



7 KEY QUESTIONS

EVERY COPYWRITER YOU HIRE
MUST BE ABLE TO ANSWER
TO WRITE KILLER DIRECT
RESPONSE COPY AND CREATE
MARKETING CAMPAIGNS THAT
WILL OUTSELL THE PANTS OFF
YOUR COMPETITION!

GKIC™

INSIDER'S CIRCLE

Attention Business Owner: Bad Copy Wastes Precious Dollars and Costs You Sales - That's Why You Need to Know...

“The 7 Key Questions Every Copywriter You Hire MUST Be Able to Answer To Write Killer Direct Response Copy and Create Marketing Campaigns That Will Outsell The Pants Off Your Competition!”

It is very rare for a professional copywriter to write this kind of report. Many other copywriters and marketing consultants do NOT want you know this information. Please take the time to read it carefully. In fact, if you are - as I hope - very interested in making sure that your company's sales materials - both printed and ONLINE - are successful, then

I urge you to get comfortable, ask not to be disturbed, and STUDY this report - it IS that important! It reveals vital information you NEED to know!

Dear Friend,

It's shocking but true.

Every day, businesses hire copywriters that they should not be hiring - individuals who quite often lie about their qualifications, charge you a LOT more than they should, and provide you with sub-par sales materials that in the end do NOTHING for your business's bottom line... wasting time, resources, sales, and opportunity.

Crafting marketing campaigns and sales messaging that deliver real RESULTS is an incredibly vital skill - particularly given today's challenging economy. And finding a copywriter who can rise up to meet the challenge can be extremely difficult. There are plenty of writers - many of whom quite adept at promoting a positive image. But here is the undeniable truth:

IN TODAY'S FIERCELY COMPETITIVE LANDSCAPE, YOUR BUSINESS CANNOT AFFORD THE RISK OF INEFFECTIVE SALESCOPY!

I realize that you might not believe that right now but think about it for a minute. How well did that last direct mail promotion work for you? Were you satisfied with the results? Or your website that you dropped thousands (if not 10s of thousands) of dollars on... has that led to the flood of business you'd hoped for? And if you didn't get those customers, who did?

If you're like far too many business owners the likely answer is the copy used in your marketing materials isn't doing the job intended. Here's the problem:

Hire the wrong person to write your salescopy and it's almost a lead-pipe cinch that your marketing campaign will underperform... if not fail miserably. And that's just **WRONG** because money's tight and you can't afford to see it wasted on words that just don't work.

This report is going to give you the inside-scoop on what we think you should do the next time some fast-talking copy-slinger crosses your path – to make sure you hire only the best of the best. Which is exactly what it takes to deliver sales copy that will enable you to outsell the pants off your competition. You'll be armed with the knowledge you need to make the “write” decision.

In just a minute, I'm going to reveal what the 7 Key Questions are, but first let me answer a couple of questions that are probably on your mind:

Who Are You And Why Are You Revealing This Information?

My name is Jack Turk and I'm the Head Copywriter for GKIC. I've written professionally for businesses of all shapes and sizes for nearly 30 years all across the US – from small businesses like your local Dentist and Attorney to multinationals like Kodak and Microsoft. My copy has been used to sell a wide range of products and services – nutritional supplements, video games, dental implants, and even international software development conferences.

I've hired, fired, edited, trained, and managed teams of writers of all shapes and sizes – which means to you I have a sharp eye when it comes to recognizing what works and doesn't work when it comes to words on a page or a website.

I'm revealing this critical information that a lot of copywriters don't want you to know for two main reasons:

REASON #1: If you end up hiring a substandard writer – and your promotional campaign falls flat on its face – this could well sour you on using Dan Kennedy style “Magnetic Marketing” in the future... which is not good for us and it's even **WORSE** for you ... because your business will be deprived of the real benefits of using quality direct response materials.

REASON #2: I **HATE** to see sub-par writers spoil the pot for all the really **GOOD** copywriters out there – and by helping you better separate the wheat from the chaff it will raise the quality bar across the board by giving good writers more work and forcing sub-standard writers to work harder at improving their skills... so everyone will benefit.

Okay, now that you know who I am and why I'm doing this, let's talk about *"The 7 Key Questions Every Copywriter You Hire MUST Be Able to Answer To Write Killer Direct Response Copy and Create Marketing Campaigns That Will Outsell The Pants Off Your Competition!"*

Now... you may be expecting a series of questions like:

"Do you have any samples?"

"What are your rates?"

"Can you show me your testimonials?"

"How do you handle billing?"

"What kind of turnaround can I expect on the project?"

And those are all good questions. Any wordsmith worth his-or-her salt will have ready responses in place. As someone who's reviewed enough writer resumes to fill a parking lot, however, let me lay on you some queries that the average copy jockey ISN'T expecting ... which will enable you to see who's ready for prime time in your business.

Okay, here we go...

QUESTION #1:

Do you have a solid grounding in the principles of direct-response copywriting as taught by Dan Kennedy?

There are lots of programs out there teaching you how to write sales copy. Some are in fact pretty darned good. And several come from solid professionals like John Carlton, Yanik Silver, and a few others.

But... ask any top-notch working pro out there who they look to for both insight and inspiration on the craft of writing sales copy that consistently generates big numbers... and the one name that stands out from the crowd is Dan Kennedy - head and shoulders above the maddening crowd of writing-guru-wannabes.

No one but Dan Kennedy consistently produces huge return on investment for his many private clients.

No one but Dan Kennedy has spent years in the trenches learning what REALLY works when crafting salescopy and marketing campaigns for all kinds of media in all types of markets.

Finally, no one but Dan Kennedy has taken the time to actually share the fruits of his knowledge in a wide-ranging body of training materials - conferences, manuals, books, and many many more.

Bottom line: Dan Kennedy is THE name you want to see noted on any writer resume you read - it's like the "Good Housekeeping" Seal of Approval when it comes to showing that the writer truly "gets" the core principles of Direct Response Marketing. Do NOT settle for anything less.

QUESTION #2:

Do you have a clear plan for increasing your copywriting knowledge and continuing your education in the craft?

This is soooooo important.

If you ever hear any copywriter claim to “have this salescopy thing all down pat” run like the wind named “Mariah”.

Nobody has this down pat. Any writer who’s truly serious about the craft recognizes that it’s a lifelong journey up an unscalable mountain. At its core, copywriting isn’t about words, it’s about numbers... leads, opt-ins, sales, and upsells. Words are just the tools you use to generate the numbers you need.

Grappling with that reality is a wrestling match to last a lifetime.

Sure – a copywriter should take pride in his accomplishments – but also recognize that standing still is NOT an option, especially considering the rapid pace of technology. Ten years ago, who would have imagined the rise of media outlets like Facebook and Twitter? Who was crafting video sales letters for websites? Who was designing advanced multi-channel campaigns combining email autoresponders, postcards, websites, streaming webinars, and long-form sales letters?

If you’re NOT taking the time to stay abreast of these and a zillion other simultaneous developments in advanced sales and marketing strategies and tactics you are falling way behind the pack. Continuous education in the craft isn’t a luxury, it’s an imperative. And any copywriter that isn’t devoting serious time and investment in their ongoing education ...

Well....

If you ask me, it’s just hard to take them seriously.

So make certain that any writer you choose has a clear plan in place for staying on top of the latest developments, tactics, and trends in direct response marketing. At a minimum, they probably should be constantly on the prowl for new books and courses on the subject. Optimally you’d find them enrolled in some kind of mentoring or mastermind program for copywriting.

Which actually leads us to the next question:

QUESTION #3:

What do you do to make sure you have access to the LATEST trends in copy... to see what the highest paid copywriters today are using to generate huge numbers for their customers?

This links tightly with the previous question – but in a way that goes beyond “does this person invest in themselves to increase their potential?”

As I mentioned earlier, there are a lot of books and programs out there on the subject of copywriting. Some of the, such as John Caples’s “Tested Advertising Methods” are classics and belong on every writer’s shelf. Others, however, met the needs of a specific generation but their methods and tactics today would be considered passé at best.

The key answer you’re looking for here is someone who takes part in some kind of ONGOING PROGRAM for copywriting professionals – a program that includes lots of real world examples from cutting edge, current campaigns... coupled with an honest discussion of what worked, what didn’t, and what was learned to apply in the future. That’s vital.

Better still would be training that included some kind of “Ask the Experts” component – where they could pitch their ideas on the fly to one or more copywriting / marketing experts to get real time feedback and insights. That way you know for certain that their ideas haven’t been developed in some kind of “theoretical vacuum” without any kind of practical rubber-meets-the-road basis in reality.

In this business, it’s not only what you know it’s who you’re learning what you know from. It’s best if they’re already plenty busy and plenty successful.

QUESTION #4:

Do you have a solid grasp not only of copy but of how copy fits into an overall marketing campaign?

This is a critical factor to consider when looking at beginning any kind of relationship with a copywriter and it’s one you must take into account.

Copywriting does NOT equal Marketing.

And

Marketing does NOT equal Copywriting.

Both are entirely separate, distinct, yet intimately related disciplines.

(Let me put off a discussion of how “SALES” relates to copy for a second... just hold that thought....)

Marketing encompasses everything a business does to set the stage for the sale – identifying the target market, creating the offer, choosing which media to use to get the message out to that market in the most effective way possible, figuring out the proper timing for the message, and many other details.

Copywriting more accurately falls under the category of “closing the deal” – whatever that deal may be.

As a Direct Response copywriter, your goal is to pinpoint the one specific action you want the prospect to take and then empty all barrels in a shotgun blast to accomplish that one key objective:

- It might be to get the prospect to offer up their name and email address on an opt-in webform.
- It might be to get the prospect to call to set a date/time for a face-to-face meeting.
- It might be to close the sale for a \$5000 seminar.

Note the key to each one of these... it requires a single, specific action to be taken by the prospect in response to the copywritten “call-to-action” – hence the apt label known as “Direct Response Copy.”

Now there may be multiple ACTIONS required in the overall process to move the prospect along to the final decision point of closing the sale... with each action pushed along through the use of some specific, carefully crafted bit of wordsmithed salesmanship.

The crucial truth here is that the copy operates within the framework of a carefully thought through Marketing campaign – outside of which the copy really has no meaning whatsoever.

That’s a very key concept to grasp. And unless the copywriter you hire has a solid foundational understanding of Direct Response Marketing principles, any content you acquire from that copywriter almost certainly will fail to deliver the results you hope to see.

Marketing sets up the sale. Copywriting (as it has classically been referred to “sales in print” – a great copywriter can produce a salesletter that can outperform face-to-face selling and scale dramatically at minimal expense... told you I get to that point in a bit...) exists to cement the deal, whatever that deal may be – whether opt-in, call-in, or cash-in.

On to the next core question you must ask, which is:

“tortured dialog...”

This is what’s commonly referred to as a “teachable moment.”

It was then that I grasped full-throttle the enormous value of having a wise editor in place before sending out something to sell. If I had had someone I could trust to give me honest, useful feedback on that script I would have had the chance rewrite accordingly. Fix story flaws. Revise plot lines. De-torture dialog. Maybe that script could’ve been saved and my lifelong dream offered to the masses on screens of silver nationwide.

Alas, t’was not to be. But the lesson was well learned.

Now finding a qualified ear to bend when it comes to copy... that can be a challenge. Every writer knows full well you can’t rely on friends and family. At best they’ll spot a typo or two; at worst you’ll get “that was very nice.”

Neither response will do anything for the bank account. So as a writer myself, I’ve learned to cultivate a small circle of seasoned pros I can trust to give me feedback fair and square. No punches pulled. No holds barred. Honest. Direct. Focused. That’s what writers want and need most of all.

Make sure any writer YOU hire has that same editorial cadre in place.

Onwards to the next question, which relates to something that directly affects YOUR time and energy:

QUESTION #6:
Do you have a reliable system in place for capturing information from your clients?

Picture this...

You’re launching a brand new “something”... maybe you’re opening a new store location. Or it’s a new product/service you’re going to offer. Specifics don’t matter, the point is you have something NEW and COOL to announce to your customers.

Four weeks back you hired a copywriter to create the sales letter and website copy to drive sales for this new widget. There was an initial face-to-face where you discussed the details (price, launch date, target customer) and afterwards you exchanged a couple calls and emails.

“Everything is going GREAT, you’re gonna love it!” he assures you.

Superb.

So you buckle down to manage all the operational details that have to be handled to pull this off. You make a few phone calls, reserve some ad space in the local press, and basically make sure everything is ready to roll with the new sales copy that you've been assured "is gonna KILL!"

Then you get the FedEx from the copywriter with the promotion.

It's well written... but it's not right. In fact, it's not even close. The offer is all wrong – details are missing. The guarantee is off. And worst of all – when you read it the copy is speaking to someone ENTIRELY different than your target customer... practically someone from another planet.

How the heck could he get this letter so WRONG?!

There's no time for a rewrite... leastways, not enough to make any kind of real difference so you send it out as is.

And of course it bombs.

Now... you might think the problem lies with the copy. Perhaps. Or maybe you didn't allow enough time for revisions... that's a possibility as well.

But the core issue is this:

The Writer didn't have a clear, effective system in place to capture ALL the information necessary from you (the Client) in order to produce the exact copy you needed.

Sadly, many writers don't have anything like a "real system" for capturing this kind of information. At best they do it catch-as-catch-can – essentially winging it as they write, only contacting you as questions come up during the process.

Random phone calls to the boss does NOT a system make.

A serious and effective information capture system will include a carefully designed series of questions that create the underpinnings for all the different pieces of a marketing / copywriting campaign.

Yes... it needs to nail down ALL the pertinent elements of the sales offer – price, components, guarantee, shipping/handling, support, etc.

But to write copy that TRULY meets the prospect where they live on a deep emotional level, you need to consider a wide variety of psychographic elements – beliefs, values, fears, dreams, hopes, and pain.

A copywriter who attempts to create compelling sales copy without having gone through the hard work of digging out this analysis in concert with you (the Client) can't produce copy able to achieve the best results possible.

So don't be afraid to ask: "What kind of system do you use to gather information about my project – to make certain you can write as effectively as possible?"

Ask... and beware the blank stare in response...

Finally, you should ask this gem:

QUESTION #7:
Do you have any kind of "holy crap!" checklist to make sure you don't send out copy before it's ready?

We're wrapping up with a quickie query that may be the most important at all when it comes to saving your business bacon.

Before ANY sales copy hits the streets you need to run it through some kind of "holy crap!" filter to make dead-solid certain it's "all that it can be."

For all too many copywriters, that filter involves "did my check clear?" – not the best test for copy, nor one that takes your best interests into account.

So as you're sitting across from your erstwhile and earnest aspiring copywriter, probe to see what kinds of things they look for before putting the "DONE!" stamp on the project. For instance:

- Does the copy have a clear call-to-one-and-only-one-action?
- Is there something driving urgency in the offer – time, quantity available, something else?
- Does the copy speak directly to a distinct, clearly identifiable prospect?
- Does the Main Headline offer a quantifiable benefit and bold promise?
- Is the Guarantee simple and easy to grasp conceptually?
- Ordering information – does it all work as promised? Phone number/Website/Etc.

There's many more you can and should ask as part of a final checklist review of any salespiece, but these should give you the idea. As you can tell, it's more than just looking for typos and misspelled words. If you want a salesletter to hit the numbers you desire, then you need to make certain before it hits the post office that you've checked off as many of the known key success factors for direct response copy that you can before it and Elvis leave the building.

So again, find out what kind of pre-flight checklist your prospective copywriter has in place before making them that final offer.

Well, there you have it. Obviously, if you've written copy either for your business or for someone else, some of these ideas may have already occurred to you.

But I hope you found a few gems that you can use to ensure that the next time you look to hire out a professional copywriter, you now know exactly what to ask to make sure you get the most capable, talented, and well-prepared one possible.

Best wishes for your success,

Jack Turk
Head Copywriter, GKIC

P.S., If you're looking for a proven program specifically designed to aid in the creation of copy and to help you learn everything you need to know about the process, I strongly recommend you take a look at GKIC's "Copy Confidential" program. I've attached a summary of the program with this report for your convenience... take a look at it now before our very special "Charter Member" offer expires in just a few days.