroll - Alice In Wonderland

I get nothing for sharing these tips with you. You can "**drink**" them in and benefit or you can reject them. The choice is yours.

Why do I share these tips knowing full well *most* people will selfishly grab this list without so much as [send me an email "thank you"](#) ?

Stupidity I guess...

Or maybe I just want to test that "universal giving" theory 'new agey' people talk so much about (the theory where they say the more you freely give to others the more the 'universe' will give to you in return). Maybe I'm a just hopeless dreamer... or maybe I'm a realist. Only time will tell.

So lets go.

Here's the list that will make you a better copywriter than any crappy ad agent (forgive any redundancies):

Pre-Approach:

1. Verify you're using the proper medium before investing tons of money
2. Create targeted message – communicate to niche/vertical/'ideal' client
3. Verify if advertising is justified at all. If not, don't advertise
4. Verify this is a product or service people actually want
5. Appeal to existing market, not attempt to create a need or new market
6. Avoid trying to create desires. Use desires they already have!
7. Test everything: offers, headlines, layout, guarantees, pricing, etc

Format:

1. Create non-ad layouts: advertorial/editorial layout, magalogs, etc
2. Test AIDA formula
3. Problem/agitate/solve format i.e. define the problem. Why has it not been solved (use emotions to paint a 'painful' picture). What WIIFM benefits are

available that your reader doesn't know about or has overlooked, or has been hidden from him? Paint an emotionally attractive 'after' picture of your reader benefiting from your solution exists? What's the next step that should be taken to see this 'after' situation made a reality?

4. Test different ad sizes and shapes to see which pulls best
5. Use subheads to break up long messages and keep 'skimmers' interested
6. Positive language outsells negative language for most industries
7. Be low key and helpful, not overtly salesy
8. Use an us-against-them viewpoint
9. Place border around ads
10. Place dashes around official looking coupons
11. Verify your contact information is present (so often forgotten)
12. Use plain and sincere language
13. Avoid clever or entertaining message simply for sake of being clever
14. Seek sales, not applause
15. Speak one-on-one, not to people as a group
16. Talk about the prospect and to the prospect
17. Be service oriented, altruistic
18. Use curiosity where appropriate
19. Use emotional not passive voice

Headlines:

1. Write benefit-oriented headlines
2. Use "hurt and rescue" headlines
3. Tell what you are going to do to help get the benefits
4. If possible, mention your offer in your headline and/or subhead
5. Structure headlines and offers based on pre-existing needs, desires, fears, and wants
6. Expose and relate to specific situations, feelings, problems, beliefs, fears, desires, etc they are now faced with

Body Copy:

1. Open message with a short word or phrase or a question to draw target market in. Not a questions they can mentally say "no" to. But something they agree with or don't know the answer to.
2. Relate to specific situations, feelings, problems, beliefs, fears, desires, etc they are now faced with
3. Focus on overt benefits, not features
4. Benefits/WIIFM – appeal to clients wants, needs, values, and interests
5. Demonstrate how you will accomplish the promised benefits
6. Paint emotional word pictures: before/after situations, negative circumstances

- they are now faced with, reaping benefits
7. Demonstrate specifically how you have the solution to their problems
 8. Bullet points - innumerate if appropriate
 9. Place logos & company name at end of message, not at top (except web pages)
 10. Quantify claims, be specific not general
 11. Urgency
 12. USP - explain why your solution is the only realistic solution
 13. Complete sales message in every ad, i.e. mini-sales letter
 14. Use as much copy as needed to tell a complete story
 15. "Hook" in question & statement form [unusual, interesting, dramatic, humorous]
 16. Create celebrity, personality
 17. Keyed/traced
 18. Professionally designed, not amateurish looking
 19. Assure pictures help sell, not distract or turn off? Verify pictures outsell print in same space
 20. Be first. Preempt market.
 21. Avoid successive, multi-part ads
 22. Test different messages in different towns. Track which is most effective.
 23. Signature in blue ink on sales letters
 24. Replace unnecessary commas with ellipses or eliminate altogether. Commas cause people to stop reading.
 25. Remove excessive exclamation points. They look amateurish and turn people off.
 26. Verifiable track record
 27. Include newsworthy info
 28. Sprinkle your message with info they say 'Gee, I didn't know that'. Must be info that triggers a desire for your product/service.
 29. Use personable, charismatic approach i.e. identify the writer as a real live human being, refer to self
 30. Photo of communicator
 31. Reveal an Achilles' Heal: a moment of weakness, a time when things turned out poorly, a rags-to-riches account, etc
 32. Reveal a damaging omission: a fault in your product or service, a market you're not appropriate for, a use that is all wrong for your product or service, etc. (D.O. is not the same as an Achilles' Heal)
 33. Direct response mechanism (800#, specific name literature offer, ext #, etc)
 34. Human-free method of getting info (fax-back, email, voice msg, etc)
 35. Lead generation marketing/magnet (report, cassette, video, fax, sample, etc)
 36. Increase frequency of communication, multi-step process
 37. use a 'velvet cord' to draw people closer
 38. Connect different thoughts with 'bucket brigade' words and phrases
 39. Resolve objections
 40. Use a false close to keep people off guard and from predicting your direction
 41. Spring message with direct calls to action and hints

42. **Close:** summarize benefits, guarantees, bonuses, ask for the order
43. Use a PS (postscript) to offer additional benefit, urgency, bonuses, incentives

Offers:

1. Use multiple coupon offers instead of single coupons. Single coupons are not as effective
2. Specific irresistible offer (widget)
3. test 100% free offer
4. test “puppy dog” free trials
5. create custom “Widget” that no one else is offering (combine base product/service with own or complimentary ancillary product or service). Example, bicycle shop includes free tune-ups
6. Appeal to pride by offering to customizing product with client’s name
7. test ‘send no money’ trials or provide product with payment in arrears, like book clubs

Bonuses:

1. Offer initial segment of bonus item free. Remaining portions delivered when client buys “x”
2. Offer “x” product or service free if client agrees to purchase “y”
3. Offer incentives for action
4. Change your competitor's USP or offer into a free bonus item (For an example see my bonus offer towards the end of the page at <http://www.andrebell.com>. Look for the box that has the words **“free marketing action plan.”** This is my way of devaluing everyone who is charging several thousand dollars for a marketing action plan.

Guarantees:

1. Prominent official looking guarantee certificate
2. BTRF guarantee
3. Extended guarantee

Proof:

1. Credibility statements (x years in businesses, x served, x countries, etc)
2. Use proof statements and credibility statements: studies, testimonials, independent evidence, articles, etc.

3. Testimonials or case studies citing specific benefits provided by your product or service. Use full names if possible. Avoid superlatives

Ok, that list is just a *start* to writing good copy

This list can't possibly cover hypnotic language patterns, NLP, psychological triggers, order devices, structuring offers, structuring guarantees, and a few more persuasive copywriting tidbits that no copywriter will publish in print for fear of losing business.

Still, if you use the 95 elements in this checklist your copy will be stronger than any copy you can get from Madison Avenue ad guys--even if you paid them \$250,000 per year as most of them want--minimum.

Whoever said good copywriting is simply writing with common sense was full of crap

Good copywriting requires following principles proven over and over again to move people to action. And it requires looking at successful examples you can emulate to save time from reinventing the wheel.

Here are my top 16 recommendations for learning how to write copy without reinventing the wheel:

How to setup your own direct mail business from scratch:

Here's *THE BEST* ---> [**'How-to-setup-your-own-direct-response-business'**](#) resource found anywhere. (You MUST add this resource to your arsenal if you are serious about making money with your words. I'm not exaggerating about this one bit)

The next best guide is [**Gary Halbert's Boron Letters**](#)

Second to Gary's is [**7 steps to freedom**](#) - by Benjamin D Suarez (hard to find)

Get all three if you are serious about running a direct mail business.

"Killer" headlines, "killer" offers, "killer" everything to use as templates:

[**The "perfect" collection of pre-written headlines,**](#)

bucket brigades,
opening sentences, closes, and so much more

Direct Mail Sales Letter "Swipe File"

Ultimate Sales Letter

Copywriting Checklist

Psychological tools of persuasion:

Triggers

Advertising Secrets of the Written Word

Sales letter writing software (helps you actually use most of the 95 items "real-time"):

Easiest sales letter writing software I've found so far

(keep my checklist handy when using this software)

* I've personally purchased each of the above resources (except Ben's book, it was given to me by a relative). I recommend you also purchase *EACH* of the above copywriting resources if you want to learn to write copy that actually sells. Without that knowledge you will only be partially as good a copywriter as you should be.

Besides the above, here are a few other awesome resources (I didn't have to pay for these. I highly recommend you get your hands on each of these):

Building A Mail Order Business

Marketing Secrets of a Mail Order Maverick

The Irresistible Offer : How to Sell Your Product or Service in 3 Seconds or Less

The Great Formula : for Creating Maximum Profit with Minimal Effort

[MindControlMarketing: How Everyday People are Using Forbidden Mind Control Psychology and Ruthless Military Tactics to Make Millions Online](#)

[Million Dollar Mailings](#)

[Method Marketing](#)

[Steal This Book! Million Dollar Sales Letters You Can Legally Steal to Suck in Cash Like a Vacuum on Steroids](#)

Why beat yourself up...

If after reading my checklist of 95 "killer" copywriting elements you feel you can write your own copy... go ahead and knock yourself out. That's why I wrote this report and tell you about the copywriting resources above. I'm truly glad when you benefit from this information.

However... there's a faster, easier, and better way than writing your own copy...

Work with a copywriter who's already studied those subjects and more.



Iron-Clad Guarantee In Writing

Put me to the test. If my copy doesn't put money into your bank account you don't pay.

Hire me for your next project and if my copy fails to **produce measurable, provable income** in excess of any fees I might quote, **you owe me nothing**. Zip. Zero. Nada.

If I accept your project I **GUARANTEE** you pay only for services that improve your business. That means you either make money or **you don't pay**.

Plus, when you **hire me** to remove the burden of creating your own sales copy and creating your own marketing strategies you'll find more time for golf, tennis, shopping, and doing whatever you want to do with that extra time. Even spend it with your family and friends.

And even better, **my copy never costs you a penny**. My copy makes money for you. You may even earn back your small investment in working with me with only one 'test' use of my copy.

There's never any risk to you when working with me. And heck, I'll even re-write your copy -- **AT MY EXPENSE** -- for free if that is what you're after.

But more on that in a minute...

That's the guarantee I offer when you **become my client**. A real guarantee of **results or your money back**.

I Gladly "Eat" My Words

If you want guaranteed sales you must work with a copywriter who puts food on his table only if his copy puts money into your bank account.

No other arrangement will do.

That copywriter is me. That's because I insist on **accountable marketing**.

Handing you a set of documents and reports when we are through does not constitute success.

Giving you copy that...

- Effectively communicates **benefits**
- **Persuasively** presents your offer
- Compellingly explains your **guarantee**
- **Strengthens** your **USP**
- Speaks believable **testimonials**
- Positions you and your company as **credible**
- Presents an **irresistible offer**
- Captures and **maintain attention**
- Keeps your audience **glued to your message**

- Maximizes your relationships with your existing clients

...and produces **increased profits** and an **actionable 'system'** that you can continue to use independent of my help when the project is completed does count as success.

Here are just some of the areas I can help you:

Direct Mail	Sales Letters	Web Copy
Display Ads	News Releases	Sales Brochures

I do not write radio or television commercials. I only write marketing communications designed to produce a sale, generate a lead, or move your prospect along the path leading to a sale.

Why You Should Trust My Judgment

I've advised more than 500 business owners and professionals from South Africa, New Zealand, Australia, the Netherlands, Canada, and all throughout the UK and the United States on how to improve their marketing and increase their sales.

My own entrepreneurial history reaches back **more than 27 years**. And in 1986 I began helping other entrepreneurs improve their online and offline marketing.

Owners and decision makers begin offering me projects ranging from \$30,000 to \$40,000. I was starting to feel really good about myself...

But then something terrible happened...

The dotcom crash came and took with it the 'high roller' big spenders who were seeking my assistance. Things got so bad I broke down and gave up running a business of my own.

I did what most anyone else would do when faced with financial pressures... I threw in the towel and focused on being a good 'wage slave'. I got a J.O.B.

The income was stable and predictable. No surprises.

I even worked my way to an enviable position with a division of a top Fortune 50 company.

But I got bored with predictability. And I yearned for seeing the direct results (and rewards) of my hard work.

So I've returned to working for myself.

I've Got To Get This Off My Chest

If you're in the market to invest \$50,000 to \$250,000 just in consulting fees I'm probably not the copywriter for you.

I specialize in copywriting campaigns that save clients money. You may be better served by someone like BBDO who'll rarely look at any project under two million dollars. For that two million dollars you get a lot of sucking up to and some pretty neat 'perks'... like having their staff members show up on your doorstep for no 'extra' charge, when necessary.

Heck, I'd show up for half that!

Anyhow, don't get me wrong... you'll be pleasantly surprised by the value you get from me. However, I won't charge you millions of dollars... or show up on your doorstep. To save time for each of use I work exclusively by phone, fax, and the internet. Oh, and my 'sucking up' skills aren't all that great either.

How I Guarantee Success When Others Won't

When I take on a project, a huge amount of my time is tied up in that project because I do things most other consultants won't do.

Here's a typical overview of what you can expect from me:

- Study your company
- Study your products/services
- Research your competitors and their products and marketing
- Study your market itself (the people who buy what you sell)
- Read all of the marketing you have ever done
- Read a year of back issues of your industry's official publication so I know your industry as an 'insider'
- And much more...

Only then will I feel I've gained a thorough knowledge of what I am marketing and the emotional and psychological triggers that will make people buy from you.

Five Reasons You Must Work With Me

Now that's out of the way... here are five reasons to choose me...

First Reason: Save **time, money,** and headaches. There are times **you need the work done quickly.** Working with me will save you months if not years of trial and error and trial and success testing and studying.

Why get caught up struggling with self-help "coaching" materials and trying to guess what works and what doesn't. Instead, **work with me today** to put measurable copywriting in place.

Second Reason: Direct communications. I handle all copywriting myself. In some companies there is a long chain of command and excessive internal meetings. Such long chains cause unnecessary delays and often lead to distortions of your objectives.

With me, even if some non-copywriting portion of a project is handled by an associate, everything must first go through me. This way you get answers for your questions direct from one person (me) without having to wait for a committee to reply or adjust to your objectives.

Third Reason: Low overhead. Advertising agencies have set production markups. Sometimes these can range from 25 to 30 percent because they pay suppliers before billing their clients.

I operate differently.

In most cases all media suppliers (if any) will bill you direct and independent of my **guaranteed** consulting fees. That way you save money because of avoiding markups on your advertising.

Also, I never accept commissions for my advertising recommendations. That way you're guaranteed completely unbiased recommendations.

Fourth Reason: You get an objective view while working with me. By looking with an outside in viewpoint I may be able to help you achieve results you wouldn't have achieved otherwise. At least not as quickly.

Fifth Reason: My work is guaranteed to produce sales. I never get paid for my time. I only get paid for results.

That's why I demand **every step we take makes money for you.** Every ad, every copywriting approach, every tactic must produce an immediately correlatable result.

Free Marketing Action Plan

Let me show you how to put your marketing on autopilot.

On top of getting "killer" copy you get a **free marketing action plan**.

When you work with me I do **more than create a simple sales letter or web page**.

Your marketing action plan will show you how to **eliminate common marketing mistakes, improve your existing marketing communications, and put effective marketing "systems" in place** for reaching your marketing goals.

More Than A Set Of Templates

Your marketing plan is based on a series of cash-pulling sales letters, lift notes, display ads, publicity campaigns, web copy, and so much more.

Your marketing action plan includes a full review of your current and past marketing communications and a telephone consultation to discuss the recommendations I've discovered for helping you attract new clients, sell more to existing clients, generate referrals, and reactivate clients who have drifted away.

You could pay as much as \$5,000 or more just for the marketing action plan. But you won't have to pay that.

You get your marketing action plan absolutely free when you hire me to write your copy. The marketing action plan is yours to keep, no matter what.

More Fun Than A Barrel of Monkeys

Let's face it, we all have our strengths and weaknesses. Sometimes, because we are too close to our own business, it's hard to see how to improve our results - without working harder or longer.

As I've proven, **I'll guarantee your success in writing.**

- I guarantee you'll make more money following my copywriting plans and using my copy than I'll make from giving the advice -- or **you owe me nothing**. No matter how much time I put into your copywriting plan and no matter how often I edit or rewrite your

copy, if my advice fails to make more money for you than my quoted fee you owe me nothing.

- Become a qualified client and give me the chance to prove **you'll make more money using my copy**. If you don't make more money I'll re-write your copy at my expense. And if that still doesn't work I'll refund everything to you and we part as friends.

Unlike risking your company name (and bank account) to generic info-products or overrated consultants, my marketing is **guaranteed to make money** for you or you don't pay. I give you my best effort based on research and interviews with you. If my efforts don't make you money my services cost you nothing. No weasel words and no weird clauses.

The last thing you want to do is to take on the expense of marketing, just barely break even (or worse, lose money), and then get stuck having to pay tens of thousands of dollars in fees to some copywriter. That's how every other copywriter operates.

I don't work that way...

With a controlled test I'll stack my copy against anyone else's -- even the copy you are now using.

On top of my killer guarantee I'll gift you with...

One year of "beat-the-control" re-writes of your copy...FREE!

I'll continue to make revisions or changes to the critical elements of my copy as needed to stay on track with the real desires your prospects are trying to satisfy... so you steadily increase your sales conversions month after month.

The key to succeeding with your sales message involves aligning your message with the thoughts and desires already taking place in your prospects' head.

You get at least one optional revision per quarter as needed. This gift is NOT available to folks with 'garbage' visitors generated from unrelated cloaked content or other unethical schemes (shame on you). If you don't know what that means then this gift probably is available to you.

Here's A Summary of What You Get

- You get professional, persuasive, and compelling sales copy **guaranteed** to put money into your bank account.

- You get **12 months of access to me** through a special "priority" email address that only my clients get. You can ask me any question related to the copy or marketing you received from me, without paying any additional fees.
- You get a free marketing action plan that will show you how to put your marketing on autopilot.
- You get my Iron-Clad, 12 Months Guarantee.

If that isn't enough to move you to hire me... ask someone to put a mirror under your nose... **because you're not breathing!**

Though you will be pleasantly surprised by my low fee, please do not contact me if you have caviar dreams but a cat food budget. Good copy costs money.

Something Urgent This Way Cometh

Among professional copywriters I'm still considered one of the 'new kids on the block'. In fact, though I first started writing copy 27 years ago for my own products and services, you've probably never heard of me before now.

Being a 'behind the scenes' guy has allowed me to remain affordable.

But that is changing...

My visibility is growing to the point I am now forced to start turning down projects.

Thousands of business owners worldwide are finding me through articles I've written, and through search engine optimization techniques I'm using through several search engines.

Soon I'll be **raising my rates substantially** to keep up with demand. You'll probably see my rates sharply rise to match the fees quoted above by other copywriters.

If that isn't bad enough I may shortly begin putting people on a **six month long waiting list** for the projects I do accept. Since I do my own copywriting, instead of outsource your copy like the 'big boys' do, there are only so many projects I can handle in a month. Everyone else must wait.

There's No Time Like The Present

Don't get put on a long waiting list.

Why get put on a long waiting list or pay high fees when you don't have to? That doesn't make sense.

If your project qualifies I want to help you achieve the marketing success you're seeking. That's why **now** is the best time to **contact me**.

But **before you rush to scroll down and request a free review of your website or sales letter**, here's something you must know...

I'm Picky About The Projects I Accept

If you have a realistic project and...

- seriously want to make **more money guaranteed**
- seriously want to attract more business
- seriously want to generate more referrals
- and seriously want to make your current sales copy more responsive and effective

...I want to help you avoid wasting a single dollar on worthless info-products and high-priced copywriting services not guaranteed to work for you.

However, I can't work with everyone. I've been approached by several hundred people who were either not yet in business or were in businesses that were so close to failing they couldn't afford to buy a couple hundred stamps if their lives depended on it.

I feel for those people, I really do.

But to remain solvent and stay in business myself you must meet my requirements in order to work with me.

Six Is Enough

Here are my requirements to guarantee your success:

- **First**, you must be in business (have clients and past clients) and **you're ready to hear the complete and unbiased truth** from a copywriting expert who's **100% on your side**. You must also have an open mind for implementing 'non-traditional' emotional response copywriting concepts because I do not waste time with non-productive copywriting concepts that cannot be measured or verified. My strategies have one goal in mind... making **more money for you**.
- **Second**, your company must be solvent, not ready to go belly up in the next month or three and you must be able to afford to implement low cost direct response marketing strategies.

- **Third**, you realize that **I do not work for free**. If after reviewing your objectives I feel your project meets my criteria to work with me, I'll invite you to **schedule an initial telephone interview with me**. Before the interview I'll need to see your current and past marketing materials. If I feel for any reason I cannot help you, this is as far as we go and there is no charge.
- **Fourth**, you realize if I accept you as a client after the consultation, you're **guaranteed to make more money** from following my advice than I'll make in fees from giving the advice, or **there's no charge** for my services. That way you always come out ahead and **you won't owe me one red cent** no matter how much time and effort I put into helping you.

It is your company. You always have the choice to follow my advice or not.

So keep this in mind...

If you choose to **hire me** and then choose to do nothing with the reasonable and realistically implementable advice I provide, I won't give a refund. After all I've done my part. You also must do your part to see a guaranteed increase in your business.

This decision may seem harsh but I **get a sense of fulfillment** from your accomplishments when you apply my advice--not from taking your money. Money is nice too but it isn't enough to feel fulfilled. That's why I push so hard for you to follow through.

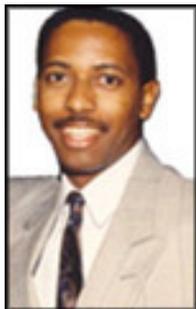
- **Fifth**, you seriously want to **earn five, six, or even seven figures monthly** in new profits. If you simply are seeking to earn a few hundred extra dollars per month please don't contact me: I'm not interested in accepting you as a client. Because of the high volume of research and writing that I do for you when you choose to hire me, it isn't worth my time to generate just a few dollars in profit for anyone. Especially since I work on a results-guaranteed basis.
- **Sixth**, if you want a big fancy agency with offices in multiple locations, corporate office located in a Manhattan Penthouse Suite, and snobbish employees who'll show up on your doorstep at your beck and call... keep looking. I'm not the copywriter for you. But if you want a down to earth consultant who is highly selective, is as near as your phone, and who treats his clients like family you'll enjoy working with me.

Who Shouldn't Contact Me

Please **don't** contact me if you're pushing...

- **Anything illegal or harmful to others** (like tobacco products and drugs)
- **Anything pornographic** (nudity or acts of sexuality in word or pictures)
- **Anything that doesn't perform as promised**
- **Anything promoting hate or is divisive** (like religious, 'spiritual', or political propaganda)

Get Started Today



It's easy. **Just scroll down and request a free review of your web copy or sales letter.** After I review your sales copy I'll email you a specific price quote and explain how I can help you reach your marketing goals.

It's your choice to continue beyond the initial quote and there's no obligation to buy. That way you can see for yourself if my straightforward and direct copywriting style is a match for you.

So **scroll down and request a free review of your web copy or sales letter.** You'll be glad you did.

Yours In Success,

André Bell

PS: It's your choice. You can continue to fall for overrated and overpriced copywriters who won't stand behind their copy enough to guarantee sales. And you can continue to trust lame-brain "monkey" ad agents who'll rob you blind with 'cumulative effect' lies that just don't work.

Or instead, work with a copywriter who **guarantees your success**, while your competitors foolishly act like the naked emperor who refused to change and admit his nakedness... If you're looking for guaranteed success, **I'd suggest you scroll down and request a free review of your web copy or sales letter right now.**

Get a **FREE** instant review of your web copy or marketing piece by André Bell

[Click here](#)

Attention "flakes", weirdoes, con artists, liars, and schemers **ONLY**. Do NOT click the link above.

I do NOT want to do business with you. Don't dare ask for a free review if you have no interest in paying top dollar for my services, "don't have a budget to do anything at the moment", are interested in buying a "price" instead of top value, or just like the word "free".

Not sure if this applies to you or not? Here's a clue... You say to yourself,

- "I don't know that I'm actually interested. I just want to get a price out of you."
- "I won't tell you my product, service, or project... just give me a price for what you do"
- "I'm not interested in getting marketing help from anyone. I just don't want to miss out on something that's free"

If any of those descriptions sound like you, please "weed yourself out" and **don't click the link above**. I don't sell "prices". If you want to buy a 'price' go to your local craft store and buy some stencils. You get as many 'numbers' as your budget will bear.

If on the other hand you want to get **top value** for **guaranteed sales copy** and **guaranteed cash-attracting marketing plans**, then by all means **click the link above**. I'm happy to hear from you.

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**Contact
Andre**