

Getting Into the A-Pile

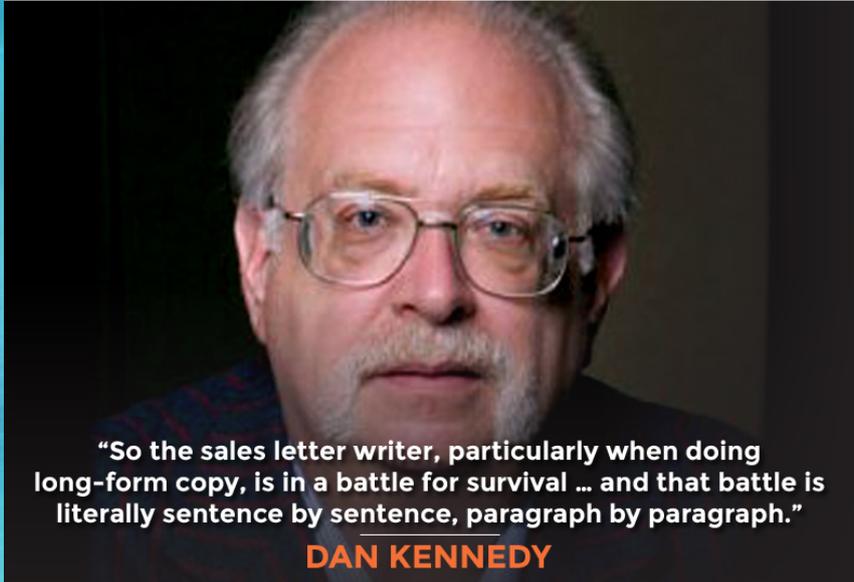
10 Point Checklist

Dan Kennedy

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“So the sales letter writer, particularly when doing long-form copy, is in a battle for survival ... and that battle is literally sentence by sentence, paragraph by paragraph.”

DAN KENNEDY

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Now that you have a new understanding of the essential components of an effective sales letter, try rewriting yours while keeping these aspects in mind.
- Construct a sales letter using the problem-agitate-solve structure. After all of his experience in the field, this is the structure Dan recommends.
- Write your sales letter with no regard to how long it is, even if you have a word limit. Instead, overwrite as much as necessary, and then cut the content back to meet the word count.
- Start building your own swipe file. When you come across effective or compelling marketing examples, save them for future reference and inspiration.
- Decide what you're going to feature in the headline of your sales letter. From there, craft a headline that lets that message shine instead of getting distracted by other points.
- If you get stuck, use your swipe file to play mad libs with headlines. Swap your message into the structure of effective headlines for inspiration and ideas.
- Look for commonalities among effective sales letters in the same market. When creating your own copy, stick close to these commonalities; they probably exist for a reason.
- Use split testing on your marketing copy to determine what you're doing effectively and what needs improvement.
- When sending an advertisement in the mail, use FedEx or send lumpy or unusually shaped packages. This will help increase your chances of getting into your recipients' mail A-piles.
- Incorporate reverse cold reading techniques into your marketing. In other words, use what you know about your audience to describe them to themselves.