



THE RAY EDWARDS REPORT

Prosperity With Purpose

David L. Deutsch

David L. Deutsch and I have known each other for several years. David stands out among direct response copywriters all over the world. He refers to himself as a "born-again direct-response fundamentalist."

David got his start at Ogilvy & Mather on Madison Avenue where he worked with clients such as Merrill Lynch, General Foods, and American Express.

Then one day, David saw a four-page ad by Jay Abraham in *Success Magazine* touting new ways to think about advertising, promotion, human psychology, persuading people, and selling products. David decided to go for it, so he switched to direct response copywriting.

Since then, David's copy has generated hundreds of millions of dollars in sales for leading direct response marketers, entrepreneurs and publishers. His clients have included impressive names such as Agora, Boardroom Inc. (now Bottom Line Publications), Helsey Directions and Rodale. David has authored, *Million Dollar Marketing Secrets* and *Think Inside the Box!*, a book on how to generate ideas. He has also written a memory course and co-authored a guidebook to Bermuda.

Today, David writes less copy himself and serves as a marketing strategist, author, and copywriting coach. In his coaching and consulting role, he helps people with their copy: coaching, revising, editing and consulting.

So, I asked David what he sees as some of the major challenges facing new copywriters today.

★ INSIDE THIS ISSUE ★

- David L. Deutsch 1
- Challenges Facing New Copywriters2
- Here's How to Improve Your Copywriting Skills3
- What Does the Future Look Like for Copywriters7
- How Can Entrepreneurs and Businesspeople Benefit from Copywriting?.....8



Challenges Facing New Copywriters

The biggest problem emerges from the fact that there's so much information available on copywriting that they don't know how to use it. Instead of working with a copywriting mentor, like David and I did in the past, many new copywriters are trying to learn their craft solely from the internet. As a result, they opt for a particular approach, use it, and when it works, they rely on that approach to the exclusion of other methods.

For instance, some copywriters are very good at telling stories. Others like to explain how things work. Whatever their bent, they just keep on using that approach

regardless of the client or product. In this way, they overuse their method of choice. They're not bringing to bare a wide range of methods. Consequently, their copy is not as effective as it could be.

When you try to get a copywriter like this to use a new approach, they're often terrible at it because they haven't learned to be flexible and don't have the skillset to do something different.



Here's How to Improve Your Copywriting Skills

01

Seek out a copywriting mentor. When copywriting great John Carlton was learning to write copy, he was in the same room with Gary Halbert. Gary kept throwing John's copy out until he got it right. There's no substitute for a master like Gary Halbert throwing out your copy 16 times until you get it right! By then, you've really learned something.

Lorrie Morgan-Ferrero had a similar experience when John Carlton mentored her. John kept telling her, "Your copy is terrible! Throw it out and start over again." Lorrie admits that she craved John's feedback, because she couldn't get that kind of critique from others. Other "nice" people would tell her, "Oh, you're doing such a good job." But that's not what she needed to hear to improve.

I've got a pretty successful business, but I still benefit greatly from talking with David Deutsch, John Carlton, Jay Abraham, Ben Settle, David Garfinkle and others like them. They always reawaken a passion in me for what I do. They help me raise the bar and strive for new levels of mastery. Just spending time in their presence can up your game.

What John, Lorrie, David and I all experienced is courageous, responsible mentoring and coaching. If you want to improve your copywriting skills, you need to engage a copywriting mentor-coach and not just hide behind your computer.

02

Keep writing and revising. There's no substitute for that and there are many things you can do to hone your skills. For example, write proven copy ads by hand. I cannot emphasize how helpful this is. Don't type them. The hand is full of nerve endings that connect to the brain. When you handwrite something, a significant transfer of information goes to the brain. The copy becomes a part of you. This has been demonstrated scientifically. It's a neurological pattern.

You can also memorize proven copy. When you commit something to memory it becomes imbedded in your mind and heart. Another great exercise is to take a great piece of copy. Read it over a few times, then try to recreate on your own. This way you learn how and why the copywriter put the ad together the way they did.

03

Read a lot. I know David reads a lot. So, when I asked him what he was currently reading, he explained that what he's reading has nothing to do with writing copy. At the time, he was reading *Killing Japan* by Bill O'Reilly.

David's point is that Bill O'Reilly is such a great storyteller that we can learn much from reading his stories. For instance, in his book *Killing Kennedy*, O'Reilly used the phrase, "The man who has one hour to live, walks into the room and greets his wife." Both the present-tense storytelling and the way he phrased that are very powerful modes of communication. We can use techniques like this in our copy.

04

Tell a great story. So much great copy is just storytelling. Telling stories is a powerful method of persuasion.

In Bill Bonner's promotion for *International Living* about why you should live overseas, he casts a story. He begins by writing, "You're sitting in your hammock on your back porch. You're watching your gardener trim the rose bushes." And the reader is thinking, "Wait, I've got a gardener? What is this? This is amazing!"

Bonner continues, "Everything is one-eighth the cost of what it is back home. You can't believe you're so lucky to be living here." What a great way to write copy. The reader sees themselves in the story.

And here's the reason stories are so important in writing copy. Everyone has a story. Every prospect you're writing for has a story. Your job is to find out what people's stories are and write them into the copy so they see themselves.

Then you want to influence their story. For example, up until now the woman who wants to lose weight has tried all the diets, all the gimmicks, all the techniques, to no avail. She's got all these examples in her head about how other people have been able to lose weight, but she can't. She thinks that if you really want to lose weight, you have to eat nothing but tasteless food, and there's no enjoyment in that.

Perhaps she's thinking, "I've got to get on an airplane and the person next to me will be annoyed when I take up too much space." Or, "When I eat, people are watching me and judging me for what I put in my mouth." Your copy must reflect stories like these that take them from "I can't do it and have never been able to do it," to, "I can do it!" The reader will say, "That's me they're describing! I need this... (whatever it is)!"

A few years ago, I took an online course about screen writing with Aaron Sorkin who wrote the script for *West Wing*. It was fascinating to hear his perspective on telling a good story through visual media and realize how closely tied to copywriting and persuasion it really is. For that reason, screenwriters make great copywriters.

05

Learn the stories of your prospects. How do you do that? You talk to people. You can also find a lot about people's stories on the internet by Googling questions like: "What is it like to be overweight?" Or, "What is it like to have diabetes?" You'll find some powerful descriptions of what it's like to go through life overweight, or with diabetes, or with some other issue.

Also, when Googling questions like those above, don't try to be too sophisticated about it. Instead, think about what a simple-minded person would ask. If someone were feeling sad, they want to know how to stop feeling sad, they would probably type something like, "How do I stop feeling so sad?"

06

Put yourself in your prospect's place. This is like method acting. You call up things from within yourself and you become the prospect. Imagine for a moment that you go to the doctor and he says your blood sugar is 125 and that you've got type 2 diabetes. He tells you you've got to be on drugs for the rest of your life.

What are you feeling? You're feeling scared, embarrassed, and maybe stupid for not listening to your doctor sooner about the lifestyle changes he recommended. You're scared of the prospect of neuropathy and even the possibility of a future amputation.

If you take the time to put yourself in your prospect's pain, it's not that difficult to do. When you write your copy from the prospect's point of view and then read your copy from their viewpoint, you'll learn much from this practice. When you write, sit down, close your eyes and be that person you're writing to.

07

Make your copy engaging and entertaining. Recently, people are claiming that long copy no longer works, and that people's attention span can't handle it. But I contend that there's no such thing as *long* copy—just *boring* copy. Consider how long the *Harry Potter* book series is, or Robert Jordan's *Wheel of Time* series, or J.R.R. Tolkien's *Lord of the Rings*. Readers didn't want those series shorter. No, they were sad when they ended.

Learn to write in a way that draws people in. Refuse to allow your copy to be boring.

There's a famous story about David Ogilvy in which one of his clients, Max Hart, claimed that people no longer read long copy. (That rumor has been circulating for decades.) Ogilvy responded to him, "I can write a 50-page report and I guarantee you'll read it." Max replied, "Yeah, sure, right. What are you going to do to get me to read it? You can't get me to read 50 pages!" Then Ogilvy said, "All I have to do is tell you the title: 'All About Max Hart.'"

Of course you'd read a 50-page report written about yourself. Good copy must be about the reader and must attract them in an engaging and entertaining way.

Don't write, "The heart is a very complex organ, which if not treated correctly, will lead to heart attacks and other negative complications." That's boring.

Instead, write like this, "Hey, your heart is working hard to keep you alive. Every minute your heart beats at a certain rate. If it's beating too fast, and if your arteries aren't clear, nothing works right. Your brain doesn't function properly, nor do your sex organs. Nothing works as it should. You don't want to have that kind of life, do you?" It's personalized, more engaging than something right out of a textbook.

08

Get outside eyes to scrutinize your copy. In a way this goes full circle back to the first point. But it's so important and doesn't necessarily only fall on your coach or mentor. You can write your copy with a *closed* door but review it with an *open* door.

David has worked alongside numerous copywriters who helped him review and critique his copy. Dan Rosenthal read one of David's pieces once and told him, "This copy is soulless." And David admits he was right. There were no people in it.

Often, I will show my copy to someone who isn't in the target market I'm writing to. And maybe this person isn't even a copywriter. But if they tell me, "This part is confusing." Or, "This sounds unbelievable." Or, "Frankly, this is boring." Then I know I've got some more work to do.

But when someone else reads your copy and is riveted by it. Then, they look up and ask, "Where can I buy this?" Then you know you've got it!



09

Test your copy. There is no substitute for testing. It's not that difficult, it's not expensive, and knowing the results are worth it. Don't rely on surveys. People say they're going to do something all the time when asked hypothetically. But when it comes to making the actual purchase, they renege.

A publishing company surveyed its list asking if they would be interested in the complete works of Shakespeare. Everyone said, "Yes, of course!" So, the company produced it and then couldn't understand why no one bought it. Don't ask people what they would pay for something either. Just test your copy.

It's not that those people on their list were lying, but people often make decisions based on things other than what we might think. Research shows, for instance, that juries don't make decisions to convict or acquit the accused by merely weighing the evidence. Instead, they have a story running through their heads.

Perhaps they envision the accused guy chasing his wife through the house, brutally killing her. If that's the story running through their minds, then they'll conclude he's guilty.

But if their story says, "No, this guy is a good guy. He would never do what they say he did. It's the cops who are the bad guys in this story," then they'll find him not guilty.

Donald Miller shared with me a study where they had performed functional MRIs on people's brains. What they discovered was that while people are listening to, watching, or reading a story, the part of their brain that handles rational, logical thought shuts down. All the visual, imaginary, creative parts of their brains light up.

When you're telling a good story, people are transported to that reality and logic is left behind. The point is, tell a good story, but then test your copy to ensure that it's evoking the kind of response you're looking for.

What Does the Future Look Like for Copywriters?

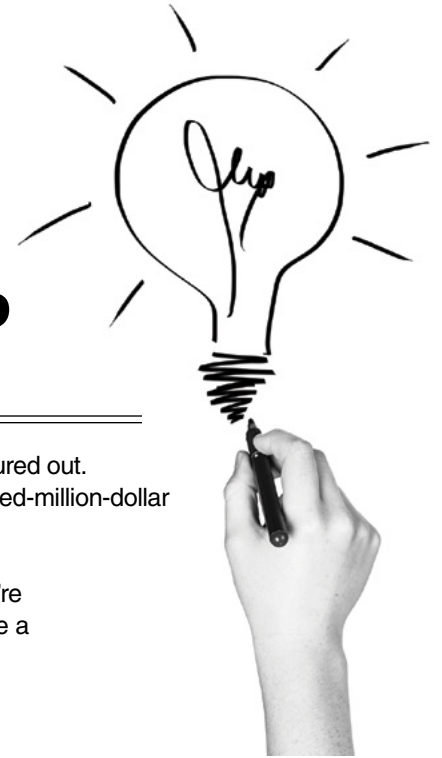
Both David and I see a bright future for those who want to become copywriters. There is so much need for copy! Now, more than ever. Also, the whole world of content seems to be merging with the world of copy.

Good content, in most instances, has a selling element to it. Sometimes it's subtle and sometimes it's not so subtle. Also, good copy has a content element. It's useful. It teaches you something. It has a practical application. As Jay Abraham says, "Good copy is of service to the reader." Even if you don't purchase what's offered, you've

learned something and you're better off for having read the copy.

A good copywriter will see themselves more as a marketing strategist who employs copywriting as a primary (but not the only) way of acquiring customers. You also know about funnels and launches and how to put the whole package together.

How Can Entrepreneurs and Businesspeople Benefit from Copywriting?



Most entrepreneurs and businesspeople would readily admit that they don't have marketing figured out. This presents a huge opportunity for copywriters. Everyone from the corner grocer to the hundred-million-dollar business needs better copy.

Unless a business owner knows what good copy looks like, they may not know whether they're working with a qualified copywriter. But if the business owner is fluent in copywriting, they'll be a better purchaser of copy. They'll be the wiser for it.

How Do I Connect with David Deutsch?

David's website is: DavidLDeutsch.com. He offers a free downloadable report called "Copywriting from 'A' to 'Z.'"

To your prosperity,

Ray Edwards

Publisher and Editor In Chief

Ray Edwards, Ray Edwards International, Inc.
2910 E 57th Ave Ste 5 PMB #330
Spokane, WA 99223



Publisher's Notice: Copyright 2019 by Ray Edwards International, Inc. All rights reserved. Reproduction of any part of this work beyond that permitted by section 107 or 108 of the 1976 US Copyright Act without permission of the copyright owner is unlawful. All information, advice, examples and opinion provided is offered as general information; is not intended as substitute for any appropriate legal, accounting, or other professional advice; no warranty is made as to the accuracy or outcomes; and readers accept sole and complete responsibility for any decisions they may make as a result of information provided herein and therefore agree to hold author, publisher, and affiliated organizations harmless.