



## **Session 1: Bullet Templates**

© 2004 David Garfinkel, LLC. All Rights Reserved. <http://www.davidgarfinkel.com>

## **Bullet Group #1: Number Bullet**

### **Bullet Group #1 Templates:**

- 5 ways to \_\_\_\_\_
- 7 steps to \_\_\_\_\_
- 13 things you should know about \_\_\_\_\_
- 11 time-saving \_\_\_\_\_
- 9 insiders' techniques that will \_\_\_\_\_
- 147 resources for \_\_\_\_\_

**Use this Bullet Template when:** You want to make what you are selling more tangible and concrete.

**Key point:** Odd numbers seem to work better than even numbers

### **Examples:**

- 7 ways to take home more money with every paycheck
- 5 simple steps that subtract two or more hours out of every copywriting assignment
- 3 words that guarantee a romantic evening (and no, they're not "I love you!")
- The one thing you must say to a police officer who has pulled you over if you want to avoid getting a speeding ticket
- 7 "no brainer" things our Stealth Diner does that always get him "celebrity service" at great restaurants in towns where he's never been before
- 17 ways to make gobs of money on the Internet!

## **Bullet Group #2: Secret Bullet**

### **Bullet Group #2 Templates:**

- Secrets of \_\_\_\_\_
- The secret to \_\_\_\_\_
- A secret method for \_\_\_\_\_
- The dirty little secret that \_\_\_\_\_ don't want you to know about
- The secret reason that \_\_\_\_\_
- 147 resources for \_\_\_\_\_

**Use this Bullet Template when:** You have a benefit in your product that “civilians” outside your business don't know about... that will deliver an important benefit.

**Key point:** People are insatiably curious if new information affects their self-interest. Also, many people are paranoid, and believe that vital secrets have been withheld from them.

### **Examples:**

- Secrets of generating a tidal wave of free traffic to your Web site
- The secret to curing arthritis without drugs
- A secret method for making your woman grin like the Cheshire Cat
- The dirty little secret that advertising agencies don't want you to know
- The secret reason people buy more shoes than they wear

### **Bullet Group #3: Tremendous Benefit Bullet**

#### **Bullet Group #3 Templates:**

- A tiny little \_\_\_\_ that \_\_\_\_
- In less than five minutes, you can \_\_\_\_\_
- A little-known \_\_\_\_\_ that will \_\_\_\_\_
- An easy \_\_\_\_\_ to \_\_\_\_\_
- How an ordinary \_\_\_\_\_ that costs less than \_\_\_\_\_ can \_\_\_\_\_

**Use this Bullet Template when:** You want to take a small piece, action, time segment or effect involved with using your product or service that delivers the greatest result, and highlight it. In other words, to put a “biggest bang for the buck” benefit of your product, center state.

**Key point:** These bullets create massive perceived value for you.

#### **Examples:**

- A tiny little piece of computer code you can paste on your Web site that can **DOUBLE** your sales overnight!
- A little known move (less than 1% of all martial artists know this one) that a 105-pound woman can easily use to deck a 300-pound man... in no time flat!
- A single phrase that, when you say it to an IRS auditor, he or she will silently close the briefcase and walk out of the room... and the case is closed in your favor!
- In less than five minutes, you’ll stop getting “tourist” prices when you’re shopping on your vacation... and they’ll start offering you the “natives-only” **REAL** bargains!
- How an ordinary item that costs less than a dollar at any hardware store can stop oil leaks 97% of the time – no mechanic required!

## **Bullet Group #4: Exclusive Quality Bullet**

### **Bullet Group #4 Templates:**

- The only \_\_\_\_\_
- This unique, patented formula \_\_\_\_\_
- Why people in Beverly Hills and Geneva pay \_\_\_\_\_
- Our purchasing inspectors reject nine out of 10 \_\_\_\_\_
- People call this “the best” because \_\_\_\_\_

**Use this Bullet Template when:** You have something that’s not available everywhere... or maybe, hardly anywhere! People want what they can’t have, and highlighting exclusivity increases the attractiveness of your offer.

**Key point:** Be sure the exclusiveness will mean something to your prospect... and take the necessary time to explain why it’s so important if it’s not going to be transparently obvious why the exclusivity implies value.

### **Examples:**

- The only store in town that carries the same pianos that the Philharmonic insists on!
- This unique, patented formula reduces wear and tear while actually improving engine life by up to 67%
- Why people in Beverly Hills and Geneva pay up to 200% of suggested list price for our watches
- Our purchasing inspectors reject nine out of 10 diamonds – even many that have “no flaws,” according to the standards of our competitors
- People call this raincoat “the best” because every top executive we know wears one!

## **Bullet Group #5: How-To Bullet**

### **Bullet Group #5 Templates:**

- How to \_\_\_\_\_
- The insider's secret to \_\_\_\_\_
- A new way to \_\_\_\_\_
- What \_\_\_\_\_ do when they \_\_\_\_\_
- When you \_\_\_\_\_, here's how to \_\_\_\_\_

**Use this Bullet Template when:** You have specialized information. **Important:** Don't tell about the process, tell about the result.

**Key point:** People always want to learn better, easier, faster, cheaper, and more productive ways to get what they want.

### **Examples:**

- How to bring in an extra two thousand dollars a month
- The insider's secret to getting clients to pay you for your advertising
- A new way to increase your energy level without harmful drugs
- What top pro's do when they want to take their business to the next level
- When you need to find the perfect employee, here's how to get them to seek you out

## **Bullet Group #6: Warning Bullet**

### **Bullet Group #6 Templates:**

- What NEVER to \_\_\_\_\_
- Three mistakes to avoid when you \_\_\_\_\_
- Among insiders, it's known as \_\_\_\_\_. Don't fall for it!
- Warning! Before you \_\_\_\_\_, \_\_\_\_\_
- How too much of \_\_\_\_\_ can actually \_\_\_\_\_

**Use this Bullet Template when:** You have information... either in your product, or in your service, or in the education of yourself or your sales staff... that lets you set yourself up as a “cautionary authority,” because you can offer people valid information they can use to protect themselves.

**Key point:** When people see you as their protector, they are more willing to trust you.

### **Examples:**

- What NEVER to eat on an airplane (with a nod to Boardroom Reports)
- Three five-thousand-dollar mistakes to avoid when you sell your own house.
- Among insiders, it's known as the “sucker punch.” Don't fall for it!
- Warning! Before you hire a coach or mentor, ask these three questions:
- How too much Vitamin E can actually be hazardous to your health!

## Bullet Group #7: Shocking News Bullet

### Bullet Group #7 Templates:

- An amazing discovery that \_\_\_\_\_
- The \_\_\_\_\_ that all the \_\_\_\_\_ have spent millions of dollars trying to keep a lid on!
- What *really* happened when \_\_\_\_\_
- This \_\_\_\_\_ will change the face of \_\_\_\_\_ forever
- A recently revealed \_\_\_\_\_ that can make you a fortune!

**Use this Bullet Template when:** You have information or use of a new invention that will drive people crazy once they find out. Hint at it in the most dramatic and enticing way possible!

**Key point:** Be careful not to overhype this information. Make sure you can at least deliver, or even better, overdeliver, on your shocking-news promise.

### Examples:

- An amazing discovery that turns ordinary people into millionaires!
- The delicious diet secret that all the processed-food companies have spent millions of dollars
- A new way to increase your energy level without harmful drugs
- What top pro's do when they want to take their business to the next level
- When you need to find the perfect employee, here's how to get them come looking for you, begging you for a job!