

# **Revealed Inside This FREE Report: "Keepin' It Real"**

## **4 Dirty Little Secrets To Being A REAL Person When Selling In Print... That Make You A Small Fortune!**

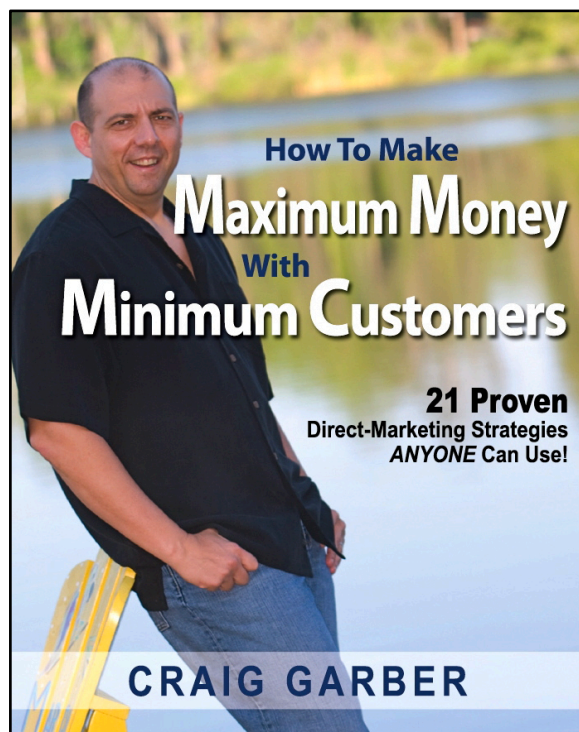
**How to be as pure and genuine  
as baseball, babies, and apple pie.**

**By Craig Garber from kingofcopy.com, author of  
*"How To Make Maximum Money With Minimum Customers"***



***Is there anything NOT real about this photo?***

# This ONE Little Mistake... Ruins Your Chances... Of Selling Anything!



From: Craig Garber

Tuesday, 10:32 AM

Sunny Tampa, Florida

Dear Friend,

When it comes to marketing and advertising, you can only go "so far" on B.S.

The truth is, in today's day and age, where most advertising is completely phony... people are craving authenticity.

And this craving is only growing stronger, as the world becomes more and more artificial.

If you want your marketing to be effective, you **must** create genuine experiences for your

buyers. And the first step in doing this, is making sure your buyers "sense" they're working with a real person -- not some phony who just wants their money. After all...

## Only Real People... Can Provide... Real Experiences!

Right?

This was brought to my attention by a group of people who read my book, "*How To Make Maximum Money With Minimum Customers*."

They wanted more guidance on how to use the marketing and copywriting strategies in the book... and on how to sell, in general... without appearing "phony."

For me, being real -- even in print -- isn't a problem. But it wasn't easy to get to this point.

I'm certainly not a "natural" when it comes to selling. I grew up in a very stressful home atmosphere, to say the least, and had a very low self-esteem for years. In fact, I probably didn't even feel comfortable in my own skin, until I was in my late 30's.

Today though, one of the most common things I hear from people -- and I've heard it... gosh, probably close to 100 times over the last 11 years -- is how amazed they are I'm just as "real"

in my online daily e-mails, in my offline Seductive Selling Newsletter, and in all my other products... as I am in person.

**In other words, who you are “seeing” in print...  
is the same exact guy you see when you meet me in person.**

Like I said, though... it wasn't always this way. As you know, putting *anything* in words, is difficult. And that goes *double* when it comes to putting your personality into words, *plus* trying to show your readers you're a real person. Not to mention, on top of this... then trying to sell them something!

But over the years, I've developed a set of guidelines that have allowed me to do each one of these things, *very* successfully. Which is why people are always making those comments about how when they read my e-mails and my newsletter and my products -- and even my sales letters... they feel like I am literally “speaking” *directly* to them.

I'm going to share a few ways you too, can do all this, in *your* sales copy, but first... let's take a look at *why* people typically struggle when it comes to being “real” in print. There are 3 reasons, actually:

- **Reason #1: Some people are highly technically skilled, and quite competent from a performance standpoint, in what they do. But when it comes to selling... they simply “cringe.”**

For any number of reasons, they feel so out of sorts when it comes to selling, they'll do absolutely *anything* to avoid it, at all costs.

And if you're one of these people, then you already know...

**Unfortunately... this is costing you a LOT of money.**

People in this category sometimes feel “phony” when it comes to selling. And because selling is so out of character for them, to some extent, they actually are being phony when they try and sell something.

When these people sit down and write a sales letter, their discomfort practically *screams* at you, straight off the page.

For them, selling is like trying to fit a round peg (their personality)... into a square hole (selling). It is just very unnatural.

These people will *never* be able to sell effectively in print, unless they do one thing: they need to get their hands on some specific marketing and writing guidelines (and strategies) that allow them to follow a “sequence...” or a *formula*.

This way, you can go step-by-step through a checklist and do what *works*... instead of having to do things that make you *uncomfortable*. By following a set of guidelines, this allows

you to basically "remove yourself" from the selling process.

As opposed to listening to your own "gut" feelings, which simply aren't compatible with having to sell.

It's kind of like when you first learned how to drive. In the beginning, it seemed very unnatural, so you just sat there and listened to your dad... or your Driver's Education teacher -- and you simply "did what they told you to do. " Even though it felt "weird."

But eventually, of course, driving became normal and in less time than you thought, you wound up knowing how to master all the different things that are going on, while you're sitting behind the wheel.

Selling in print and feeling comfortable with it, is no different.

Right now, you're "driving" without ever having been taught "how" to drive. You just need to learn the rules of the road, and once you see how easy it is to use them... you'll be as comfortable selling, as you are driving.

- **Reason #2: There are other people who feel comfortable selling, but they get all messed up when it comes to "closing."**

These people know *exactly* how *important* selling is. And... they may even be *good* at the actual relationship building, and at getting prospects started down the "Yes" path.

But when it comes to *closing* the deal, things start falling apart, pretty quickly. They typically stammer their way through a close, and if they're very lucky... things *might* work out. Sadly though, and I'm sure you'll agree with this...

## **"Luck"... is NOT... a very good business strategy!**

Because of this problem, people who find themselves in this predicament *rarely* make the kind of money they deserve. They are usually able to earn a decent living though, if they have a large source of referrals, or... if they're in the kind of business where it's fairly easy to attract qualified leads or if their lead costs are unusually low.

They'll typically make money as long as they're able to meet with their prospects *in person*, or talk to them over the phone.

But because they have no "leverage" -- meaning, because they're unable to translate these same skills into selling in print -- they are usually *forced* to trade time for money.

And if you are one of *these* people, then you already know...

## **Your inability to "close" in print... is not only incredibly frustrating... it's also costing you THOUSANDS Of Dollars!**

Usually, what messes these people up is the *money* aspect of

closing. For any number of reasons, they feel very "awkward" when it comes to asking for money, and this creates an "emotional log jam" for them, when it comes time to close.

So instead of being able to take that genuine enthusiasm and knack for relationship building they have, and turn it into gold... their printed sales material can never work on it's own, and this is what forces them to forever have to trade time for money.

There are loads of realtors, insurance agents, financial planners, trainers, consultants, and other service providers who find themselves in this uncomfortable situation.

On top of that, the same psychological money issues that hamstring their closing skills... typically make people in this situation almost always undercharge.

They are the ones who usually work the hardest and charge the least. Ultimately, they are treating themselves very unfairly.

## **The Good News Is...**

Once these people learn a few *simple* and very practical do's and don'ts about selling in print... this typically eliminates any awkwardness they have about closing.

Eliminating this one problem makes a *dramatic* difference in the quality of your life... in the amount of time you'll get to spend with your family instead of working... and, in the amount of money you're making! For instance, if you struggle with this:

☞ **One big mistake you're probably making, especially when you're selling in print, is talking about too many different things at one time.**

For example, it's O.K. to tell people about all the wonderful benefits you're giving them. But you can't get so excited and anxious about things, you wind up running on aimlessly to the point where, your words get all overlapped and blended together like paint colors mixed in a can.

Instead, just let your buyers know one thing at a time, one sentence at a time. Nice... and slowly.

And it's even O.K. that you're asking people to spend a lot of money with you. Simply explain the value of what you're giving them, one sentence at a time. Break down your packages or your service offerings into little bite-sized components, and just tell your story - no need to feel anxious, at all.

Instead, what typically happens is... people who feel awkward about asking for money tend to just "lump" everything together.

What's really going on, is they are "projecting" their own discomfort with money, onto their buyers. They assume, because they're uncomfortable with money... their buyer must also be

uncomfortable with money.

So instead of *walking* their buyers through the entire sales story, nice and easy... they *rush* through their presentation because they're uncomfortable making it in the first place.

### **But in reality, this is totally unnecessary.**

You see, in order for your buyer to make any kind of halfway decent buying decision... they **HAVE** to know ALL the details about what you're offering. *Especially* when you're selling in print, and they don't have the ability to go back and forth asking you questions.

They don't consider this offensive -- they consider it a very *natural* and quite *necessary* part of the buying process!

**After all, how can they make a buying decision... unless they actually *know* what they're buying?**

Make sense?

Of course it does.

Now besides slowing down and telling your story, *another* thing you can do if you're in this position, that'll make things ***much easier*** for you, is this: When you're putting your promotion together, and you're creating your offer or your "close,"...

### **Instead of thinking about what you're getting... and how much money you're asking for... think about what you're *giving*, instead.**

Focusing on value ALWAYS gives you much better results, *especially* when you're sitting down and translating your thoughts into actual words on paper that are going to do all your selling for you.

Plus, when you're focusing on the value you're *giving*, instead of the money you're *getting*.. this comes through in your printed sales messages. Which makes your buyers even *more* comfortable with you. And, you'll be that much more of a *real* person, as a result.

And the nice thing is, this is about as simple a fix as you can get, isn't it?

You bet it is.

O.K., so now let's move on to...

- **Reason #3:** The third kind of sales person that struggles with creating chemistry and being "real" when it comes to selling in print, is *much* different than the first two.

See, this person's *TOTALLY* comfortable with selling... and with closing... and with asking for the money. In fact, this guy (this is typically a guy issue) is basically a selling

machine. But he has one HUGE problem:

He's so focused on the sale, and he's so thrilled and gets so juiced up from closing deals...

### **He Forgets... About Everything Else!**

See, this guy's problem is, he has no patience. He's all about "the bottom line" -- he's a "results" guy. Unfortunately, building real relationships in sales requires a lot more than this. You see, sales is like seduction.

To make *maximum* money, you have to share your story... and you have to *romance* your prospect on many different levels. They have to see you as a *real* person before they'll buy -- NOT a "selling machine."

They have to perceive you as someone who's just as interested in making their hopes and dreams come true... or in eliminating their pain and solving their *problems*... as they are.

Unfortunately, when this guy sits down and writes a sales letter, he comes out looking W-A-A-Y too "slick" for his own good. Even if he *does* care about his clients and customers -- and most people *do* care, they just don't know how to show their *buyers* they care -- the only message that comes out is "BUY MY STUFF, NOW!"

And so what happens is, **this super-closer routinely loses THOUSANDS OF DOLLARS in sales, because he's "stuck" when it comes to selling in print.** And losing money is *especially* frustrating and unfair for this guy, because he's a GREAT sales person!

But I don't need to tell you... there's a difference between being a *great* sales person, and being looked at as a caring, valued advisor by your customers.

After all, do you think you'll be making more money if your customers perceive you as a "selling machine"... or when you're perceived as a caring and trusted advisor?

You got it - when your customers or clients perceive you as a REAL person, who's a genuine, caring, trusted advisor... you'll start making *much* more money, and you'll make it *much* more consistently.

And in *fact*, for the *most* part, when people see you ONLY as a sales person *instead* of as an advisor... they will constantly be negotiating prices with you... and treat you like... Well... they'll treat you like a sales person.

### **Because people LOVE working with valued advisors... but NO ONE likes dealing... with a sales person!**

People respect and listen to advisors, which is *precisely* why no one ever questions their doctor about why they're sending you all over town, to meet with umpteen specialists and get all

those diagnostic tests.

And that's because doctors are perceived as *advisors*, not sales people.

On the other hand, if a sales person sends you to three of his buddies and you have to pay each one of *them* some money... you're going to be on "high alert" right away!

Right?

Of course.

So if you are one of these "super-closers," one of the first things you have to do is:

- **Start positioning yourself as an authority figure, first and foremost. Almost like a consumer advocate.**

If you're *already* a good sales person and you start doing *this*... boy-oh-boy will you start making boatloads of cash!

And here's another thing you can do if you're in this situation - and this is actually really easy to do in print:

- ☞ **Slow down and let your buyer "talk to you," instead of you talking to them so much.**

As I said, this is actually a lot easier to do than you think:

For starters, understand that "talking" to your prospects in print, is different from talking to them "in person."

In person, obviously you get to go back and forth with one another, to answer questions.

Right?

But in print, you can't go back and forth.

So you have to create the *illusion* that you're going back and forth.

And there are a **number** of different ways you can do this, but let's talk about a couple of *easy* things you can do, starting right now:

1. **The most important thing you can do, that'll make you more money than *anything* else... is to *immediately* start showing much more empathy towards your buyers.**

They need to know you understand *exactly* what they're going through. Because ultimately... no matter *what* you're selling, you're selling a solution to a problem your prospects have.

And the smartest thing you can do to make your buyers see you as a "real" person who's empathetic and understanding... is by letting them know you understand the basic human frustrations they are going through, only too well. And, you also need to let them know *why* you understand them.

**And be specific, because this is the key to your success.**



Here, let me give you an example of what I mean. Pay very close attention to what this person is saying: "Listen, our industry, and our professional associations, teach us absolutely *nothing* about how to be successful. In fact, our business is very cannibalistic. We take our young and toss them out on their own, only to be eaten alive out there in the jungle.

And in spite of that, what do all our trade journals talk about?

New ant traps... custom software... equipment... chemicals... and new sticky goop. And you know what? This stuff is *useless* when it comes to making you any money and consistently driving a steady stream of customers to you!

Heck, how's a new ant trap going to drive even one new customer to you?"

See, this isn't very complicated writing at all. It's just very specific, and empathetic. It addresses the basic frustrations members of this marketplace (people who own pest control businesses) are dealing with, on a regular basis.

**This** is how you show empathy, NOT by saying things like:

- ✓ **"It's not your fault."**
- ✓ **"I'm just like you." And...**
- ✓ **"We have a lot in common."**

Don't get me wrong -- it's OK to say these things as long as you back them up with specifics like we just discussed.

But saying things like, "*it's not your fault*" -- which is what most supposed "experts" tell you to do -- without explaining, in detail, the specific emotional frustrations you're actually referring to... is absolutely *useless*.

See for yourself. Go back and read those four paragraphs we just went over... and then ask yourself, how this compares to saying "*It's not your fault.*"

Which one shows your buyers you are more empathetic? The truth is...

### **"It's not your fault" isn't even in the same ballpark!**

It's like asking someone if they want a snack... versus asking them if they want a giant slab of fresh, thick, moist and creamy melts-in-your-mouth genuine New York Cheesecake!

Listen, when people truly believe you know what it's like to sit on *their* side of the desk... they'll be open to you because you're a *real* person and NOT just another "sales guy."

They'll want to buy all the solutions to their problems, from you.

Want to know another thing you can do if you want to *seriously* increase your sales, and if you want your buyers to perceive you as a real person?

You do?

**O.K., here goes:**

Once your customers know you understand what they're going through and what makes them "tick"... the next thing you need to do is let them know you care about them beyond just selling them something. And you do that by:

## **2. Being sympathetic to them.**

See, where *empathy* shows your buyers you can feel their pain and frustration... being *sympathetic* shows you're concerned about them as people, in general.

And here's where understanding a little human psychology comes in handy. See, people tend to apply one trait or one aspect of someone's personality... to *all* aspects of their personality.

So if you're a realtor, for example, and your buyer feels you understand how frustrating it is to be looking for a new home... and then they "sense" you *also* genuinely care about them moving into the *right* home... they will basically do whatever you suggest, for the remainder of your selling process.

See, once they know you understand their situation... and you care about them beyond their credit card or your commission check, this enhances your position as a trusted advisor who's coming from a position of respected authority.

At this point, your customer will *never* look at you as merely a sales person, ever again. And...

## **They will buy from you and refer business to you... over and over again!**

Once your prospects see you in this light... the amount of business they're willing to do with you is *infinite*! You see, top sales people know selling *isn't* about themselves, it's about helping their customers.

**The problem is, it doesn't matter *how* sincere you are. What matters is, how sincere your customers *believe* you are.**

Read this last sentence over again and say it out loud. It's THAT important. Do this now, I'll wait.

Did you say it out loud?

You did?

O.K., great.

So now you need to know the *easiest* way of showing your buyers you really do care about them, and that is, by...

## **Addressing as many of their objections as possible.**

You see, letting your customers know you're aware of their potential objections to buying, and then dealing with each one of them on an individual basis, really and truly puts them even *more* at ease.

And just so you know, there are only four reasons why people *don't* buy. Which means your prospect's objections are all going to revolve around one of these four reasons, so keep them in mind when you're writing your sales and marketing materials:

#### **4 Reasons Why Your Prospects Won't Buy:**

- ✓ They don't believe your claims.
- ✓ **They don't trust you as a person.**
- ✓ How you attracted them in the first place isn't congruent with what you're ultimately trying to sell them. Or...
- ✓ **They don't believe in themselves and their ability to do what you're telling them you can help them do.**

And see, when you address your prospect's objections... when you help them deal with all the obstacles in their life that typically prevent them from doing whatever it is you're offering... you're basically taking them by the hand and walking them through your entire buying process, step-by-step.

You've then removed all their perceived barriers to success.

And how much more confidence do you think they're going to have in you, and in your ability to *deliver*, after you do this?

LOADS!

They'll believe in you maybe even *more* than they believe in themselves at this point. But that's O.K., because guess what?

### **This means... they'll buy from you!**

And that's what selling, and being in business is all about, isn't it?

Of course.

Oh, and by the way, there are two a very unique, very specific tests I've developed that you can perform on any piece of copy or marketing you write, that lets you *instantly* know whether or not you're doing a good job "speaking" with your prospects, or whether you're just "rambling on" aimlessly.

I've never seen them discussed before, and I've been writing sales copy... and studying writing copy and direct-marketing *religiously*, since March of 2000. And I'll tell you how you can get the scoop on both of these tests in just one minute.

But right now, let's take a little "breather" here, and recap everything we just discussed, because we've actually covered quite a lot, in a short period of time. We learned that:

- ✓ **Different people have different challenges or even "hang ups," when it comes to selling.** And...
- ✓ **These challenges typically make selling -- especially**

**selling in print - extremely frustrating, and in some cases... almost futile. We also discovered...**

If you want to *dramatically* increase your sales, you need to do certain things in your marketing and in your sales copy, so your buyers will start looking at you like a *real person* who cares about them -- NOT like a greedy sales person who wants to take the money and run. Here's a list of these things:

1. **When you're selling in print, you only want to ask your buyers to do ONE thing at a time. Next...**
2. **Focus on the VALUE of what you're giving, instead of the money you're asking for... ALWAYS gives you much better results. Especially when you're sitting down and translating these thoughts into actual words on paper that are going to do your selling for you.**
3. **Your customers don't like dealing with sales people. They strongly prefer dealing with consumer advocates and knowledgeable, trusted advisors over sales people, any day.**
4. **To become a trusted advisor instead of merely another sales person, you must position yourself as a knowledgeable authority figure.**
5. **"Talking" back and forth with your buyers - especially in print - is always the most effective way of communicating with your buyers. And by "most effective," I mean, "makes you the most amount of money."**
6. Simply telling your customer "It's not your fault," will NOT make you more money.
7. **The most *important* thing you can do, that'll make you more money than *anything* else... is to immediately start showing more empathy towards your buyers.**
8. Being *sympathetic* to your customer's objections, turns into more sales for you, because it shows them you care about them as people - which is all anyone *really* wants to know before they buy from you. And lastly...
9. **There are four reasons why prospects don't buy from you.**

There are actually 32 of these very simple "Guidelines" you need to follow when you're selling. (Not including the two copywriting "tests" I mentioned earlier.)

Each one of these guidelines gives you two or three subtleties that make your marketing messages work *incredibly* effectively. And once you *know* these guidelines... you'll have absolutely NO problem gaining your buyers trust and being perceived as a real person.

## **Four Experiences You MUST Give Your Prospects To Covert Them Into Long-Term Buyers**

Now before I wrap up, I just want to cover one more thing. The truth is, before *anyone* will buy something from you -- there

are *four* deep seeded, secret emotional "triggers" your prospects have to experience.

If your prospects don't experience, quite literally -- **all four of these things...** you will not make a sale. These four things are:

1. **They have to believe you.** Prospects simply won't buy, unless they believe the promises and claims you've made, are real.
2. **They have to trust you.** Meaning, they have to trust you as a person before they will ever buy anything from you.

Make sure you understand this because it is *incredibly* important... and powerful. What I'm saying here is that **even if they believe your claims are true... if you haven't done enough to gain their trust, as one human being to another... you WILL NOT MAKE a sale.** Before anyone will ever give you even one thin dime...

### **You must FIRST be perceived as "a real person."**

3. **They must like you.** Customers will NOT give you money unless they like you.

This has more to do with who you are... how you say things, and how "at ease" you are when you're saying them... and how much you're interested in delivering value, versus selling them something.

There are specific steps you must take, to GUARANTEE your customers will like you. **Unfortunately, I can also guarantee there are specific things you're unknowingly doing right now, which guarantee your prospects will NEVER like you, and therefore never BUY from you, either.**

4. **They must be interested in you.** For the most part, this has to do with your sales copy and how compelling it is.

However, there are also another four things people do in their sales copy... and if you do any one of *these* four things, it guarantees you, with 100% certainty, your buyers will *NOT* be interested in you, and therefore, they will not buy, either. (I'll tell you how you can get your hands on these four things in just a second.)

Now here's what's most important out of all of this:

**NO ONE will believe you, trust you, like you, or be interested in you... unless they believe you are "for real" in the first place.** And at this point, if you are thinking...

**"Craig, I Want To Get My Hands On MORE Of This Information, Because This Stuff Is CLEARLY Going To Increase My Conversions... Multiply My Sales... And**

## Make Me A LOT More Money Overall!"

... Then you're in luck. Because I recently put on a special, one-time only audio Copywriting Workshop called "Keepin' It Real." The material I covered on this call, is designed to make you so real... the next time you're selling in print, your prospects will practically be able to "feel" your presence, right there beside them.

This workshop takes you through the **"5 Copywriting & Marketing Strategies That Make You A REAL Person... And Make You A Small Fortune!"**... and it is *PACKED* with nearly 3 hours of fresh, new content. Here's just a very small sampling of what's on this call, which reveals -- probably for the first time ever -- the inside scoop behind the 5 Cornerstone Concepts to being real:

"Craig's training Wednesday night on "Keepin' It Real" was everything I'd hoped it would be, and more.

He *really* delivered, and I feel sorry for anyone who missed it. I appreciated Craig's direct, down-to-earth approach.

Concepts were clearly, succinctly yet thoroughly presented. I think people are getting sick of, and numb to, the over-the-top "hypey" approach of many of today's Internet marketers. Craig's approach is a breath of fresh air and fits really well for businesses that desire to grow their customer base from a position of integrity.

Thanks again to Craig for being so generous with his time. The 4.5 hours FLEW by!"

Catherine White - Palatine, IL

### Concept # 1: Psychology

We'll dissect your buyer's psychology, and perhaps surprisingly... elements of your own psychology that impact your ability to be real and sell in print. Here's just some of what you'll discover:

- **7 Issues Sellers -- yes, YOU -- must overcome** if you want to be able to sell effectively and let go of any preconceived notions or "awkward" feelings you have about selling.
- **The "600-pound Deadlift Story!"** This allows you to break through virtually any communication barriers standing in your way.
- **6 Stubborn traits of buyers you MUST overcome, and how to quickly and easily do this!**
- **The 3 Most common and costly mistakes you make when it comes to contacting your buyers, and how to fix them.**
- **2 "supposed" buyer objections most people mistakenly waste tons of time writing sales copy to try and overcome - even though these are actually COMPLETE non-issues.** Without this

information you will continue wasting HUNDREDS of hours of your time on these 2 items, getting ***absolutely nothing*** in return.

- **The ONLY 2 factors that determine the quality of any relationship, and how to improve them.** Knowing this is like getting the set of keys to your buyers' "emotional buying vault."
- **A HUGE common mistake people make when it comes to confidence, that costs you money every single time you make it!**
- **5 things you MUST be consistent with, when speaking to your customers and prospects.** Deviate from any one of them and it *immediately* starts costing you -- big time!
- **An old-fashioned way of doing things, that *instantly* attracts new customers to you.** (And... 6 new ways of using this technique, so you're not missing out!)
- **This subtle difference between *serving* your customers... and getting completely *abused* by your customers, often sneaks up on you. And before you know it... it completely consumes your life!** Find out what this difference is, and... how to avoid it -- so you can stop kow-towing to your customers and instead start *re-claiming* your dignity and the respect you deserve.
- **How to GUARANTEE your customers and clients chase you down, by letting your sales process do all the work for you! And...** how to leverage this! (Instead of doing all the chasing and doing FAR too much work, like most people!)

## **Concept # 2: How To "Prove" You Are Real**

When it comes to selling, perception is reality. Like I said earlier, it really doesn't matter whether you're the most righteous, real person on God's Green Earth. The **ONLY** thing that matters is whether or not your buyers *perceive* you as being the real deal, *or...* do they perceive you as just another person in a very long line of people who wants to take their money and then disappear?

There are over 24 strategies in this section that let you create a very solid, **very strong perception** which shows you're *not* like this. Instead, it "proves" you are an honest, genuine person. Things like:

- **20 different things to say to your buyers, that create long-term chemistry, and 5 things you must NEVER say unless you've fulfilled a certain obligation already.**
- **3 Strategies that show you how to keep your buyers sticking with you over the long-haul.** Frankly, these strategies have made me a small fortune. They are the reason why most people stick around and continue paying me, FAR longer than virtually anyone else they deal with.

- **A simple copywriting technique virtually NO ONE uses, even though it gives you almost *limitless* control over your prospects.**
- **The one story you can tell that *always* attracts new customers and clients, and never gets old for your existing ones.**
- **Most people mistakenly believe when they sit down and write a sales letter, their job is to create "want." That if you tap into all the "want" that's out there in the marketplace, it'll turn into dollars in your pockets.**

Right? Well, let me be the first person to tell you...

### **Nothing... could be further... from the truth!**

Once you understand what your *real* job is, you can save thousands of what will otherwise continue to be *wasted* hours, and instead start profiting from the **ONLY** thing you *should* be doing when you're trying to sell.

#### **And there's more -- you'll also discover:**

- **8 simple ways to create a very direct, very personal "connection" with your readers,**
- **Five forms of media that prove you're real.**
- **9 topics to talk about that position you as an authority figure and a leader.** When people look up to you as a leader, you're automatically presumed to be sincere.
- **A critical item, that attracts buyers to you like bees are attracted to honey!** I'll also give you 9 extra "customer attraction magnets" to get you started, *immediately*!
- **There are 3 very common, yet incredibly devastating things you must *NEVER* say to your buyers, readers, prospects, or *ANYONE* for that matter... if you ever want to be perceived as a real person.** In fact, if you say *ANY* one of these three things, you will alienate your buyers on a deep subconscious level, *immediately*. You'll find out what they are on this call!
- **If you are a consultant or if you provide any kind of service... there is one simple thing you can do... that eliminates virtually 100% of all the typical client aggravation you ordinarily have to put up with.** Yet, 99% of all service providers in this situation are *completely* unaware of this amazingly easy process. However, you'll be a master at it, after this call.

### **Concept # 3: Being Real And Your Sales Process**

In this part of the workshop, you'll get an overview of the entire selling process in 2 simple diagrams, and you'll uncover:

- ***Exactly* when "rapport" starts and what goes into generating rapport.** (There are specific behaviors that determine the



amount of, and the kind of rapport you're going to have with your customers.)

- **The two towers of trust: Credibility and Believability, and the difference between them**
- **You'll also uncover the "Rapport-Building Format" for success!**
- **And lastly, you'll discover the 3 things you *must* do, to make sure your buyers listen to your "call to action."** (Your "call to action" is the action you are trying to get your customer or client to take.)

### **Concept # 4: 32 Do's And Don'ts Of Being Real:**

In this part of the workshop, you'll get the inside scoop on the specific set of guidelines you must follow, that give you lasting trust and rapport between you and your customers.

If you follow these guidelines, your prospects and buyers will love, adore, and respect you, and *most important... they will trust you and buy from you, over and over again!* Here's a brief rundown on just some of the strategies you'll discover:

- **The one marketing mistake that *immediately* destroys your customer relationship! Sadly, I see people making this common mistake, every day.**
- A common copywriting strategy that actually misleads and *disappoints* your buyers.
- **3 ways to create a "WOW!" experience for your buyers**
- **How to make sure you're not "intimidating" your buyers** by making them think you're trying to *sell* them something, instead of trying to *help* them.
- **Another common copywriting mistake (which is *incredibly* easy to avoid) that is costing you a *LOT* of money, even right now as we're speaking.** And the thing is, this mistake is most typically made by more *experienced* marketers and entrepreneurs, not newbies!
- **The one big problem with most testimonials!** (Hint: it has *nothing* at all to do with presentation, length, or content.)
- A critical type of testimonial you must present, that creates *almost* "instant" trust, and makes you a very real person.
- **An empowering secret about "thoughts" and how to leverage them.**
- 2 keys to making your presentation "easy on the eyes"
- **A critical emotional buy-button you can push, that gets people more open to dealing with you than perhaps *anything* else!**
- **The secret to winning, when it comes to persuasion.** Most people don't do this, and instead wind up coming off like a bull in a china shop. And in fact, this is not only the

secret to winning in sales, but it's the key to winning any kind of negotiation you're ever involved with!

- **A big personal problem most marketers foolishly "dump" in their customer's laps, that makes selling, almost impossible!**
- **How to know when you're being "too friendly" in a sales letter.** Remember, being friendly is good, but being "too friendly" crosses a very real boundary that exists between all sales people and their customers.
- **5 Very common phrases marketers use that psychologically turn your buyers "off," as soon as you say them.** (And what to say, instead, that positions you as a trusted authority!)

## **Concept # 5: Secret Writing Techniques And... Magic Words That Make You Real!**

In this section I'm pulling the curtain back to reveal all the copywriting tricks I've learned during the last 11 years. You'll discover how to write copy that gets your buyers *involved...* that gets them to trust you *implicitly...* and makes them just "sense" you are a salt-of-the earth, genuine caring soul.

Here's a small sampling of what we're going to cover on this part of the call:

- **Why telling someone you want them to come in for a free consultation... a free estimate... or a free inspection... is the kiss of death!** Find out what to say instead, that'll have more clients barreling through your doors, than you've ever imagined!
- **Most people are foolishly concerned about making sure their buyers know "how smart they are."** The truth is, this is perhaps the most *detrimental* thing you can do when it comes to building rapport with your buyers. You'll find out why, and what to do, instead.
- **In what may be the most important part of the entire workshop, you'll learn "How To Help Your Buyers Believe In Themselves."** If you can get your buyers to believe in themselves, you'll have overcome one of the *most* important obstacles you'll ever encounter.
- **Language experts estimate up to 90% of what you're saying, is communicated based on your non-verbal cues.** In print, you lose this ability to communicate non-verbally. Or do you? You'll discover 8 different ways to create varying "tones" in your voice, and how to use these strategies to get maximum leverage out of them.
- **Why making hype-filled exaggerated claims is actually costing you a pretty penny!**
- **You'll also uncover 7 simple strategies to create massive believability with your buyers.** One of these strategies netted me a fast \$15,000 early on in my career -- and I'll

share it with you on this call!

- **If you want to be perceived as a real person, there is one habit you must "check" at the door,** before speaking to your buyers, and I won't mince words about it, either.
- The very *best* kinds of promises to make!
- **How to use *humor* in your sales letters and communication.** There *is* a very effective way of doing this, but be careful here, because people are *dead serious* when it comes to spending money! Most people forget this, and as a result... they screw this up, royally!
- **How to choose the right "voice" to write your sales letters or ads in.** (If you're always writing from yourself, you are definitely missing out.)
- **A major "slip" most people make when writing copy, that *completely* de-personalizes anything you're saying.** Besides "being boring," this is the one other "Cardinal Sin" you don't ever want to commit!
- **A simple strategy that makes you a LOT more believable, and increases sales, almost *immediately*.** Oh, and this will take you less than 7 minutes to implement!
- **A Very Special "benchmark" test I've NEVER seen revealed before! This test (which I mentioned earlier) shows you DIRECT EVIDENCE of how much you're engaging your readers.**

Look, real people have real conversations, and this test shows you *precisely* how many real conversations are taking place in your sales letters, display ads, web pages and direct mail.

No one's EVER discussed this before, and I was very concerned about even revealing this "test," which will take you less than 7 seconds to perform! (And I'm not exaggerating one bit here.)

You'll also discover 22 phrases and words to say, that will boost your rapport-building results, *dramatically*!

## **This ONE Section Alone Is Worth TEN TIMES The Price Of Admission To This Workshop!**

- How to use "trial closes" to "edge" your buyers closer and closer to a sale!
- **A simple way of controlling your sales process that makes your business, and your life... *much less stressful*!**

I'll even throw in a few important resources for you to use, after the call. Things to read and people to study who made their living *solely* by being real, and by giving their customers and clients a *lifetime* of real experiences -- both *in* the marketing world and *out* of it, as well.

## **But That's Not All You're Getting!**

1. Besides this 2 ½ hours "plus" mp3 download, filled with all

fresh new content, (a \$1,250 Value at my \$500 hourly rate), you'll also get:

2. **A 36-page workbook for you to use and follow along with, during the workshop.** The workbook is specifically designed for you to fill in the blanks and make notes on it, while you're listening. This way your experience will have much more of an impact because you're actually involved in the learning process itself. (\$47 Value)
3. **You'll get the full transcript of this workshop, in case you're more of a visual person, and you prefer reading over listening.** (\$47 Value)

## **But Wait... There's Still More!**

4. **After the call, I spent over an HOUR in a heated, rapid-fire Q & A Session, answering LOADS of different questions about the material we covered.** You'll get the complete mp3 download of this Q & A Session, so you can see *exactly* how to use the strategies you just learned. *And...* you'll also see how to *eliminate* all the mistakes you're *currently* making in your sales copy, and in all your other client and prospect communication, as well. (\$500 + Value at my \$500 hourly rate)
5. **You'll also receive the transcript of the Q & A Portion of the call.** (\$47 Value)
6. **And... Bonus #1: You'll get Swipe File sales copy from successful sales letters I wrote, so you can see how to use these strategies in real life (at least another \$47 Value)**
7. **Bonus #2: There was SO much material covered on the call, there's no WAY you're going to be able to take in everything on your own.** So, I'm including a copy of my own personal notes for you to use, to make SURE you've got a handle on everything we covered, from A to Z.

## **Let's Take A Look At Everything You're Getting:**

<u>Item</u>	<u>Value</u>
2 ½ Hour Breakthrough Workshop Audios	\$1,250
36-Page Workbook	\$47
Transcript Of The 2 ½ Hour Workshop	\$47
72-minute Rapid-Fire Q & A Session Audios	\$500
Transcript Of The 90-Minute Q & A Session	\$47
Bonus #1: Swipe File Content	\$97
Bonus #2: Craig's Complete Workshop Notes	\$47
<b>Total Value</b>	<b><u>\$2,035</u></b>

That's a total value of \$2,035. But you're not going to have

to invest *nearly* that much, to get your hands on this Workshop. In fact, you're not even going to have to invest *half* this much. In fact...

**You can get all 7 parts of this program -- and be listening to them literally in the next five minutes -- for only \$197! And you can even make 2 EZ-Payments of \$99 each.**

Look, this is obviously specialized information, and if I were teaching this in a private copywriting workshop, I'd charge no less than \$997 to attend.

But because of the leverage I'm getting, by teaching this to multiple people at once, via a teleclass... \$197 is MORE than a fair investment for you to make. And you'll also get...

## **This Simple Zero-Risk One Year Guarantee:**

My promise to you when you invest in this "Keepin' It Real Copywriting Workshop," is a simple one: Download and listen to the entire call. Then go through all the other materials... and listen to the Q & A session... and read through the transcripts and dive into the workbooks -- not once, but take your time and go through all these items, as many times as you'd like.

Listen to it all, go through everything and enjoy the bonuses, too.

Then... keep the material close by, the next time you sit down to write copy or prepare your next sales letter or series of e-mails. If you're not able to create a *much* stronger rapport with your buyers... and if you're not *filled* with confidence over your newly found ability to relate to your buyers and create profound, meaningful and long-term **profitable** relationships... then simply call my office and let us know.

We'll send you a prompt and courteous 100% refund, without any hassles. And take your time - you have up to a year to do this.

But if my own past results, and the results of my clients are any indication... the only reason you're going to be calling my office... is to let me know... how much *faster* you're converting your prospects into paying customers and clients, *and*... how much more money you're suddenly making!

## **"Craig, I'm in. How Can I Get This Workshop?"**

There are actually three ways you can get this material -- and your program will be delivered to you in minutes, either way.

- 1. You can sign up online at [kingofcopy.com/real/real.html](http://kingofcopy.com/real/real.html).**
- 2. You can complete the fax form on the next to last page of this Free Report, and fax it into my office at 954-337-2369.**
- 3. Or, you can call my office right now at 813-909-2214 and let Anne**

## **know you want the "Keepin' It Real" Copywriting Workshop.**

Listen, the truth is... being real is easy to understand... but pretty darn hard to do.

Yet, your customers are absolutely craving it, and even as a consumer, you probably are, as well.

Being real involves a lot more than conventional advertising offers - which is why *most* ads sell nothing -- and why even most direct response ads -- barely break even.

So ask yourself, "How real am I?"

Chances are, you're probably doing a better job than most people.

## **But... you're probably nowhere near as real as you'd like to be.**

And that means the relationships you're forming with your prospects and buyers is *also* nowhere near what it should be. And therefore...

## **Neither is the amount of money you're earning.**

The problem is, "almost real" is like "almost successful." The real rewards you're so doggedly pursuing, only come to you when your customers **know**... from the bottom of their toes, to the tips of the hairs on their head... that you're authentic.

If you want them to buy, your prospects **MUST** believe, that when it comes to "*whatever*" you're selling... you are the 100% real deal and nothing else.

If you're already the real deal, then my hat's off to you.

But if you're *not*... then I'll look forward to showing you how to *become* the real deal, in this exciting new Workshop. Either way, thanks for reading this Special Report, and I wish you nothing but the best of success.

Now go sell something,



Craig Garber

P.S. If you own my book, "*How To Make Maximum Money With Minimum Customers*," then you're already aware of many of the strategies I've used to make myself and my clients, a LOT of money.

**But the truth is, you can be the best strategist in the world... however, when it comes to selling... if there's even the *slightest* bit of doubt in your buyers mind as to whether what you're saying is true... or *not*... then even all your strongest and most *concentrated* efforts will have ALL been wasted.**

Because in selling, just like in a court of law... anything beyond even the "slightest doubt"... can have *devastating* consequences for you.

Find out for yourself when you order this workshop, now.

# **Bond With Your Customers For One Year - On Me!**

- ☐ **Yes Craig, I want the "Keepin' It Real Audio Workshop" for only \$197 (or 2-EZ installments of \$99 each)! I get the following 7 items (\$2,035 REAL value):**
1. I'll get the 2 ½-hour mp3 Download of the call "Keepin' It Real: How To Be A REAL Person... When You're Selling In Print!" in it's entirety (**\$1,250 Value at my \$500/hr. consulting rate**)
  2. I'll get a 36-page 'fill-in-the-blanks' Downloadable Workbook! (**\$47 Value**)
  3. I'll get a full transcript of the call (**\$47 Value**)
  4. I'll get the mp3 Download of the bonus 1-hour plus Q & A Session in it's entirety (**\$500 value**)
  5. I'll get a full transcript of the Q & A Session Call (**\$47 Value**)
  6. **BONUS 1:** I'll get Craig's Swipe File sales copy, from successful sales letters he wrote (**\$97 value**)
  7. **BONUS 2:** I'll also get a copy of Craig's actual notes for the call, so I don't miss a *thing*! (**\$47 Value**)
- ☐ **I also get a one-year ZERO-RISK GUARANTEE**
- ☐ **NOW GET FREE SHIPPING! Craig, I haven't ordered your book yet, but I'd like to order it now!** Ship me out "How To Make Maximum Money With Minimum Customers" along with the 7 extra bonuses: 3CDs, 3DVDs and a Special Edition of your Seductive Selling Newsletter. Because I'm ordering now, you will knock \$12.95 off shipping and handling - which means **FREE SHIPPING** if I live in the US, and only \$17 postage outside of America. I still get your **LIFETIME Guarantee: If I'm dissatisfied, for any reason... I can return this entire package for a full refund, ANY time -- for life!**
- ☐ **Craig, also let me test-drive your offline Seductive Selling® Newsletter for only \$5.95 postage and handling (\$15.95 outside of America).** Then, start my subscription 30-days later for ONLY \$49.95 a month (\$59.95 outside of America). I understand I can cancel any time I want, by simply contacting your office. **Along with this free trial, you will also rush me out 18 FREE Bonus gifts, worth over \$3,632, including:** Audio CD Interviews, Back-Issues, 2 marketing and sales copy critique certificates, DVD's, successful ads you wrote, and loads of other money-making gifts. **(See full benefits on next page.)**

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Credit Card #2 \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

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# Here Are All Your Seductive Selling® FREE 30-Day Trial Bonus Gifts!\*

(worth OVER \$3,632 Dollars!)

(This offer may be withdrawn at ANY moment, without further notice or any warning.)

- ☞ **One Now Get TWO FREE Sales Copy and Marketing Critiques! (\$250 Value each!)**
- ☞ **FREE Complete Seductive Selling® Newsletter Back Issue and...**
- ☞ **FREE Live Marketing Examples! See what's hot, NOW! (\$97 Value!)**
- ☞ **FREE DVD! Discover how to push your prospects emotional "buy buttons!" Craig reveals psychological buying triggers, in this detailed Sales Copy and Marketing Strategy critique of a sales letter you wrote, that **consistently converts 10% of all buyers of a \$47 product, into a \$997 Dollar upsell!** (\$897 Value)**
- ☞ **FREE Audio Success CD! 76-minute RARE interview with publisher, best-selling author, and 35-year direct-marketing veteran "Christian Godefroy: Confessions of a \$300 Million Dollar Man!" (\$500 Value)**
- ☞ **2 FREE Audio CD's! (92 minutes long) "How To Make THIS Your Best Year Ever!" (\$247 Value)**
- ☞ **FREE Audio Success CD Interview With Craig's Mastermind Group Member, Patrick Precourt (74-minutes)! Pat owns the oldest and largest pre-foreclosure firm in Connecticut, "Real Estate Expert Reveals How To Get To (And Stay At) The Top!" (\$500 Value!)**
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- ☞ **FREE Current Audio Success 1-hour+ CD Interview of the month! (\$500 Value)**
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- ☞ **\$100 FREE kingofcopy.com Money!**
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