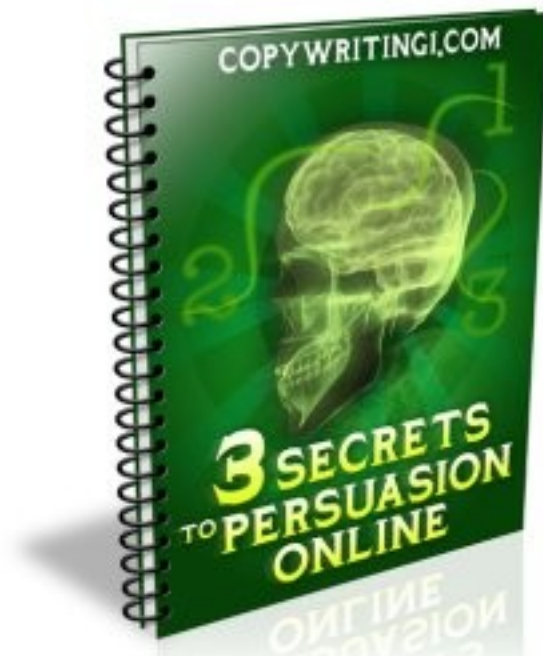


3 Secrets To Online Video, Viral Reports Online Sales Letters And More...



by Andrew Cavanagh

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You now have the rights to sell, pass on, give away this report as long as it remains in its unaltered original format.

This report is easily worth \$5,000 or more to you. In fact it could make you \$5,000 or more in the next 60 days or less.

Inside you'll find PROVEN split tests...many you can implement in minutes...that increased sales by a total of 169.53% on real live web sites.

© 2007 Andrew Cavanagh Free video and prizes at: www.copywriting1.com/ideas.html

If you were making just \$60 a week in online sales and you increased those sales by 169% in one year you'd make an extra \$5,272 in sales.

If you were making just \$350 a week in online sales that 169% increase would give you an extra \$5,000 in under 60 days.

And that is the tiniest benefit you'll get if you read this full report...I guarantee it.

Recently I asked myself the question “Why is it that so many marketers fail to see the horrible mistakes they're making with their online marketing?”

“What is the crucial error in their thinking process that's blinding them?”

We all have blind spots. It's very hard to be objective about your own business. That's just one reason mentoring is so valuable.

But even more valuable is discovering a thinking process that breaks you free of the shackles that bind your mind.

And in this report I'm going to give you a breakthrough strategy I hope will transform the way you think and act with your online marketing forever.

In fact I believe it will empower you to become 10 times the marketer you are now literally in an instant.

First let me tell you how I stumbled on this breakthrough concept...

1. Have You Ignored This Key On Your Web Pages...?

I've been running a copy/split testing service with Frank Bauer...the website coding super geek.

Basically I write 4 changes to an already existing online sales letter or optin page and Frank sets up the split testing to see how those changes perform.

The results we're getting may shock you and seriously challenge some of your beliefs.

For example you might have heard 20 point red tahoma font usually gives the best response in an online sales letter.

Yet our split testing is showing that font is actually DECREASING response.

And what might interest you even more is...due to some of our more recent split tests...I couldn't care less!

Because after bombing out badly on a few of these split tests following “conventional” changes to copy that are supposed to increase response I did something very few of us online marketers have ever really tried...

I Began To REALLY Think...

Brain bending, full application of genuine thought.

I do NOT like letting down my clients and I knew I had to come up with genuine breakthroughs.

I became obsessive...poring over copy in my mind looking for something I could change.

Then one idea hit me like a bolt of lightning.

I was asking someone questions about how they read a particular sales letter...what they did.

There's a huge secret you can take away completely free...ask your prospects questions.

She said a few things but I only remember one...

“I scan down to the photos...and I read the words under the photos.”

Under ordinary circumstances most of us might have missed that but remember I was twisting my brain around...searching for SOMETHING.

And I immediately thought...

Holy Mother Of God I Scan The Photos And Read The Captions Too ...IF The Copy Has Any Captions!

Most sales letters have images all over the place with no captions or really pathetic, lame captions.

My desperate brain thought: “What would happen if I put a caption under the photo in an optin page we're running this split testing service on?”

But not just any old caption.

What if we added a caption that actually told people what to do? What if we got into their heads a little?

We had a photo of our expert speaking at a live seminar with no caption.

We just added a few simple words...

“Dani revealing live the secret you can discover FREE by signing up below”

It was a large image and the text was only around 12 point (so it would fit).

This site had significant traffic so we got our results back fast and even I was stunned.

**Adding That Little Photo Caption
Two Pages Into The Copy
Increased Response by 71.81%!**

Now you might think I'm just talking about online copywriting here but you'd be wrong.

Stick with me a little while longer because the secret will hit you so hard you'll think a ton of bricks has fallen on your head.

You'll also be amazed at how brain-dead simple and obvious it really is.

First keep in mind that the key here was thinking about how we behave when we scan a web page.

That combined with a special kind of caption...a caption with a call to action.

I'll reveal more about that soon but first let me tell you another story...

2. These Two Words Just Plain SUCK...

For several years two words appearing on many online sales letters have annoyed the hell out of me.

What are these two irritating, vomit inducing words...?

“Dear Friend”

Why would “Dear Friend” in a sales letter make me want to throw up?

First the salutation “Dear Friend” was designed to allow the mass mailing of sales letters by ordinary old fashioned snail mail.

That “Dear Friend” opening helped to make the letter look more like a personal typed letter you might get from a friend...

A letter you would read instead of throwing it straight in the trash.

But how is that little salutation likely to affect our behavior online?

I love reading good online articles but online articles don't start with “Dear Friend”.

I love reading good high content blog posts but blog posts don't start with Dear Friend.

The only pages online starting out with “Dear Friend” are online sales letters and I don't know about you but I don't really want to read a sales letter.

I want quality content.

Then I asked myself “If I'm not going to start my online sales letters with Dear Friend what do I start them with?”

“What have I missed?”

And I began to do that thinking thing again (while I have heard rumors about thinking too long and hard causing your head to explode I'm pretty sure they're not true).

I went back and really studied some of the old blockbusting offline ads and I found something quite surprising.

The ads that resemble successful online sales letters the most are the old space ads from newspapers and magazines.

Ads created to look like articles.

Which makes perfect sense when you observe our current online behavior.

We're online looking for content so sales letters looking like content are more likely to be read.

Then I looked at the way those ads started off and I made another discovery.

Instead of "dear friend" those old proven million dollar ads usually had really compelling opening paragraphs.

In a previous life I was an internationally syndicated newspaper columnist and I remember working very hard on creating compelling opening paragraphs for my articles.

So after kicking myself for being such a mindless idiot I typed out all the great opening lines I could find and started studying them.

I now have a whole book full of those suckers.

I also studied the opening lines from great novels. I was becoming obsessive...again.

Then I started testing.

The first time was enough to dramatically display the enormous power of opening lines to increase response.

On Frank Bauer's sales page for his split testing software we changed one sentence from a Dear Friend type salutation to this opening line...

If you start using the powerful method revealed in this report every single dollar you make online can multiply into \$2, \$10 even as much as \$142.10.

And the next line reads...

"I know it sounds outlandish but this is the exact same method every internet marketer from Mike Filsaime to Derek Gehl uses to guarantee their online profits."

Now remember this is not a headline or a subhead.

We're talking about the opening line in small ordinary font size after all those compelling, traditional lead ins.

Changing that opening line increased Frank's sales by 97.72%!

Now you have 2 really hot ways to split test changes to your sales copy.

And if that's all you do you'll be far better off. But you'll have learned almost NOTHING.

What I'm about to reveal goes far deeper than sales copy and has far more powerful ramifications.

3. Prepare To Kick Yourself...As I Reveal The Huge And Really Obvious Secret...

When I began to think about those two sucky words “Dear Friend” I was also thinking “How are those two words affecting my behavior and the behavior of prospects online?”

“How can I use a different opening to affect the way my prospects behave?”

“How can I use a different opening to change the way they think?”

When someone said to me “I scan the photos and **read the words underneath**” I was thinking “That's the way I behave too.”

“How can I use a caption under a photo to change the way my prospects behave?”

I know you're beginning to get it now.

It doesn't matter if it's an opening line or a headline.

It can be a video or a free report.

It can be a headline or an article.

It can be an online press release or streaming audio.

It can be a guarantee or a call to action.

It can be a page inside an ebook you sell.

It can be a phone call you make or the way you use a live chat box on your site.

The key is to think “What is my prospect doing?” and...

“What can I do to change the way my prospect behaves?”

I know it's simple and it's obvious but you need to give it some real thought.

Huge breakthroughs come from analyzing the obvious and getting simple things to work in your favor.

Here's a process that can give you more breakthroughs than a year's worth of internet marketing seminars...if you follow through with it.

In the center of a piece of paper write...

10 Ways To Change The Behavior Of The Prospects On My Website

Then write down every idea you have...no matter how crazy it sounds.

Just let anything you think of flow out.

Try a few of these methods to get the ideas flowing.

Go for a walk and take the piece of paper and a pen with you.

Before you go out think about the problem then switch off. Just daydream and enjoy your walk.

Or go take a shower.

Or fix yourself a snack or get up and have a drink of water.

Or go to the toilet.

Do Anything To Distract Your Conscious Mind

You'll be amazed how often you'll get a really great idea or a series of really great ideas while you're goofing off.

Just remember to have a piece of paper and a pen handy.

If you write down every idea you get I guarantee you'll find something worth testing.

One of your ideas could even make you wealthy.

For a FREE video on how to create an endless stream of ideas using this process go to...
<http://www.copywriting1.com/ideas.html>

You can even get more specific with the task you set yourself. For example...

**10 Ways To Compel People To Enter
A Genuine Email Address
On My Opt In Form**

**10 Ways To Get People To Complete Their
Order Instead Of Abandoning
My Order Page**

**10 Ways To Get People To Stay
On My Website Longer
Reading, Listening Or Watching The Content**

**10 Ways To Change My Viral Report, Software Or Audio
To Make My Prospect WANT
To Pass It On**

**10 Ways To Use Or Improve
Video On My Site
To Change My Prospect's Behavior**

**10 Ways To Change The Way My
Search Engine Listing Appears To Compel More Visitors
To Click Through To My Site**