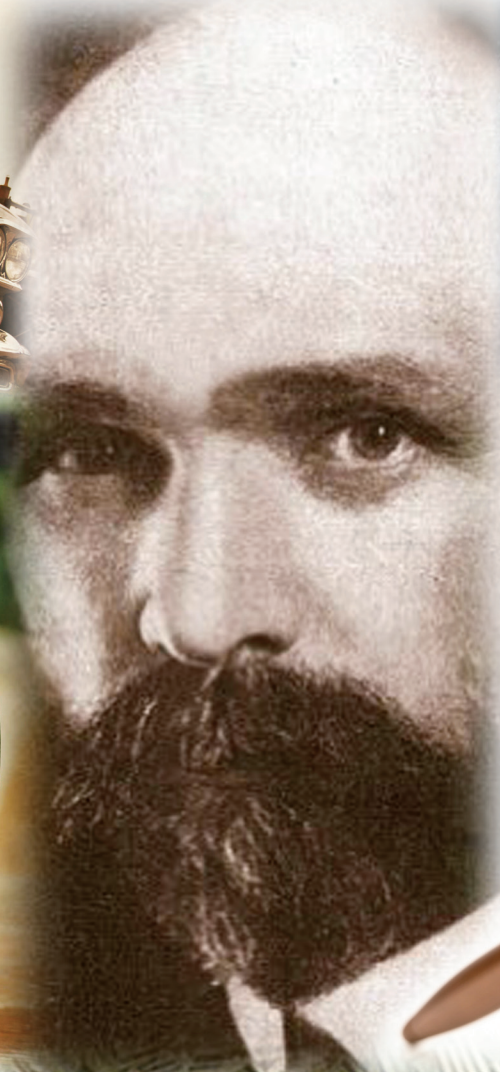


# HOW SIMPLE WORDS EARN SUBSTANTIAL RETURNS.



**CAPTAIN COPY**



By Drew Bay





## Reader's Note:

This report is intended to help marketers uncover massive sales potential hidden in their business—and then cash in on that potential through the power of the written word.

While using the material as a helpful guide is encouraged, no portion of this report may be reprinted, reproduced, or distributed in any way without the author's express written permission.

Captain Copy:  
Drew Bay  
drew@captaincopywriting.ca  
604-916-9985



Drew Bay



@CaptainCopy



Captain Copy

**“I Prove To Decision Makers Why They MUST Do Business With  
You!”**





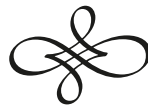
**M**any folks don't understand how important WORDS are to their business's success. Indeed, the very words you use can mean the difference between going broke and flooding the bank.

Fascinating (and possibly scary) as it is, even a ONE WORD change in your marketing efforts—as you'll see—can spur on massive success or cause crushing failure.

The 5 stories I'm about to share will not only produce big ideas for your future marketing, but even surprise and entertain you too. It's amazing how we all make decisions based on the words we use, read, and hear...

Naturally then, if there's anything you should place a premium on when promoting your business, it's the copywriting. And selecting the right copywriter is a classic example of "you get what you pay for." Business owners beware!

No need to believe me though... the following (true) stories should do all the persuading:





*Exhibit #1*

## Beer Tales That Sold Millions

*[Here's the first classic example of how applying the right words in your marketing can make a MASSIVE difference in your business].*



We're travelling back to the early 20<sup>th</sup> century for this one. To learn a golden rule in advertising that's just as effective today (yet sadly, so few of us use).

Back in the 1920's, Schlitz Brewing Co.—a small brewery in Milwaukee, Wisconsin—was an established beer outfit, but hardly a goliath when it came to selling the cold stuff.

An Anheuser Busch it wasn't: they recently dropped to 5<sup>th</sup> in overall market share in the US. Losing more and more ground each year, their competitors were overtaking them in the cutthroat race to win over the hearts (and fridges) of the valued American beer drinker.

### **Desperate measures were required.**

Schlitz hired the leading advertising agency of the time—Lord and Thomas—to step in and position their brand as a meaningful, relevant player in the competitive beer industry.

To carry out the mandate, Lord and Thomas turned to their top copywriter, Claude Hopkins (a man of Napoleon-like influence in the advertising world). A man who, in today's dollars, was making the equivalent of \$2 million a year because of his uncanny knack to sell product for his clients.

One of the first things Hopkins did was tour the brewery to understand their process and to see what made them different.

Special pulp filters removed impurities from the beer; filtered air was used to cool the liquid; and the bottles were even steam cleaned to ensure freshness.

When Hopkins asked Schlitz execs why they'd never told the public about the gruelling process they go through to ensure freshness, they told him that “every manufacturer does it this way” and therefore wasn't important.

*There was Schlitz's advantage.*

Though it wasn't unique, no one had ever advertised this impressive fact, and so Hopkins applied it to upcoming campaigns geared towards the American beer drinker.







### The results were staggering.

Not only did the new approach work, it brought Schlitz from 5th spot in market share, to a tie for 1<sup>st</sup>, in only a few months.

Hopkins used a few slogans, but the one that really added meaning to the process—and resonated with the fickle beer drinker—was “Washed With Live Steam.”

Finally, people were given a little explanation on what it meant to have ‘pure beer,’ which was touted by all other brewers at the time. None had ever concerned themselves with what many consumers wondered... “what does that mean” and “why should I care?”

### This is why the vast majority of advertising fails:

It fails to answer the vital question: “So what?” What difference does your claim make in the consumer’s life? How does it improve their current state?

Adding the explanation “Washed With Live Steam” started a run of incredible sales for Schlitz. And it can do the same for your business too.

### How To Apply It In Your Marketing

Your job is to look to things that might be “obvious” to you in your business, but that your prospects and customers likely don’t know.

Choose something that reflects well on you, your process or your business in general—just like Hopkins did for Schlitz.

You could even use the story of how you got into the business if it’s interesting and demonstrates some air of credibility, knowledge or just demonstrates how you’re better than the next person selling what you offer!

There’s only one person with your exact story— use it to your (and your customer’s) benefit. It’s unbelievable the effect that words can have on our buying habits... the utter influence that they ooze regardless of the media you use.

I hope you’re using the right ones in your marketing. Now, on to a little medicine company that enjoyed millions in incremental revenue by the addition of one simple word.





**Exhibit #2**

## These 2 Words Started A Fizzy Revolution

In this story, you're going to get heartburn. Well, not literally... but you might just think of the last time you did.

Much like the Schlitz Beer example, sales for another staple in most North American households were dwindling fast.



In the 1960s, this little miracle worker was falling out of favour quicker than the in-laws after a day's visit.

Alka-Seltzer, the heartburn and indigestion-relief tablet that was dropped in water to get its therapeutic fizz, had lost its appeal. Specifically, on the younger generation that would otherwise be using it.

The brand had become tired, old, and represented everything about this generation's elders that they wanted to avoid.

Their ads had become grisly, uncomfortable spectacles that—if anything—turned a key demographic away from the product rather than closer to it.

**As with Schlitz Beer, desperate measures were required.**

And a clever copywriter at one of New York's newer ad agencies helped pave the way.

On top of producing a bevy of new commercials to give the brand a much needed facelift, there was one key phrase that would mean **the world** for Alka-Seltzer's bottom line.

Not only were the new ads engaging, but they painted the product in a new light... and actually had customers consuming MORE tablets than before!

How did this happen?

Funny enough—while oftentimes I stress a whole new approach to writing effective copy, or changing key elements of an ad to perform better—*this time* (to demonstrate just how powerful words are) it was **the same word repeated twice** that made all the difference.

What was that word?

Since Alka-Seltzer needed to be dropped in liquid for it to fizz up and produce the digestive tract relief, this keen copywriter focused on the dropping action!







This was the beginning of a sales revolution for the firm, with the new slogan and voice-over: “Plop-plop, fizz-fizz, oh what a relief it is!”

The “plopping” of the Alka-Seltzer tablet in the water was an instruction to the consumer. And a profitable one at that.

That’s because before the campaign, most everyone used only one tablet (as instructed on the package)—but now, with this simple copywriting gem—it was inferred that you needed to drop **2 tablets** into your water for the desired effect.

Alka-Seltzer was back.

Habits were literally transformed and it became ‘common-knowledge’ that you must use 2 Alka-Seltzers to effectively relieve discomfort from heartburn and indigestion.

While it didn’t lead directly to a doubling of sales, they nearly got there after this hip new wording, coupled with fun commercials that painted the product in a positive, appealing way.

A true “wash, rinse, *repeat*” discovery!

(By the way, you can check out the Alka-Seltzer commercial [here!](#))

## How To Apply It In Your Marketing

I’ll say it again, the utter power that words have on our buying habits is staggering. You literally can persuade (the right audience) to feel and do what you want.

To have your own Alka-Seltzer-like success, see if you can subtly affect your buyer’s behaviour in a helpful way.

Think rationally but intelligently—don’t say “buy 2 of my product because you’ll get better results.” Instead, why not see if you can bundle another product or service along with the core offer?

For instance, while they’re in the middle of buying your Ultimate Guide To XYZ For Business Owners, present them with a one-time offer (only available during checkout or negotiation) that provides a complementary product or service to that Ultimate Guide.

As an example, if you’re selling a \$39 report showing readers all the insider’s tricks to selling your home for the highest price possible, offer a second piece of valuable information to that buyer in the moment (and offer it at 50% off) to increase your order value and the value you provide the customer!





Following along with the home selling example, while regularly a \$100 guide, you're throwing in "The Brain-Dead Easy Guide To Selling Your Home Yourself (Without Getting Screwed)" in this package for only \$49.99. It's simple.

Upsells like this are infinitely easier to achieve once you've already gotten the initial commitment from the buyer for the first item—they've emotionally committed to the purchase with their mind (and wallet).

Next, you'll encounter a battle between 2 sets of headlines competing in the same publication. There is a clear winner, in each set. Will you be able to tell which ones won?

### Exhibit #3

## 'Fix Or Repair?' And Your Retirement

We're going to look at 2 subtle doozies here...

One of the advertising world's most prolific and successful copywriters, John Caples, had a hand in these examples.

Which of the following two headlines advertising retirement annuities do you think pulled in 3 times more responses than the other?



**A Vacation That Lasts The Rest Of Your Life**

**Or**

**How You Can Retire On A Guaranteed Income For Life**

I'll give you a couple seconds to guess...

What do you think?

Well, the headline that pulled in 3 times as many leads was the second one: "How You Can Retire On A Guaranteed Income For Life."

Why?

Because the first headline was vague, and seemed unrealistic; how many people are able to vacation for the rest of their lives, and are you advertising for a *particular* vacation, a specific destination, or what?

Granted... curiosity is a vital component in headlines, but when it's confusing, it stands very little chance of pulling readers into the rest of the message.







Finally, there isn't an inferred promise from the headline that if the reader continued on, she'd learn how it applied to her or not.

With the second headline, all these elements were reversed.

It was telegraphing information very clearly: **“How You Can...”** do something. There was indeed an inference that, if the reader continued on, he'd be getting some important information that was clearly desirable.

That's the next point: the promise is appealing to anyone looking for a retirement strategy.

Next, it was strong. Using the word **“Guaranteed”** works in the ad's favour, because there was no potential for 'maybes.' Not “if you do these things...” or “you will very likely retire...”

Nope, it was telling you how it was 100% possible... putting the onus on the advertiser to pull through and demonstrate the claim.

*{Now, it should be noted that the headlines in this example (and the one to follow) were both split-tested against one another in the same publication over a period of time, without any changes to the rest of the copy. Therefore, it's fair to compare the two!}*

Now can you point out the winner in this next “battle-of-the-headlines”? It's a little tougher, but understandable once explained:

**“How to Fix Cars—quickly, easily, right”**  
**Or**  
**“How to Repair Cars—quickly, easily, right”**

Only a 1 word change! So did it *really* make a difference?

Well, a 20% difference in total orders to be exact.

The first headline won.

Here, it's all about the reader's perceived difficulty in performing the action.

For most folks seeing the second headline, to have to “repair” a car seemed like a lot of intense, fine-detail work that would not only be physically demanding, but mentally draining.

The feeling is, you must really need to be a handyman or confident with your “repair-skills” to do this.





In the first headline—while it still inferred that there would be physical effort required—the notion of “fixing” a car compared to “repairing” one, has an easier connotation to it.

To “repair” a car, there must have been some significant problem. A “fix” likely involves a less serious issue.

And there you have it: 1 word making all the difference in the world—and a 20% difference to the advertiser’s bottom line.

There are gobs of examples like this in action everywhere.

Remember, all decisions we make are based on the words we use, read, and hear.

Whether it’s in print, on the computer screen, in our minds, or on the air, I defy you to think of any decision we make that isn’t based on the words used somewhere in the process.

Graphic design ain’t doing that, “branding” isn’t doing it, and luck won’t do it either. It’s all in how your words make people feel, and then induce them to take some sort of action.

### How To Apply It In Your Marketing

The real moral of the story here is to TEST the marketing you do.

You’ll never know how much money you’re leaving on the table if you don’t test different approaches to engage your audience!

You can test singular words like this example I’ve just given, or entirely different messages to determine which appeal works best. Once determined, you can test smaller elements of the winning message (like using a different word, a different headline, or even a different offer!)

But you have to make things easy for the reader. While it’s cliché, it’s SO important to remember... ***keep it simple, stupid!***

Don’t try to overcomplicate your language or overwhelm the reader with choice. (In fact, here’s an experienced copywriter’s trick: **you should write your marketing at or near a 6<sup>th</sup> grade level for maximum comprehension and results.**)

This is very important and you should keep it in mind whenever you sit down to write any piece.

There are some exceptions, but this is overwhelmingly the case with most advertising you’ll do.







Speak your target audience's language and give them specific facts... not vague generalities or over-used expressions that don't mean a thing anymore.

I'm talking about avoiding language like "we pride ourselves on outstanding customer service" and "we strive to produce the very best quality [whatever it is]".

That's so overused and watered down now that it's devoid of any meaning. It has no effect anymore on the reader—and certainly doesn't differentiate your business from the many others you're competing with.

So when you're testing different messages to attract new (or repeat) business, keep these tips in mind. You want to ensure you're not the "same old, same old" like all the other uninspired advertisers out there.

Next, you'll see an insanely famous ad that ran for **40 years** because it was so captivating.

#### *Exhibit #4*

### **Do You Make These 2 Mistakes With Your Marketing?**

You've read about beer, antacids, car repairs, and retirement. In other words... a pretty diverse set of niches that have all benefitted from improved copywriting in their ads.

Now you're diving into an English language training course. And will come face-to-face with an ad that ran successfully for 40 years without fail.

Yes, 40.

Over many different publications too.

While we could dissect the whole ad and explain why it works... I'll instead dissect the headline (which does the majority of the "heavy lifting" when it comes to your marketing).

The headline read:

### **Do You Make These Mistakes In English?**

And this is the major reason it was so *freakin' successful*.





There are 2 pervasive elements that made it so powerful in capturing attention and driving orders in the process:

1. Curiosity- the human brain naturally cannot stand being left in the dark. When something's piqued our interest, we're nearly driven mad if we can't fill the information gap that's been created by an unanswered question.

It's like your favourite TV series' season finale ending without closure for one of its characters. In this ad, we need to know what the mistakes are. The word "these" in the above headline is so psychologically entrancing that it pulls our minds into a vortex... like a magnet attracting metal!

2. Self-Interest- because the headline is such a tease, and we need to know what the mistakes are, we want to be sure that we aren't making these same mistakes ourselves. Especially in social situations! Maybe we don't even know that they ARE mistakes in the first place... a frightening thought for our delicate self-image.

It is in our self-interest to know what the mistakes are, so we can either avoid them going forward, or revel in the fact that "ah ha, I don't make those mistakes!"

Here's the original ad in all its glory:



Such simple, small words... but their hypnotic effect is so potent.

This is why the ad did so incredibly well... and to be honest, these are the 2 elements that should be in EVERY headline you write, if you want them to bring you business.

Whether it's an email subject line, print headline, landing page, webpage or opening line on the radio... you must capture your audience's attention—bring them to a screeching halt—and draw them in with valuable information they'll actually care about.

Now, writing persuasive copy is both an art and a science (drawing on psychology but also needing a creative flair), and if you can master the curiosity and self-interest parts, you're on a productive path.

## How To Apply It In Your Marketing

Take a look again at the ad above. What do you notice?





Looks an awful lot like an editorial column in a newspaper, right? But that isn't local news or a magazine article you're reading. It's an advertisement gone incognito—an ad that looks just like an informative editorial piece, *reads* like an editorial piece, but *isn't* an editorial piece.

In our over-exposed, over-marketed world where we're constantly presented with ads no matter where we turn (Youtube and apps anyone?), the sophisticated marketer that wants to get attention and get their ad read will do the *opposite* of what everyone else is doing.

So, create an *advertorial* like this Sherwin Cody ad. Sure it's an ad—you're selling something after all—but it's presented and executed in an informative way. It's not screaming *LOOK AT ME*. So, it stands to reason that it won't be instantly ignored.

Dress your ad up just like the editorial content looks in the publication you're advertising in. Use the same font. Same layout. Same type of graphic. Honestly.

Avoid that “ad look” that people ignore, because they are NOT looking for ads as they flip through the publication.

This is just as easy to do online as it is offline.

And if you don't grab your prospect's attention (which can only be done by *standing out from the ordinary*), you'll have no chance of them reading your ad and certainly no chance of them spending money with you.

Stack the odds in your favor as much as possible: offer your prospects the *least amount of resistance you can*. Don't turn them off by being “just another” advertiser.

David Ogilvy, arguably the greatest ad man in the modern era, had a perfect quote to sum it all up:

*“It has been found that the less an advertisement looks like an advertisement, and the more it looks like an editorial, the more readers stop, look and read. Therefore, study the graphics used by editors and imitate them. Study the graphics used in advertisements, and avoid them.”*

Now on to the next surprising example...





**Exhibit #5**

## What To Do When He's Sleeping With "Her"

Got your attention? Good.

That's exactly what the following ad did, to the tune of an over 30% clickthrough rate in Google Adwords.



(For those that aren't in-tune with average Google Adwords metrics, it's pretty safe to say that—on average—an ad with an above 3% clickthrough rate is fairly strong).

So this behemoth knocked it out of the park by a factor of 10.

**Who is your husband with?**  
Is he sleeping with "her" right now?  
Get revenge & a smile on your face  
[www.BadMarriageRevenge.com](http://www.BadMarriageRevenge.com)

Want to know why?

Because it used emotion to get to the root of why many women seek out a divorce lawyer.

This is a VERY important lesson: *emotion* drives decisions. I'll repeat: emotion drives our decisions. Logic often reinforces our decisions, but ultimately our emotions play a lead role in what we choose to do.

(I.e. what we choose to click, buy, engage in and spend time on.)

We don't look for divorce lawyers simply because we want a divorce. No one does.

We look for a divorce lawyer because we're angry or upset and want retribution... we want to alleviate the mental pain we feel because a part of us was wronged—our very judgement was brought into question by not only friends and family, but ourselves too.

And you're always your own worst critic.







So the ad bluntly addresses a key problem: adultery. And no doubt the woman experiencing the crushing double-crossing wants to remedy that. After a while, the dominant emotion in play is revenge.

She wants to feel better about herself and her situation.

And the ad speaks to her mindset right in the moment. It's brilliant.

Contrast that with the usual mindless ads that fill our screens (below). The websites have been blurred out to protect the innocent... or should I say “guilty” here, as they failed to tap into this important lesson to make small words earn substantial returns:



These are the “usual” ads that we’re faced with when doing a search for “divorce lawyer”. It’s not to say that they aren’t relevant—they’re just completely plain: like a group of 100 sheep in a field. You can’t pick one out from the other.

But that first ad I shared... that’s a big bright neon-pink sheep in the fuzzy flock of white.

Using emotion to drive your response rates and increase your business has a rather pervasive side to it too...

And sure we want to feel like we’ve “made it” and see the acknowledgement of heads turning throughout town after we buy that Ferrari.

But there are other applications of this psychological truth that you can capture in your marketing.

## How To Apply It In Your Marketing

Identifying your target audience’s exact emotions is admittedly a complex task. (And it’s *especially* difficult to write about them in a way that captures the reader’s attention and proves you understand how they feel.)





So, pulling this off when there are many competing emotions present is even harder still.

*[This may be controversial, but it's powerful. Here's what I mean...]*

Take a man just diagnosed with cancer.

His mind's a whirlwind of emotions. Fear... anger... depression... disbelief... frustration. These are common feelings for someone learning they may have a fatal illness.

Coming to terms with the severity—even the *finality*—of the situation, is enough to ground him and put his personal beliefs and things he took for granted into perspective.

But as he accepts and settles in to the reality he's been dealt, other emotions soon surface—some deep-seeded desires that he becomes conscious of.

And looks forward to.

What am I talking about?

Well, it's not his *dominant* emotion, but it's there nonetheless: it's his anticipation for all the attention he'll get while being sick. To a certain extent, he's looking for sympathy and for others to understand the situation he's in.

Keying on secondary emotions like this one helps you craft a more complete message and ultimately speak more deeply to the prospect. They'll see that you understand their situation and therefore they'll be much more willing to listen to you.

This way, your approach is a more realistic one.

The consequence here is: you've got to think *deeper* about your target audience. Discover what's just beneath the surface clutter by doing more research, talking with people in a similar situation, or studying what other successful advertisers have done.

In our cancer patient example, the takeaway shouldn't be to tell him “you're going to be really excited and pleased with the attention you'll soon be getting from concerned friends and family members.”

Instead, it's to delicately include this nuance of his situation into the messaging you present.

For instance, assuming you're a marketer that sells cancer medication or support systems:

“...it's a time when your support network will be put to the test, and your loved ones will carry you through. You're more important to them than ever, and you'll find a helping hand and a caring ear go a long way.”





This will trigger the happiness that he's thought of and acknowledge—almost *affirm*—he's right in having these thoughts.

Though it's a smaller consideration than the obvious emotions of fear and depression, this example shows how complex our emotions are and the subtle nuances of writing compelling messages for our audience.



### Here's How To Tie It All Together

There you have it. 5 REAL examples—from 5 completely different businesses—where adding small, simple words made a monstrous difference in financial returns.

We're talking about mere words in an ad. Not an entire strategy change, not a branding revamp or change of media. Just the words employed in print (or the screen).

You can experience the same big returns on your marketing with some simple tweaks to your current copy.

*And I'll show you how to do just that if you're interested in growing your business...*

Normally a \$295 fee, I'll prepare and send you an in-depth copywriting audit for a marketing piece of your choice, **totally free**.

The audit will dissect your piece to reveal where it's lacking in persuasive ability, sales appeals, and other proven direct-response techniques that are hurting your cause (and your returns). I'll even suggest some ways to make it more compelling using some of the same irresistible selling techniques you've learned about here!

Simply email me at [drew@captaincopywriting.ca](mailto:drew@captaincopywriting.ca) and include the ad or marketing piece you want reviewed!

And if you found these stories to be helpful...

Why not learn more psychological triggers and surprisingly simple writing tips, by downloading my free report: **[The 5 Most Psychologically Seductive Copywriting Tricks Producing Profits Today?](#)**

These are 5 things that most people miss (or don't even consider) when sitting down to write marketing and sales material for their business.

Do you know these 5 tricks that have helped countless businesses write better ads?





Let's see how many you use right now. Go to [freesecretsellingwords.captaincopywriting.ca](http://freesecretsellingwords.captaincopywriting.ca) and find out.

I hope you enjoyed this collection of 5 real examples where simple words earned substantial returns for the marketers using them. You can do the same in your business today and reap similar rewards.

I look forward to sharing more marketing gold with you. But for now:

1. [Download the free report](#) showing you 5 tricks that'll help you write your way to a small fortune today, and...
2. Contact me for your 100% free copywriting audit (normally a \$295 charge to clients). Just send me an email with some background on your project, along with the piece you want improved to: [drew@captaincopywriting.ca](mailto:drew@captaincopywriting.ca)

**Make Your Marketing Meaningful,**

## *The Captain*

**Drew Bay**

Drew Bay is a direct-response copywriter working with marketing agencies, international businesses and mom-and-pop's alike to create marketing that not only makes them stand out from their competitors, but makes them more money too. He knows marketing's lone goal is to generate results... not to entertain, annoy, or create "brand awareness". That's why he knows how to create greater response from on and offline advertising: (there's no Google Adwords account he hasn't consistently been able to improve clickthrough rate for). For years his mission has simply been to help clients create marketing that doesn't make their prospects say "so what"? When he's not creating new sales angles and writing persuasive copy to increase conversions, he's learning the tricks of the trade in raising a newborn girl. To schedule a consultation, contact him [here](#).

