

**The ULTIMATE  
TOP SECRET  
Swipe and  
Deploy  
Academy**

**Presented by:**

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# Worksheet #1: Top 10 Pains or Problems

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**Instructions:** In the left column, list up to 10 pains or problems your customers and prospects experience that your product or service solves for them. Write ONLY the problem. Then, in the right column, describe how your selected product or service solves each problem.

<b>Customer Pain or Problem</b>	<b>How Your Product or Service Solves the Problem</b>

# Worksheet #2: Features and Benefits

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**Instructions:** Features describe the characteristics of your product or services. Benefits tell what—on an emotional level, if possible—your product or service does for the customer. Using the sample answer as a guide, list your features in the left column. Then translate each one into a benefit and list it in the right hand column.

Features (Characteristics)	Benefits
<p><i>Our H2O cleaning systems make your water cleaner to drink than your RO system can.</i></p>	<p><i>You'll be safe from the dangers of chlorine and other particles like x, y, and z that RO systems can't remove that have been shown to lead to cancer. Your children's health will be protected.</i></p>
<p><i>The Mountain Fire First Aid Kit Box is a special add-on compartment we weld into the rear of your Jeep to hold your standard four person first aid kit.</i></p>	<p><i>Unlike the first aid kit you usually toss into the back seat, this one won't come loose as your Jeep experiences a roll over and will be there...even if you land upside down...to help you stop all the bleeding.</i></p>

# Worksheet #3: Writing Your Headline

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**Instructions:** Choose one product or service to focus on for the purpose of the rest of this program. Using the sample headlines below as a template to follow, write three headlines for the product or service you've selected.

- They Didn't Think I Could \_\_\_\_\_, But I Did

(They laughed when I said I was an expert...until they saw my book!)

- Who Else Wants \_\_\_\_\_ ?

(Who else wants to be a published author with 10,000 Facebook fans and more speaking engagements than you can count?)

- How \_\_\_\_\_ Made Me \_\_\_\_\_

(How one investment in an unknown stock made me a 6000% return on investment in three months.)

- Are You \_\_\_\_\_?

(Are you tired of spending hours writing copy? Cut your writing time in half using the Swipe & Deploy method!)

- How I \_\_\_\_\_

(How I make \$100,000 doing something I love.)

- How To \_\_\_\_\_

(How to build a lifetime of unlimited wealth.)

- 7 Secrets That Will \_\_\_\_\_

(3 Secrets that will make your off road adventures both fun and profitable.)

- \_\_\_\_\_ Ways to \_\_\_\_\_

(21 ways to sell your works of art to collectors, galleries and museums.)

- Give me \_\_\_\_\_ and I'll \_\_\_\_\_

(Give me 3 days in any city in the country and I'll buy a house for nothing down.)



## Notice the Power Words

- Ultimate
- Tricks
- Success(ful)
- Secrets
- How to
- Discover
- Achieve
- Finally
- Limited
- First
- Guaranteed
- Brand new
- Free
- Private
- Special
- Time-sensitive
- Urgent
- Exclusive

# Worksheet #4: Creating the Picture

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**Instructions:** Using the example and the sample starting lines below, fill in the blanks to create at least 3 “picture” phrases.

## Sample—From a Letter to a Dentist

*Dear Doctor,*

*How much is one good sales letter worth to your practice?*

*Suppose you could sit down, do a mail merge on one simple letter to your patients, mail it and then have your office phone start ringing off the hook with patients asking for appointments.*

*Imagine...one letter could bring you tons of new patients, reactivate “lost” patients, and even provide you with a constant stream of referrals. So anytime you had too few patients on the appointment schedule, you could simply turn on the tap. It’s like having a goose that lays the golden eggs.*

## Now You Try...

Suppose you could...

You will soon see...

Imagine yourself...

Imagine your business...

It would be like...

You’ll be able to...

You won’t have to...

You can stop...

People who know you will wonder...

People who meet you will wish...

All your friends will think...

You’ll feel like...

You’ll feel more confident because...

You’ll no longer have to worry about...

# Worksheet #5: Collecting the Proof

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**Instructions:** Most people discover they have easy access to social proof once they decide to make the effort to start corralling it all into one place. Use the list below to a) check off which types of social proof you could get your hands on fairly easily and, b) where you need to go or what you need to do to get it. Then, designate a box in your office or a file on your computer to use as the collection point so you'll have the material there when you need it!

I Have This	I Can Get This	Type of Social Proof	What I Need to Do to Collect It
		Testimonials—written	
		Testimonials—audio	
		Testimonials—video	
		Certification(s)	
		Degree	
		Published articles by you	
		Published articles about you	
		Published books by you	
		Published books that cite you	
		Industry endorsements	
		Celebrity endorsements	
		Speaking engagements	
		Press releases	
		Pictures with celebrities	
		Client lists	
		Validated product research	
		Other:	

# Worksheet #6: Crafting a Complete Offer

**Instructions:** A “complete” offer means you have all three of these components: an offer, a call to action and, typically, a sense of urgency attached. The table below is broken down into four types of offers that each reflect a different part of the sales funnel. Craft one or more complete offers depending upon what you’re trying to accomplish right now with the product or service you’ve selected for this course.

Sales Funnel Objective	Offer	Call to Action	Add Urgency
<p><b><u>Lead Generation</u></b>  <i>The goal of this offer is to get prospects to come to you. It may be a PPC ad, post card, print ad, etc. Give them an incentive to check you out.</i></p>			
<p><b><u>Lead Capture</u></b>  <i>The goal of this offer is to get prospects to trade any degree of their contact information in return for what you’re offering. You might offer a free report or evaluation.</i></p>			
<p><b><u>Conversion to Sale</u></b>  <i>Now you’re trying to make some sort of initial sale. Give them an incentive to buy—buy one get one, % off, buy x and get y free, order by DATE and save \$.</i></p>			
<p><b><u>Upsell</u></b>  <i>When you’ve got a buyer on the line, it’s always a good idea to offer an upsell. Your goal is to add on additional product or service to their current order.</i></p>			
<p><b><u>Downsell</u></b>  <i>A buyer may say “no” for a variety of reasons. When this happens, offer a downsell opportunity—a similar-but-less-expensive version of your initial offer.</i></p>			



# Are You Ready to Put Your Marketing On Auto Pilot?

## Give Me 4 Weeks and I'll Give You the BLUEPRINT for Building Your Own Marketing MACHINE!!

Dear Fellow GKIC Member or Guest,

**Don't let your Swipe and Deploy fuel supply turn into fumes!** You can start using the Swipe and Deploy method for copywriting to put your marketing into high gear RIGHT AWAY.

You can use what you've learned tonight to create a powerful influence over your customers and prospects. A power that will increase your sales and grow your business FAST. But we both know what's required...**it ALL comes down to implementation.**

**If you don't use what you've learned, NOTHING will change.** And if you're happy with the way things are, you can stop reading right now. But if you've caught a glimpse of what real, *strategic* copy can do for you and your business, please read on.

**Good copy and an overall marketing blueprint are THE foundation for your business growth.** Without either one, you're really just launching random marketing campaigns that lack the power to generate the results you want.

**Now imagine having a clear picture of what you want your prospects to do next...and then carefully leading them to take that step without them even knowing it!** Suppose you could wield that influence over *every* step of your sales process. Now you can...

**With my 4-week Marketing Blueprint Coaching Class, you'll be able to:**

- Define, target and emotionally connect with your perfect prospect
- Map out every step of your marketing plan, from lead generation to getting repeat sales
- Connect the dots in your marketing efforts by planning your follow-up for each funnel step
- Understand the automation basics that will put your system on auto-pilot
- Generate more leads using PPC, social media and SEO to drive traffic

**In addition to small group work and individual assignments, here's what you'll get each week:**

- Week 1 (9/23)—Know Your Prospect & Product (features, benefits, bullet points, lead sources)
- Week 2 (9/30)—Map Your Funnel Steps: (your 5-step sales process)
- Week 3 (10/14)—Fix Your Follow Up (lead gen, capture, conversion FUS, upsell and downsell)
- Week 4 (10/21)—Fill Your Funnel (PPC ads, social media and SEO)

**BONUS!!! SIGN UP TONIGHT AND CREDIT YOUR ENTIRE PURCHASE PRICE TOWARD A CUSTOMIZED DAY OF CONSULTING AND COPYWRITING.**

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- Yes, Tami, I'm ready to take my marketing to the next level. Sign me up today!**  
 **No thanks, I'm perfectly happy the way things are and would rather do it all myself.**

Name \_\_\_\_\_

City, State, Zip, Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Master Card \_\_\_\_ Visa \_\_\_\_  One payment of \$279  Two payments of \$139.50 30 days apart  
Credit Card # \_\_\_\_\_ CVS \_\_\_\_\_ Expiration Date \_\_\_\_\_

