THE

4x6 SALES FORMULA
This is the training of all trainings inside the Copy Chief because it encompasses the best of the six previous trainings that we've done before now.

This is the end-all be-all, keep this with you at all times, method for writing bullet-proof, no-holes sales letters.

This is the checklist.

This is the framework.

This is everything you need all-in-one.

An entire sales letter on 10 tiny index cards.

(If you don't have index cards on you, now's the time to grab some.)

We've broken this down into four essential facts that any prospect needs to know before they'll buy from you.

There are four things...

Then we're going to have six “now reasons” that your prospect needs to buy right now instead of later.
The six now reasons that not only take off those objections but really create some urgency so your prospect is compelled to take action.

Instead of the word "buy," substitute "take action," if that works, because maybe it's just to share an article or click a button that you want them to click.

You want them to do something.

Maybe it's not something that they're going to buy, but to take the action, they're going to need a good incentive.

There's a very simple list of them that we're going to go through today that will make it really simple to make sure that you're nailing down the crucial points that they need to hear from you in order to go, "Yeah, okay, I'll do it. Whatever it is you're asking me to do, I'm ready."

That's what we're trying to really accomplish in the 4 x 6 formula, is that you have a framework to actually get it done.

There will be many more examples and breakdowns of how each of these components fit in to your copy.

For instance, some of the cards in your deck will be most relevant for email and even drill down into a certain kind of email, in the landing page or sales letter.

This will be an ongoing value build inside of Copy Chief as we breakdown examples of member's different 4 x 6 Formulas...
What is it?

Your prospect wants to know this before they want to know who you are.

What is it and why is it important. Why do they need it right now?

You have to be able to answer this in a very succinct way.

TV and film, this is what they would call a log line or a pitch line. This is the ultimate elevator pitch. Out in Hollywood, everybody has a script. What it's come down to, give me the log line as quick as possible. What is it about?

We're going to cover a couple log lines and that's how simple I want you to be able to breakdown what your product is.

Nobody you pitch cold is going to care about what you have as much as you do, because you've labored over it.

You've built it from scratch and you know all these important components.

Right now, they just want to know what is this.

Here's some famous log lines.

_A small time boxer gets a once in a lifetime chance to fight the heavyweight champ in a bout in which he strives to go the distance for his self-respect._ — Rocky
A day in the lives of two convenience store clerks named Dante and Randal as they annoy customers, discuss movies, and play hockey on the store roof. — Clerks

A psychotic murderer institutionalized since childhood for the murder of his sister, escapes and stalks a bookish teenage girl and her friends while his doctor chases him through the streets. — Halloween

Do you see the simplicity?

There's so much you want to tell about your character development and climaxes and storylines, but at this point—nobody cares.

For your product, here's the framework.

It's a (product description) that helps the (customer avatar) do a (benefit action) by a (unique product feature). Some examples of that would be ...
For Copy Chief, simply it's a training series that helps product owners increase their sales by writing better copy with templates, exercises, and coaching from pros.

So much more I could talk about— it doesn't matter.

All they want to know is: what is it?
Another one would be for Dollar Shave Club.

It's a subscription service that helps men save money on razors by delivering discounted razors to their door monthly.

Really simple.

Is this something I need? Yes or no.

Great. Tell me more. Let's move on from there.

This is essentially the sale of attention.

The first sale always starts with attention. This is how you get the sale of attention. Is this something I should even consider? They're not even ready to even really look at it yet...

You have to consider that we're only pitching to the people who the product is for.

You're always writing to the people who need your product, not to try to get the world to buy it.

If there's one really quick win that you can make it's just not trying to write to everybody, but only the core people who are going to care about it...

Who are you?
Don't give the whole story, just the basic understanding.

One sentence. Who are you? Your name, a blank turned blank.

The reason I used this formula is because in marketing we're all adults... We've all lived some life and typically we've all lived some former life, before getting into marketing.

It's a nice little formula to say, "Here's what I used to be. I've turned into this."

Now, there's context that's interesting.

Of course, for me everybody knows that "I'm Kevin Rogers, a former standup comic turned professional copywriter."

"Okay, interesting. Wow, standup comic, huh. Let's see what this guy gets to say."

That's all it takes...
"I'm Wardee, an Oregon housewife turned traditional cooking expert."

Nice and simple.

"I'm Brian, a former rock guitarist turned invention industry insider."

"I'm Brian, a former rock guitarist turned invention industry insider."
A former rock guitarist turned invention industry ... How does that work?

Better find out.

In some cases, the more incongruity, the better.

**Why Can’t I Live Without It?**

Why are you even pitching this?

It's not just, "Okay, why would it be nice to have it?"

Take it to the next level.

Why can't I live without this?

**Not every product solves a crisis but every sale is made on emotion.**

There's three levels on the scale of severity, as I call it...
Scale of Severity

Red Alert
Yellow Light
Green Light

You've got a red alert. You've got a yellow light and then you've got a green light.

It's really essential because this dictates how long your copy needs to be.

How much needs to be said?

If you have a red alert product, you just need to qualify yourself as the trusted resource.

We're talking about people just got some really bad news. They've just left their doctor's office. They've gotten the world's worst news and they're going straight home, going online, and looking for answers. For red alert, we're talking about divorce. You woke up to the letter on the bed that says, "I'm not coming home tonight. I'm done with this. Call an attorney."

The rest of your life is on hold until this gets solved.

Anything that just puts life on hold, or creates threat of impending humiliation until the issue gets solved: financial devastation, health crisis, relationship turmoil.

You could basically do a 60 second sales hook with a "Call me now" call to action.

Then we have yellow light which is this is probably where most of us live in direct response.

We're talking about things that they are on your radar...
These aren’t fight-or-flight issues. They’re just simmering in your mind.

You care about it, but maybe you started and stopped many different solutions to do something about it.

Health issues that aren’t life threatening.

We’re talking about weight issues, a job that you’d like to shed.

You’re feeling underpaid and unappreciated at work, feeling insignificant in life. You want to look younger, take care of your thinning hair.

Again, things that life will go on with, but it sure would be a lot better if somebody had the perfect solution to this problem.

That’s what I called the yellow light categories.

Again, that’s most of what we cater to in direct response.

Then, green light is something that wasn’t on your radar to begin with, but somebody came along and solved the problem.

Dollar Shave Club is a perfect example of that.

I always was annoyed at paying so much for razors. It wasn’t disrupting my day. I wasn’t leaving the grocery store in a bad mood over it. But, when somebody came along and said, “If you hate paying so much for razors, how would you like to pay $2 a month for a good razor?”

They solved a problem that was just sitting in the back of my mind... They made my life a little bit easier.

Spotify is another great example.

Just pay a couple of bucks a month to listen to all the music you can dream of without advertisements. Green Light. Yes.

Netflix.

Smarter, faster, a little bit of privilege.

"Hey, for 10 bucks a month, I can feel like a big shot."

This is a really simplified version of what a lot of people will recognize as Eugene Schwartz’s “states of awareness”.
At what level does your prospect understand their problem? Are they aware of the solutions that exist in the marketplace?

What I love about this model is it's simple.

Red= Immediate and pressing need. Yellow= Less pressing, but still problematic, everyday 1st world issues. Green= Solves a problem that doesn't really keep anybody up at night, but increases convenience.

**When can I expect results?**

Specifically phrased to get you thinking about the very direct question.

Not about how long should it take.

When can I expect results?

That's the fourth brain block that you have to get passed if someone is going to take action on your offer. If you don't, they won't.

They'll keep looking or go to the person who says, “See results in 24 hours.”

Simple effect of putting a time frame on. Y

Everything has a time frame— even if it's a bottle of skin cream.
Chunk out your timeframe
"10 Day Test Drive"
Realistic Time Involvement
Future Pace Results Through Emotion
Every Step Of The Way

Obviously, they want to know, “how many applications will it take until I start seeing results?”

They also want to know how long will it last? How many applications will it get?

It’s a month's supply.

You'll start to see changes in your skin within the first three days.

What a big difference it is to say it's a month's supply, instead of 20 ounces.

20 ounces doesn't mean anything until there's a context for what 20 ounces is.

Twenty ounces is a month's supply.

If you just say "You get this entire 20 ounce bottle."

Your prospect will think, “So what does that even mean?”

If you look at some industries and niches like, supplements, for example; everything is in a time frame.

All the up-sells are typically two bottles or three bottles or auto-ship.

They're future pacing you into the stage where you've not only bought the first product, but you want more in the near future— once your initial supply runs out.
If they've done a really good job in getting you excited about the benefits of having this natural solution to your problem, then you're going to say, "You know what, I'm definitely going to want this for at least three months. Let me just buy three bottles right now. I could save 20%.

Time frame is really important.

Some ways you could do this...

Take Copy Chief for example; it's an ongoing monthly subscription, so I could certainly frame out... "Here's what one month in Copy Chief can do for your business. Right now, I've got a ten day test drive for you. If you spend 30 minutes a day for 10 days, you'll see what an impact this site can make for your business."

"Now, you've spent a total of x hours in your life over the past 10 days to do X, X, and X," and then list the associated benefits.

Realistic is an important word here as well because this is what people are really wanting to know.

Can I invest my attention, time, energy into this? If it's going to take six hours a day, I don't have six hours a day.

How long is it going to take me to do?

P90X famously did the 10-minute workout for a while and they just kept addressing. That's a great example of adjusting the time frame.

By the time you get your yoga pants on, you're done.

There's always some science to back that up, especially in health and fitness.

That's what realistic time involvement is all about, which is future pacing ties right into this imaginary future memory that they have of having already done it.

They see themselves.

"On day one, you start to sweat and you're breaking through and your body limbers up and you start to stretch and feel more flexible. By day three, you're able to double your speed. By day 18, you can't believe how far you've come and how you look. You look at yourself in the mirror and you're amazed at this person staring back at you. You may not even recognize who it is."

Future pace results, through emotion. Emotion.
Every step of the way, what it’s going to be like to experience this product over this time frame? Really powerful.

This is how we project the prospect into what it feels like to be in possession of all the benefits of whatever you’re offering. They have to imagine themselves in this scenario—having it, being that new person.

If she’s a new mom who just had a baby and she’s having a hard time getting rid of that little baby pooch that’s just stubborn and won’t go away, it helps her to imagine what it’s going to feel like to have that flat stomach back again that she was so proud of in college.

If you don’t tap into that, she’s not going to connect the dots herself with the product to get here there. You got to take her by the hand and show her that this is possible and how should it feel.

That’s how you connect with the prospect on a level that nobody else is going to.

Again, the idea is how do we get these people through these four steps to buy from you and nobody else?

This is a very, very powerful framework—emotional future pacing.

If you’re creating a sales funnel inside, say, Infusionsoft or something, you have your four essential cards before you and you can see, “All right, now somebody comes in. They don’t know anything about this. What do they need to know on the landing page?”

They need to know all four of these things.

Now, they’ve taken that action. They’re in the system.

They haven’t bought yet, but they are getting more into you.

Deliver value, but it’s also very important to include these things right away.

Have the whole email talking about the time frame, when they can expect results.

Have an email talking specifically about how different life will be when they have it, why can’t they live without this. Go in a little bit more of your story. Make it relevant to them.

Now, you’re releasing your 60 second sales hook and you’re talking more about your life.

You’re, of course, talking more about what the product is, how you keep up with it, the problem it solved for you, those kinds of things.
You can see just these four essential facts.

Four of the six cards are hugely beneficial when you're starting to think about how to sell not just immediately but over time to your best prospects.

Again, everything you write will be for the purpose of moving the sale forward. We can be writing very interesting things, they're beautifully written, and really compelling but if they're not advancing the sale, or they're not advancing you as the perfect solution— they don't add up to squat. In fact, what you're doing is perfectly educating someone else's new customer.

Not a good place to be.

Now, we're going to get into these six now reasons.

These are the reason why you need to take action— preferably right now.

**Now Reason #1 — Value**

Number one is value. Again, seems obvious but what are we talking about when we talk about value? We're talking about framing the value against an alternative, so they have some context.

You cannot expect your customer, your prospect, your reader to connect the dots between your ideas.

You can't be obvious enough about this.
By the way, all these six are really meant for you to take some time and write this stuff out and think it through.

The point of doing it on a 4 x 6 index card is because it's about the thinking process.

You should be able to have just enough room on that 4 x 6 card to cover the front with some broad stroke ideas and then on the back, take the best if those ideas and bullet them out.

What is it they need to know?

How can you frame the value against the alternatives?

**Frame the VALUE Against the ALTERNATIVES**

If it's a fitness product, let's just go back to something like the P90X.

The value is now, you don't have to join a gym. You don't have to hire a trainer.

It doesn't take extra time and you can quickly add up what all those things would cost you in money and energy and sacrifice and humiliation.

A lot of people don't like going to the gym early in their fitness quest because they feel intimidated or they don't know how to use the machines. You can list all those things out on your card.

What are the objections somebody would have to exercising outside the house? On the back say, "All right, these are the four, five I'm going to choose."

Bullet them out real quick, and now you have that part of it handled...
Now Reason #2 — Proof

When you think about proof, you have to also think about the emotion of that proof.

Show the social status with it. You're playing to the ego here.

What people have when they see really good case studies and testimonials is two fold... desire to achieve that status, but also, the fear of being left out.

They say, "Wow, this is working so well for other people. Who am I if I'm not trying to join this group?" This is a real status thing.

For copywriters, this is like,

“Did you go to the Titans of Direct Response?”

“No, I didn't.”

“Oh... You must be just a wanna-be because everybody who's anybody was there.”
Now, all of a sudden you're stuck in your corner going,

“Ugh! Why didn't I just go to the event? ”

Now, that same thought process is happening when they're deciding to buy or not.

“Everybody else is going to be eating at the table and I'm going to be eating at home." This is important because in this day and age with social, the proof is immediate.

You're seeing photos at and immediately after the event.

Some guy made it his profile photo— a picture of him and Jay Abraham.

Proof is much more dynamic than it used to be because everything is social.

Fear of being left behind and fear of what others will think are two incredibly powerful emotional triggers for “tribe” creatures like humans.

We tend to feel like the things we buy and the things that we do are going to reflect a certain thing, a certain error about us, who we are, our ideal self-image or identity.

Social Status, Ego, Fear of Being Left Out

It's about identity. Who will you be once you own this?
Now Reason #3 — Guarantee

Why do you have a guarantee? You’re removing that resistance.

If you don’t have a guarantee, then it’s going to be really tough to make the sale. You have to either have it or you have to explain why there isn’t one and what you’ll do instead.

Remove Resistance & Hesitation
Bold with Guarantee

Go bold with the guarantee.
"If this isn't the most amazing cup of coffee you've ever tasted, if you don't feel like a different human being the morning after you drink it. Write me for a full refund."

As for the guarantee functioning as a “now reason” why someone should by now—they've got to take action simply because the guarantee is so damned good.

They're just like, "Oh my god, if you do this for the next 30 days, I will give you back double your money." They go, "Oh, okay. Now, I'm ready. That did it. Now, I'm ready to go. I can't lose. There's no way that I can lose by doing this. I'm going to go ahead and give myself permission. I'm doing it."

We did that back in the day on ClickBank. They have that 60-day guarantee that it's just what it is. It's standard. What you do there is... go bold with it.

You don't just say, "Hey, here's a little graphic that tells you there's a 60 day guarantee."

You say, "Look, I'm so confident in this product that if you don't find it to be amazing, if you're not 100% satisfied, then I'll gladly refund you."

We took it a step further and offered a $100 on top of refund.

Boy, that was really effective.

How bold can you go with the guarantee?

Think about stores like Neiman Marcus, just like, "Bring it back 10 years later. Whatever it is, no questions asked." “We don't ask. We demand that you bring it back for a full and complete refund or replacement of whatever you want.”

People say, "Oh, I can't. I'll get taken to the cleaners."

No.

Statistically we know you won't in most cases. That's knowing your own business.

Bottom line is if you really, really would get taken to the cleaners that way, then don't do that. But it's rare to find a problem in this.

Almost every time when you see a wimpy guarantee, you've got a risk-averse, wimpy marketer behind it.

They have a scarcity mindset and they're constantly thinking about how they're going to get ripped off.
At the end of the day, most buyers are honest people and I don't know any marketer, no matter what their guarantee is, if somebody writes to you and they're really disappointed and they're sincere, you're going to do whatever it takes to make it right.

Whether that means giving a refund outside of the refund window—whatever it takes.

If someone's genuinely unhappy with the results they got or what you delivered to them and they expressed that maturely, I don't know any marketers who's in business to stay that wouldn't gladly just refund that purchase and even do more for the person. Go bold with your guarantee.

The important things is, is that the guarantee gives them a reason, a “now reason” to do business with you, or to take action now and not later.

What we're talking about is not allowing someone to do what they naturally are inclined to do, which is to push it off and procrastinate.

There's nothing wrong with removing the obstacles, the hesitation, the resistance, to get them to be able to give themselves permission to simply say yes and do the thing that they want to do and that you want them to do.

That's why the guarantee is such a powerful tool here. That is the last step of fear that they have. If you just take that away, then there are really, at that point, no good reasons not to do it. It's a very powerful part of these 6 now reasons...
Now Reason #4 — Bonuses

Bonuses, we covered this a little bit in question authority.

This is a really important thing to understand about bonuses:

More is not more.

Less is more.

Even if you only have one bonus, one to three bonuses, that really accentuates the value of the core product.

It’s not just more of *anything*.

The bonus should be strategic. It should complement the main product and give the prospect a sense that you’re being generous.

When you’re coming up with your bonuses, could it be a product on its own?

Almost write a full sales letter for the bonus.

Go through this checklist and go, "What would I say about this bonus?"

Obviously, the copy is going to be a little bit shorter.

Be sure to sell the bonus hard enough.
There's famous cases of people using the bonus as the entire sales pitch.

With a newsletter, for example. It's just one report that kicks things off, and then there's a follow up subscription that you can cancel at anytime if you wish.

**Mechanism for Legitimizing Urgency**

A bonus makes it very easy to say, "Hey, you know, for the next 30 days you get this bonus."

You can take the bonus away without changing the core value equation of the product.

You may not be able to make any kind of legitimate reason why it would be urgent for them to buy the main product, but it's very easy to develop a bonus or any number of bonuses over time situationally, contextually— that you can very easily introduce urgency through.

Where if they do it now, for the next five days, as part of this customer appreciation sale, you're going to get these extra bonuses along with your main purchase.

You're going to get three cases of whatever instead of one that comes with the thing.

It could be access. Access is a great thing. If you're the expert and people ultimately would want to be on a call with you or in a small group with you, you could provide extra trainings for the people who buy within a certain time frame.

Anything you can do to legitimize the urgency.
You've got to pick the people who really want to do this within the time frame you're suggesting and then add a bonus to really “wow” them.

Don't focus on the people that will complain because of the urgency. It's unlikely they're going to buy from you anyway.

A solid bonus is a great way to stand out against the competition.

If your product just doesn't have any genuine scarcity to it, if it's a digital ebook, everybody knows you don't run out of those, but if it comes with access to you or special training series or something, that's a very legitimate scarcity mechanism.

**Now Reason #5 — Easy To Order**

It's time to order.

You've done everything you need to express the value. Make a great offer. Everybody is excited...

Now, you have a lot of situations where people just maybe don't love putting their credit card online, all kinds of reasons they might be resistant to order...
Something happens in the news... Everybody is questioning security.

What you need to focus on here is that it is a secure payment system and just give dead simple ordering instructions, a detailed visual walkthrough of the entire ordering process and what's going to happen immediately after.

If this is a VSL, this is a great opportunity to just cut away to exactly what the order page is going to look like.

Point out the lock icon up in the URL that shows that it's a secure website and the information that they type into the page will be encrypted. It can't be stolen.

Say, "Once you completed this page, you're going to be taken right to this page and this is what you're going to see."

Now, they know, first of all, there's a little bit of future pacing just in that. Then as they're going through the process, they feel safe and secure the whole way through that. "This is exactly where they said I would come," and they never have to wonder if they're in the right place.

Again, the place that people fall down all the time, is on the Thank you page. At least, stick a photo of yourself or the product or the logo or something on the Thank you page to let them know, "Okay, I just gave my money to the right person here because those are huge friction points for people. You can't underestimate how apprehensive and skittish people are to stick money into their computer for you.
And why shouldn't they be? There are a million good reasons to be apprehensive about it.

Ben Johnson uses a great trick. He says, "Same security system trusted by Amazon" on the order page.

**Now Reason #6 — The Crossroads**

This is the big close.

The crossroads close.

This close almost always improves conversions.

This is essentially the icing on the cake. It goes in after the sale is basically done already.

You've shown them how to order. Everything is done, but if they're not sure, this is what pushes them to your side of the fence.

This is where you say, "Look, you're standing at a crossroads here," and the point of it is to say, "Now, what is it going to cost to not own this? You've heard my offer... I have expressed the value to you. I hope you feel like you can trust me. I've shown you exactly what's going to happen when you decide to give it a chance today. Remember that you
have your 60-day guarantee. You're fully protected. All the risk is on me. If you're still wondering about this, let's just consider that right now you're standing at a crossroads and there's two paths. One of the paths takes you down the road I've just laid out for you where all these great things happen. Thirty days from now you'll feel like a different person, or you can just stay on the road you're on right now and continue to experience the same frustration, hate yourself in the dressing room mirror. Realize that a new Corvette is not going to hide your man-tits."

"You're at crossroads..."

Make them visualize their life WITH and WITHOUT your solution.

Paradise? Or More Of The Same?

You're essentially telling them to take action and finally go ahead and do the thing that they've been sitting there thinking is a good idea.

Fast forward, future pace, whatever you want to call it, paint the picture of what it's going to look like for them, what it's going to feel like to have done it.

Think about what's happening in their little mind movie at that moment.

They've already bought the product. They've already done what you want them to do. Now, they need to close that loop, finish that process, and actually do it because mentally, they're already a little ahead of where they are.

Then, of course, there's many things you need to do after they buy to make sure that they feel safe and secure.

Follow-up...
The great thing about this is it takes so much to get someone to give you their trust and take action. Then once they do, that's when it gets really fun because now you get to blow them away. You get to sit and dream up, "What can I do to like really thrill this person and give them something he didn't expect?"

Create that “wow” moment.

It's really critical that you go through all these steps and put a lot of thought into it.

Think it through and say, "Am I telling this person everything they need to know to take action?"

Chances are you're not.

But, this framework, these 10 cards, will absolutely make sure that you don't make that mistake ever again.

It's really easy to have this nice little deck of cards and I find it exciting now to sit with my 10 cards; I know these by heart now and just start filling them out.

I love 4 x 6 cards just because they're so compact. They're the perfect size.

Again, what I love about them is the limited amount of space.

They really force you to be concise.

Throw away bad thoughts before you even waste time writing them down.

Get away from the Internet and just fill out these cards.

That stress you have over getting the copy done will just finally be gone because you'll have a really good first draft of copy right here on these 10 index cards.

Halbert was a huge index card guy. Bond and Kevin both are also.

I think there's something about it.

We're going to teach you more inside the threads.

Which of these elements go with certain media— emails, landing pages, social updates, full sales letters, video sales letters, short video sales letters, explainer videos.

All these things require different components at different times.