MODALITY
MARKETING

My Top 10 Copywriting Secrets To Generate More Sales While Making Everyone Love You!

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Introduction

Copywriting, or the process of creating words that get cash, is becoming a lost art. The advent of the Internet has created an unprecedented trend of ‘swipe and wipe’ copy “writers” whose mission in life is to duplicate the hottest website, video sales letter (VSL), or webinar.

Lost in this act of plagiarism is the sense of personalization, passionate storytelling, and teaching-to-sale tactics pioneered by copywriting legends, long before cut/paste/mine became a fad.

Inspiration is more than valid. I myself have been inspired by and immolated the works of the greats in sales copy, from Gary Bencivenga to John Carlton. Historical legends such as Eugene Schwartz and Gary Halbert, to modern-day legends in the making—guys like Chris Haddad and Vin Diablo. Yet, inspiration should lead to reinvention, not duplication.

My goal with the creation of The 3X Sellerator was and is to provide anyone, from a fledgling copywriter to an office admin, and everyone from pros to newbies, with copy proven to generate sales and conversions.

Throughout the 3X VSL Tutorial Videos, I encourage everyone to catch the copywriting bug. After all, the keystone to every viral video, compelling email and high-converting webinar lives of dies by the copy that you use. That’s why it’s my passion to inspire folks like you to take the solid copy foundation provided within the numerous templates of workable copy, and create your own masterpiece.

Once you discover the Formula—the 3X Sellerator Formulas for creating words that get cash—you may find yourself inspired to edit more than a few slides or paragraphs of copy. You may discover a newfound confidence in your previously untapped ability to write solid, high-converting sales copy.

That’s my desire for you, because once you control your own sales copy destiny, the Internet world is your cyber-oyster. Copy is at the heart of everything. Every dollar you make on the Internet, in some form or fashion, depends upon, and can be increased with, words that get cash.

So, let’s get you started today with my Top 10 Copy Tricks from a process I call Modality Marketing. These tips will seemingly work magic on your prospects, turning them into raving fans and loyal customers.

Essentially, you will ethically coerce them to fall in love with you, your products, and your message.

Once this happens, you’ve arrived.

Let’s get started!
Tip 1: Know Your Modalities

Modalities are merely the way we perceive the world, which in turn leads to other modalities that enforce how we best learn and absorb information.

Perception is the highest leverage point, and from this position and this position only can learning be transformed from a task into an adventure.

Every good sales letter demands your customer to learn one distinctive take-away. Yet, learning can be a total drag, as we all know. Remember back to the worst high school teacher you ever had, and you’ll immediately get the sensation of how much of a turn-off the wrong modality of learning can be.

Turn off your prospect, and you shut down a sale.

Your first tip is actually a bit of homework—I want you to understand the sensory modalities and the learning modalities. Sensory modalities open the doors of perception. The mind of your prospect is jarred open, long enough for you to make a case that, indeed, they have a problem that your product or service can solve. Learning modalities are what you will use to teach them how to solve it, as well as why you have the best answer for their ultimate solution.

The Sensory Modalities are as follows:

- Sight
- Sound
- Touch
- Taste
- Smell

The Learning Modalities are:

- Avoid
- Enjoy
- How-To
- What If?

Every person alive uses all of these modalities; however, much like any other psychological trait, each person always has a dominant modality.

Do this quick exercise:

Think of one person you know who is dominant in each of the sensory modalities listed above.
Now, think of one person that you know who is dominant in each of the learning modalities listed above.

Does anything jump out at you? Keep reading to find out why this is so important.

Once you appeal to their dominant modality, it’s as if you’ve entered into the conversation that’s already taking place in their mind. You become that certain someone that, for some ‘cosmic’ reason, they were meant to know.

So, what does this mean? How do you take such an abstract psychological reality and make it concrete, testable, and usable in the real world of Internet marketing?

It’s easier than you think…
Tip 2: Use Sensory Modalities To Built Rapport

If I wrote an email to someone who was a high sight modality individual and you continually used words like, *listen, hear, or sounds*, what do you think their reaction would be? They would immediately be turned off.

They have no idea why their reaction would be negative—a feeling of ill rapport with you—yet that is exactly what they will experience.

One use of a listening modality term is not only harmless, it’s essential, as you’ll soon discover. Yet, the inclusion of the sight modality, in this example, is beyond important.

Here’s an example of a sound-based modality message:

“Listen, I’ve heard it all when it comes to weight loss, and most of it sounds like total hooey.” (If you use the word “hooey”, you’re forever banned from my social circle.)

You have not one, but three uses of a sound-based modality within that sentence: listen, heard, and sounds. No other modalities were used.

Here’s the take-away tip: *Use at least 1-2 sentences that use as many sensory modalities as possible within every email you send, and 3-7 sentences within your sales copy.*

Do that, and you make every modality happy.

I’ll use the example sentence above to give you a simple example:

“Look, I’ve heard it all when it comes to weight loss, and most of it smells to high heavens.”

Same message, yet I managed to get three modalities into that one sentence: look, heard, and smells.

If I were to simply include one more sentence within this email (let’s pretend it’s an email message, although it could be any message online), it may read something like this:

“Imagine the feeling of touching your belly and, for the first time in ages, feeling every tastefully developed muscle under your fingertips…”

Here, I used touch, which is obvious. However, notice how I implemented taste, which can be a challenging modality to nail down. I used the term *tastefully developed*, and yes, that counts. The subconscious picks up on “taste” from the word *tastefully.*
Having done this simple trick, I’ve increased rapport with every single reader. Modalities are more powerful subconscious controllers than most people will ever realize. One of the most vital aspects of control is the feeling of rapport, or kinship with the author.

Once you speak the prospect’s language, even if it’s a word or two, you’ve entered into that precious zone—the zone of mental conversation already taking place within their minds, and a zone flooded with their preferred sensory modalities.

It should be clear that this is a wonderful way to speak back to the prospect what they are saying to themselves—and that, my friend, is the ultimate goal of your sales copy.

Think of sales copy as a mirror into your prospect’s mind.

Reflect back words that are foreign, and they will shut you down. Reflect back their favorite terms and the way they perceive the world, and you have started what is bound to be a long and profitable relationship.
Tip 3: Use Learning Modalities To *Instruct And Open*

Remember, every good sales page engages in some form of instruction. You need to educate your prospect on several levels. For example, you need to make them aware that their problem is larger than they may currently believe. In the 3X Sellerator, I call this Step *The Big Problem.*

To do this, you are forced to bring new information to the prospect. And, in order to *receive* that information, your prospect must be placed into a mental state that is *open to receive.* This is why I define the learning modalities as the tool to *instruct and open.*

Here is how this works:

Your learning modalities, again, are *avoid, enjoy, how to,* and for the more cerebral readers, *what if?*

The avoid modality focuses on what your prospect must avoid in order to achieve his or her goals—goals that, naturally, are the focus of your product or service. It has been estimated that humans are 70% driven by the emotion of fear. This is a remnant from our days on the Savannah, when the sound of rustling leaves had to be taken as, “Danger…tiger!” These subtle cues are hardwired into our subconscious as well as our *amygdala,* the section of the brain that is the oldest and most primal driver.

Access to the amygdala is sketchy at best. Our higher reasoning center, the prefrontal cortex, has yet to evolve a clear pathway to the amygdala, and our decisions in virtually every area of our lives are drastically affected by this lack of clear cognitive pathways. The result is usually a mixture of rationality and fear; superstition blended with the bliss of superseding our darker past.

What this means for your prospect is this: despite one’s rational mind directing one toward the decision to buy something one knows would be helpful (the prefrontal cortex), doubts and fears of being ripped off, let down yet again, and even doubts of being able to achieve any degree of success override higher reasoning (the amygdala.)

Understanding that this is your *primary sales killer,* you must slay the villain. You must educate, illuminate, and resonate, all while shutting down the fear response generated from the amygdala. This is best achieved by appealing to the modality of fear—*avoid.*

Now, you may believe that using fear to combat fear is a poor decision—that optimism and education is the key to disrupting the lower-to-higher brain communication. It is, but only after *understanding and rapport* is established. Saying, “I know you’re afraid to make a decision” is certainly not the best way to achieve this. Instead, we have to be a tad sneaky. We have to speak to the amygdala without triggering rebellion from the higher mind.
Think of it this way:

Let’s say that you have a phobia of snakes. If I wanted to help you rid yourself of this phobia, the last thing I would do is talk about how scary snakes are, and why you’re justified for being afraid of them.

Instead, I would sneak around the amygdala -based phobia of snakes by asking you this: “Have you ever wanted to avoid something else in your life other than snakes?”

First, this would force you into a memory recall mode, which taps into higher brain functions. Second, once you relayed the other things in your life you desired to avoid, I would suggest that you no longer have those fears, at least in one or two obvious areas. Once you agreed that you formerly had a fear of something and no longer had it, I would ask you if you currently believe your previous fear to be irrational. Of course, the answer is yes.

From this point, I would engage you in a conversation about how phobias are all irrational, and you’ve demonstrated that to yourself. I would then tell you how to overcome the specific phobia of snakes, and how this would bring joy into your life.

I’ve successfully skirted around the amygdala, and I’ve also cleverly dropped three of the four learning modalities into the mix (avoid, enjoy, and how to.) This was achieved only by the fact that my first question demanded you access higher, less primitive brain functions. Once you are in that zone of thought, transcendence and action are possible.

Now, let’s break these four learning modalities into specific, practical applications you can use within your sales copy, email copy, and more.

First, within sales copy, you want to include all four modalities. Despite fear being the largest driver, at least 30% of the population has evolved beyond a fear-driven mindset, and that number is growing larger every year. Ironically, the Internet has been one of the primary fear-killers in the history of the world. Information destroys fear.

So, you must employ the enjoy modality, as even fear-driven people still love pleasure. The how-to modality is instructive, and many people need a step-by-step approach to learning anything new. Finally, the what if modality is used to access the more creative and expressive prospects.

This modality is one based on customizing information. A “what-if” person hears a specific tip or suggestion, and immediately asks, “Yes, but what if I were to do it like X?” They are truly your best prospects, as they seek to not only apply your tips and suggestions, but they also customize them to their own particular lifestyle. Rather than doing, what-if modality types become.

Within sales copy, this is done by focusing on avoid, enjoy and how to as a method of teaching, for example, three specific tips you want to share. The easiest method is just to use one modality for each tip. If you announce this ahead of time, you’ll lock in most every modality type, as again, you are speaking the language of your prospect’s own self-talk.
Here’s an example of how a preview of your three tips, each using a different modality, may look within your sales copy:

Within this presentation today, you’ll discover:

• The 1 thing you absolutely must avoid if you want to ___________.
• 3 ways to get more enjoyment out of your _____________.
• How to use my 5-Step Formula to improve your _____________.

Pretty simple, isn’t it? And, now that you see this modality formula broken down, you’ll begin to spot these trends in high-converting sales copy.

Finally, you’ll want to tie in your what if modality. This is best done in a Q&A segment, which works well at the end of your sales pitch (either in video sales letter [VSL] format, or text-based format.) You can ask the question, “What if I am a _________.?” Or, “What if I have __________.?” This is usually enough to lock in the what-if modality types.

So, what about short copy, like emails?

I prefer to use multiple sensory modalities in the email subject line. Two is usually sufficient. I’ll use two more in the next, and a mix of two more in the next, and so on. I’ll see trends, and even segment my mailing lists based on these trends.

Then, within the email, I’ll focus on one learning modality, but employ all of the learning modalities using clever words.

For example, my copy may focus on:

“Here’s exactly how to lose weight by using intermittent fasting… (LINK)”

Then, within the copy, I’ll say things like:

“You’ll see folks just like you enjoying their new bodies…and my favorite part is that you get to avoid the pitfalls of crash dieting.”

Now, THAT sentence is loaded with ninja copy tricks! It contains both sensory and learning modalities. Yep, you can, and should, mix the two.

Once you start thinking along the lines of modalities, your marketing will forever transform, your sales and conversions will skyrocket, and your prospects will become customers in larger droves—customers who feel a kinship, even a love for you and your product, even if they don’t know why.
Tip 4: The Power Of Formulaic Copy

This tip, and the remainder of my Top 10 Copy Tips, is short and super easy to implement. I wanted to begin by giving you a short lesson in the psychology of sales and marketing, in hopes you’d benefit from it in every area of your business.

Now, let’s move on to quick tips—things you can apply immediately to your marketing.

Refer to your product or service as **formulaic**.

People love Formulas. They love the words, *blueprint*, *step-by-step*, *road map*, *quick start guide*, *simple handbook*, and so on.

Formulas appeal to several modalities. First and foremost, they appeal to the “how-to” modality types. However, they also psychologically appeal to the **avoid** modality types, as avoid types feel the Linus Blanket security provided by structure. Even the **enjoy** types fall into this picture, as most people find it more enjoyable to **rely on a proven formula** than creating one of their own. And, for the creative types, there’s always improvisation.

You cannot go wrong with selling your product or service focusing on formulaic benefits.
Tip 5: Utilize The Power Of Numbers

A recent marketing poll surveyed the top headlines and subject lines as measured by open rates. Not to my surprise, adding numbers to the otherwise same exact headline increased opens by 35%, and increased sales and conversions on the websites measured.

I’ve been teaching the power of numbers in headlines and subject lines for years. That said, the choice of number is vitally important.

Use a number that seems reasonable, and odd numbers usually out-perform even numbers.

Here’s an example email subject line, with the only difference being the inclusion of a number:

- Reasons Why Eating Sugar Kills Your Weight Loss
- 7 Reasons Why Eating Sugar Kills Your Weight Loss

The number 7 is a great choice—it’s an odd number, plus 7 ‘reasons’ doesn’t sound like a lot to take in. 17 reasons? Perhaps. 107 reasons? Most definitely.

Also, if your subject or sales page deals with tips, you want to limit your number to 5 or below. People in this day and age crave sound bites. Giving them too much will tax their patience, and you’ll loose a sale.

Here’s one more quick tip to do with numbers: the number 1 is almost always a winner.

If you say, for example:

- 1 quick tip for weight loss

Everyone will open the email (well, not everyone, but a lot of people will open it.)

If you simply say, “Quick tips for weight loss”, the mind isn’t as engaged or excited to open the email due to the decreased element of mystery. “One” tip about anything sounds really intriguing.

That said, be sure to vary your numbers, and do not use numbers in every email subject line. Everything gets old over time.
Tip 6: Avoid Questions In Headlines, But Ask Questions In Copy

Recent web analytics reveals that, while question marks had their heyday, they are quickly on the way out when it comes to open rates. In fact, they placed dead last in several open rate case studies surveyed.

However, creating a dialogue within your sales copy is absolutely vital.

In the 2-page “article/lander” sales page format I helped popularize in 2012 and 2013, questions were asked right off the bat. In fact, I asked three questions on the first page (first three paragraphs), and two of the questions were negative in nature.

(If you read my earlier chapters on sales psychology, you’ll understand this 2-to-1 ratio was not accidental.)

Here’s an actual example from one of the top converting offers in fitness:

Did you know that once you hit 40 years of age, whether you’re a man or a women, your body starts aging FASTER than normal? Studies have shown that without the proper nutrients and exercise, your body will age about 6 months EXTRA for every year that passes. Think about that! If you are 40, that means by the time you hit 44 you will LOOK and FEEL 48. And by the time you reach 60, you will LOOK and FEEL 70 YEARS OLD! We see this every day... just look around you.

Did you know that 90% of people over the age of 35 lose enough muscle every year to burn off an additional 4 pounds of body fat? That means you not only lose the only thing on your body that creates shape, tone, and strength—you also gain more fat every year, even if your calories stay the same.

Did you know that all of this is reversible at any age? That there are specific ways to move, eat, and think that tell your brain to STOP this rapid aging process... and even SLOW IT DOWN to the point where you're aging less than a year for every year? That means you can look younger at 40 than you do at 35... or if you're like Becky and I, younger at 50+ than we did at 40!

The first ‘did you know’ questions focused on negative aspects of the subject; the final ‘did you know’ turned positive, and led into the remainder of the article message.

Questions tap into higher brain functions. However, as you now know, you must appeal to both lower and higher mental states in order to secure a read, and a sale. Therefore, I lean toward a dynamic, fear-based or benefit-based headline that’s strong and secure (no questions, although I will occasionally break this rule for a change of pace.) Then, I'll engage the reader with questions. This can be done in a text-based format very effectively, and in VSL (video sales letter) format equally effectively post pattern interrupt.

For more information on creating killer, high-converting VSLs, go here now and 3X your sales.
Tip 7: Avoid Stop Terms; Use Command Terms

“But…”

“No!”

“Wait…”

These are just a few examples of stop terms, or copy that causes the reader to either mentally pause, or cease reading altogether.

When creating a “words that get cash” sales page, you must encourage the reader to flow throughout the copy. Any spots of friction will lead to an abrupt halt. This is most often FAR under the reader’s radar, yet they act on it due to primitive impulses and cultural biases we have toward these stop terms.

In a book, you can feel free to use stop terms, as the reader has no call to action other than to finish reading for their own benefit. However, on a sales page, you always want to choose a better alternative.

Here are a few of my favorite alternatives to the word, “But”…

However…
Yet…
Still…

The word “still” is also an NLP command. Again, NLP is neurolinguistic programming, and that simply means the study of words that encourage action, change, or desire.

A “command” term is a word like “still”…I’m saying, “Still…” in place of “But…” and, at the same time, I’m subconsciously suggesting that the reader be still. Being “still”, or quiet in the mind, is essential to learning, and if your copy is good this will promote an action toward a sale.

Some even more ninja tactics involving command terms are ones that I pioneered in the copywriting world that involve the purposeful misspelling of a word in order to create a command.

The most commonly used (and ripped-off!) is found in this sentence:

Buy now you realize the power of stop terms…

Oh sure, you see it now…yet, in a VSL, your mind ‘sees’, “Buy now” and ‘hears’ the term, “By now.” Very few people will catch it, but everyone’s subconscious will catch it.
Tip 8: Highlight NLP Commands Over A Series Of Slides

This is seriously one of the most samurai sales tactics I’ve ever developed, and it works quite well when used in a specific way.

Here’s the trick—VSLs are constructed in slides (think PowerPoint), and those slides go by fairly quickly. So, what I do is a process I call **The 3X Subliminal Highlighting Technique**. All this does is create a sentence over the course of 5-10 slides, formed from the words highlighted in RED across those slides.

The subconscious picks up on it, similar to how it picks up on images that flash too quickly for your conscious mind to see. (Remember that scene in *Fight Club*? Yeah, ‘that’ scene.)

Here’s an example of how this would look. Think of each paragraph below as one slide in your VSL presentation:

- Just about everyone I know has heard about the power of VSLs…
- And how VSLs can generate more traffic and more cash, quickly…
- Yet, up until now, very few folks could afford to have a VSL created for them…
- And only the wealthiest marketers could even think about affording my rate of $50,000…
- However, as of today, thanks to the new 3X VSL Course and Generator Software…
- Anyone, anywhere, can create words that get cash…starting today!

It’s fairly easy to see what I’m doing now that the magician has revealed the trick, right?
Tip 9: Rather Than Write, Record

One of my best tips for simply getting a VSL (or any sales copy) DONE is to opt to record it rather than write it. For one thing, most people record faster than they can type. However, that’s not the real benefit.

The real benefit is found when you record **while speaking to a friend**, preferably a friend who (a) needs your product or service, or (b) will speak openly to you about your message.

For example, if you need to write a VSL or sales page for a weight loss offer, ask a friend who wants to lose weight (and who knows your intentions are pure) to sit in front of you as you speak. Feel free to engage your friend with questions—this alone will spark more killer copy than you can imagine.

Using this technique, you cannot help but **create dialogue-based sales copy**.

Remember, your goal is to **enter into the conversation already taking place inside your prospect’s mind**. What better way to do this than to ‘literally’ have that conversation!

The fact that you’ll save time, and let a transcriptionist do all the typing, is a fringe benefit.

This is a process I use while creating VSLs using my new **3X Sellerator**. I’ll go through the conversation, but I’ll use my proven 5-Step VSL Formula found within The 3X Sellerator so that I’m not skipping crucial sections of necessary sales copy.

Using **both** the Sellerator to automate things, and my friend (or friends) to inspire new angle and positions for copy, I virtually guarantee a sales letter that converts like crazy.
Tip 10: Stick To 1 Sentence Per Slide

When creating your VSL, keep about 90% of your slides to just one sentence, ending the sentence with a “…”

This will create a more hypnotic effect with your slides. The slides will go by rapidly, and this forces the prospect into a state of full attention. And, even with their attention fades, the hypnotic effect will work very well when you use the other 3X tactics throughout your VSL, such as pattern interrupts, drop terms, and so on.

This trick works with traditional text-based sales copy as well. I suggest limiting sales copy to 2-3 sentences in written-style sales pages, or simply go by the “no more than 4 lines of copy per paragraph” rule.

This makes the copy easier on the eyes, promotes read-through, and helps the prospect pick and sort in way that benefits you, as you’ve now given them more chances of reading important copy both above and below their skim sites.

Remember: your user skims text-based sales pages, yet they are forced to read every page within a VSL.

This is one of a dozen reasons VSLs rule the Internet when it comes to conversions.
BONUS TIP:
How I Made $120K On A Webinar With Only 21 People

Okay, here’s a strategy you **must employ** if you want to earn bigger bucks from your webinars.

First, let me say this:

**I suck at webinars.**

Well, I don’t “suck” … I’m just not the best in the game. I usually close about 15% tops. I know guys doing twice that. True, I sell a course on copywriting for VSLs… and it’s not cheap… and it’s not push-button (it kinda is)… and…

None of that mattered. I still closed almost 40% of a small audience to the tune of $120K. And, there was not a slide one… and, I emailed my list the DAY OF the webinar. No prep time.

Here’s how I did it:

1. I created a high-dollar certification course for my primary skill set: copywriting. This course is very hands-on, high time value, and inherently scarce on the numbers that can attend.
2. I then shot an email out to my list that **negatively qualified** out the wazoo. I essentially told people “not” to attend this “impromptu” webinar unless they had more than several grand to invest… not to waste my time or theirs… and not to expect anything but me on a live camera.
3. I then chatted with this group, explaining from the start what I was doing, why I was doing it, and the fact that their success in the program was directly tied to my own financial success. This created assurance that I would follow through with killer instructional materials, and even referrals for future work if they were qualified.
4. I told any naysayers, “Look, it’s cool… this isn’t for you. Don’t sign up. I only want you in if you know exactly how valuable this is, right now, this very moment. No hard feelings.” **Every one of these people signed up.**
5. Now, the **REAL** tactic here was that I made sure to get a **$1,000 non-refundable deposit.** Right then and there. I got 6 out of 21.
6. I had my assistant follow up with each for the balance of the payment owed. Since it was non-refundable, everyone followed through… and I populated the class with serious-minded folks that I actually wanted to work with.
7. Finally, I pitched the $20K enrollment like this: $10K before the class, then $10K from work done. If I don’t send you work, you don’t pay. The reason this worked is I actually DO have the work to send them. I banked the $10K of work, and then split future work 80/20 (I take 20%), allowing me to grow my company’s reach.
8. Had I ‘not’ had a cash-generation mechanism built in, I would have charged $30K, with $15K up front, and $15K on “earnings you make above and beyond your current level of income.” This would be essentially on the honor system, and about 20% would have paid it…perhaps more. But that offer positions the deal in such a way it allows for an easier close.
The $1K non-refundable deposit is absolutely vital to make this work, along with HEAVY negative qualification. Make people feel this is is absolutely NOT for them unless they are WAY cool, way smart, and way dedicated.

The other key was the lack of visuals and the live camera. Don’t be shy. Live camera for THIS works best. For sales letters that get massive traffic, ugly VSLs crush live video but for 20-30 people, live video without slides kicks butt.

Lastly, create something super-exclusive that allows your fans to touch the hem of the garment. People love to feel like they are a part of a very exclusive VIP community, and to feel close to the guy or gal who holds the power.

Here’s How To Effortless Master “Words That Get Cash”

If you think this information was killer, then have a peek at this:

Get The 3X Sellerator NOW And Get Automatic Words That Get CASH!

I'll see you on the page above…

Jon Benson
Father of the Video Sales Letter
Creator, The 3X VSL Formula and The 3X Sellerator
World’s Highest-Paid VSL Copywriter