

Clayton Makepeace presents

# The Total Package

Business-Building Secrets for Growth-Obsessed Companies



Hang these copywriting checklists by your computer and use them to rev up the power of your copy!

## 40 Headline Idea Starters to Get Your Creative Juices Flowing!

1. Hitch Your Wagon to Breaking News
2. Call Out Your Prospect
3. Personalize It
4. Propose a Proposition
5. Go for Shock Value
6. Use an Intriguing Word or Phrase
7. Try an Interesting Juxtaposition
8. Let's Make a Deal!
9. Ask a Burning Question
10. Express a Common Frustration
11. Tell a Riveting Story
12. Put it in Your Reader's Voice
13. Put it in a Customer's Voice
14. Drop a BIG Name
15. Be an Advocate for the Reader
16. Show a Little Leg
17. Directly Address Your Prospect's Dominant Emotion
18. Create or Solve a Mystery
19. Use the Power of "IF" and "WHEN"
20. Pound the Pulpit!
21. Offer Sweet Revenge
22. Attack the Enemy Head-On
23. Breaking News
24. Arouse Prurient Interest
25. Confirm a Dark Suspicion or Fear
26. Expose a Scandal
27. Start a Stopwatch
28. Set a Deadline
29. Set a Benchmark
30. Write a 1,000-Word Headline
31. Make a Startling Prediction
32. Wrestle with a Paradox
33. Become a Name-Dropper
34. Debunk a Myth
35. Get Star Struck
36. Defuse a Sticky Situation
37. Offer a Cheap Alternative
38. Go Out on a Limb
39. Paint a Vivid Word Picture
40. Draw a Startling Comparison

## Pretty Darned Good Outline

1. Grab 'Em by the Eyeballs
2. Support and Expand on Your Headline
3. Establish Credibility
4. Bribe Him to Read This
5. Deliver Value
6. Present Your "Big Promise"
7. Prove Your Point
8. Snapshot of the Future "Him"
9. Present Your Product and Prove Each Benefit
10. Make the Offer
11. Trivialize Your Price
12. Add Value
13. Relieve Risk
14. Sum Up
15. Ask for the Sale
16. Make Ordering Stupid Easy
17. Place Him at the Crossroads
18. Ask for the Sale – *AGAIN*
19. Sweeten the Pot
20. Add an Urgency Element

## 16-Point Headline Checklist for Rock Solid Attention-Getting Impact

- Does It Fit the Strategy?
- Does It Touch a Nerve?
- Does It Enter a Conversation the Prospect Is Already Having With Himself?
- Is It "YOU" Oriented?
- Does It Provoke Curiosity?
- Does It Have Conviction?
- Does It Offer a Compelling Benefit for Reading?
- Does It Make a Unique Statement or Claim?
- Is It Credible?
- Is It Specific?
- Is It Easy to Understand?
- Is It Colloquial?
- Is It Focused?
- Does It Have a Newsy Element?
- Does It Imply a Quick and Easy Solution?
- Does It Point to the Copy Below?

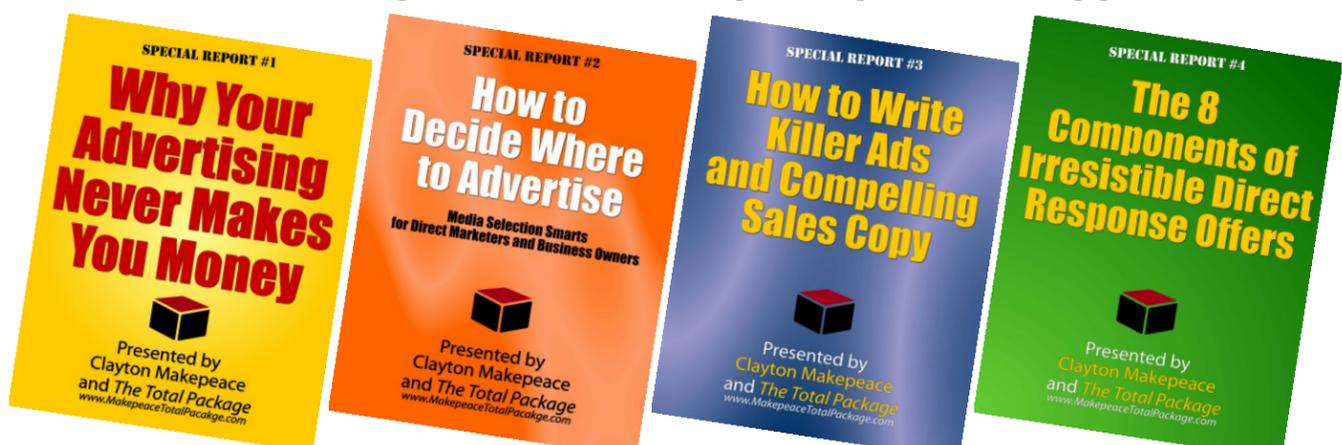
## 12 Steps to Offer Bliss - How to Seal the Deal!

1. Restate Your Product's Benefits With Energy and Excitement
2. Cite Other Products That Cost Far More
3. State Your Regular Price
4. Present Your Rationale for Offering the Prospect a Discount
5. Present Your Discounted Price
6. Dimensionalize Your Discounted Price and Savings
7. Trivialize Your Price and Make It Sound Like a Bargain
8. Justify Your Price
9. Add Value
10. Relieve Risk
11. Set a Deadline
12. Ask for the Sale

## 16 Dominant Emotions to Trigger for Powerful Copy!

- |             |                |                |                   |
|-------------|----------------|----------------|-------------------|
| 1. Anger    | 5. Frustration | 9. Love/Caring | 13. Security      |
| 2. Betrayal | 6. Greed       | 10. Passion    | 14. Shame         |
| 3. Revenge  | 7. Happiness   | 11. Relaxation | 15. Powerlessness |
| 4. Fear     | 8. Hope        | 12. Sadness    | 16. Urgency       |

Sign up now for *The Total Package* and receive these **FOUR** valuable E-books free along with more of Clayton's powerful copy secrets!



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