

David Garfinkel's

Copywriting Templates

Cheat Sheet

Brought to you by

FastEffectiveCopy.com

powered by David Garfinkel's Copywriting Templates™

"Pitch" Email

See license and disclaimer at the end.

This Cheat Sheet starts with the finished email, as received.

Then, you will see:

- a graphic showing the “recipe”
- a table showing you the “recipe” in greater detail
- a section-by-section breakdown of the text of the blog post showing how I used the recipe

Note: Be sure to watch the video on the FastEffectiveCopy.com site for some important pointers.

— David Garfinkel



From: **Cliff - Street Hypnosis** <support@streethypnosis.com>
Date: Mon, Jun 6, 2011 at 11:56 PM
Subject: An inspiring story...
To: david@world-copywriting-institute.com

Imagine if you had a child who was diagnosed with cerebral palsy at birth.

Imagine if he could not walk, speak, or do much of anything.

And imagine if doctors told you that he was going to be a "vegetable" the rest of his life, that you were better off putting him in an institution.

What would you do?

Dick Hoyt was faced with this exact same situation when his son Rick was born with the umbilical cord wrapped around his neck.

But rather than listen to all the doctors, Dick and his wife decided to treat Rick like a regular child.

Soon they discovered that Rick was actually quite intelligent. He learned his alphabet. And he even learned to communicate with a special computer.

But what is probably most amazing is that Dick began to run at 37. And when he ran, he took his son Rick with him.

After that first run, Rick told his dad, "Dad, when I'm running, it feels like I'm not handicapped."

This was the beginning of a special bond between Dick and Rick. They began to do marathons and triathlons together.

Dick pushes Rick while he runs, pulls him while he swims, and carries him on a special bicycle when he bikes.



As of July 2010, Dick and Rick Hoyt had competed in 1053 endurance events, including 68 marathons, 240 triathlons and six Ironman triathlons.

They've literally inspired the world. (Their YouTube videos have been watched MILLIONS of times.)

Dick just turned 71! Rick will be 50 next year.

Now, most of us don't face anywhere near the challenges that Dick and Rick have faced in life.

We can walk. We can talk. We can do pretty much whatever we want.

And yet, at the same time, most of us are just floating through life, settling for mediocrity.

We're letting little things get in our way.

Isn't it time you stopped settling for an average life... and began to unleash your full potential?

Lifelong Success is hands-down the easiest way to get started down the path to success.

In fact, now it's even EASIER because you can get Lifelong Success and spread the investment over an entire year.

Which means all you have to do to get started is head over here now and start your free-trial...

<http://www.lifelongsuccess.com/Video>

Here's what's amazing about Lifelong Success...



It's a combination of teaching, guided trance, and self-hypnosis all rolled into one.

It's your SHORTCUT to the life you've always wanted.

Now, success is literally just a pair of headphones away.

Pop them on, sit back, relax... and just listen.

It doesn't get any easier than this...

<http://www.lifelongsuccess.com/Video>

That's all the hypnosis news for today.

Cliff - Street Hypnosis

Clifford Mee

Certified Master Ericksonian Hypnotist
Certified Hypnotherapist (American Board Of Hypnotherapy)
Accredited & Certified NLP Master Practitioner
Certified NLP Modelling by John Grinder (co-founder of NLP)
Certified Success Life Coach

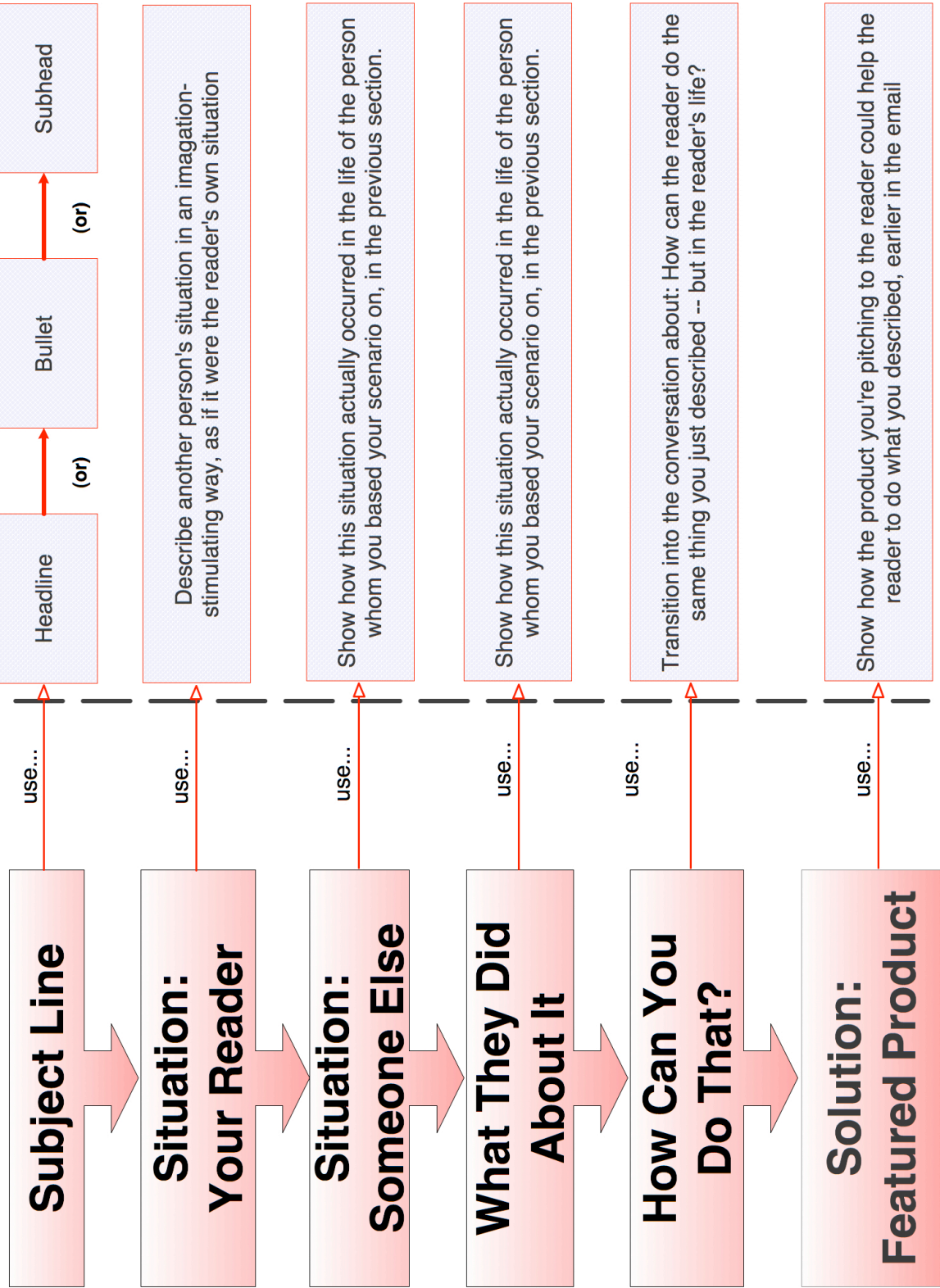
(c) Street Hypnosis. All Rights Reserved

*** Subscriber Support ***

If you need support then please email
hypnosis@getquicksupport.com
and we'll help you out quickly.

E-Z Create: "Pitch" Emails

Modelling The Work Of A Master



Many thanks to Clifford Mee and Igor Ledochowski of Street Hypnosis, LLC for permission to use the email on which this was based.

Pitch Email Recipe

Section	Template 1	Template 2	Template 3
Title	Headline (or)	Bullet (or)	Subhead
Situation: Your Reader	Describe a dramatic situation that will catch your reader's attention. Don't pick a mild situation. Make it imaginary and vivid an <u>real</u> , inside your reader's imagination. Do this as concisely and conversationally as you can.		
Situation: Someone Else	<p>Now describe a real situation, in heart-stopping detail, that mirrors the situation you described as a "what-if" in the previous section of your email.</p> <p>Structure your description as a hero's journey, with this section describing an impossible obstacle the "someone else" you are telling a story about, is facing.</p>		
What They Did About It	This is how your conflict gets resolved — at least for the "someone else." Show what they did to solve the problem. Give specifics that remove all doubt.		
How Can You Do That?	<p>Now you transition from the "someone else" to you reader. You want them to realize that they would like to overcome an obstacle the way the person or people you just talked about did -- and for them to notice and feel the void of a way to do that on their own.</p> <p>This sets them up to hear about...</p>		
Solution: Featured Product	<p>Your product! Or the product you may be pitching, as an affiliate. At this point, tell your reader why your product could help them overcome a similar obstacle, and solve a similar problem, as the obstacle and problem the "someone else" conquered in sections 3 and 4 of your email, above.</p> <p>And give them a link to see the sales page or order page.</p>		

Subject Line

→ An inspiring story...

Situation: Your Reader

→ Imagine if you had a child who was diagnosed with cerebral palsy at birth.
→ Imagine if he could not walk, speak, or do much of anything.

And imagine if doctors told you that he was going to be a "vegetable" the rest of his life, that you were better off putting him in an institution.

What would you do?

Situation: Someone Else

→ Dick Hoyt was faced with this exact same situation when his son Rick was born with the umbilical cord wrapped around his neck.

But rather than listen to all the doctors, Dick and his wife decided to treat Rick like a regular child.

What They Did About It

→ Soon they discovered that Rick was actually quite intelligent. He learned his alphabet. And he even learned to communicate with a special computer.

But what is probably most amazing is that Dick began to run at 37. And when he ran, he took his son Rick with him.

After that first run, Rick told his dad, "Dad, when I'm running, it feels like I'm not handicapped."

This was the beginning of a special bond between Dick and Rick. They began to do marathons and triathlons together.

Dick pushes Rick while he runs, pulls him while he swims, and carries him on a special bicycle when he bikes.

As of July 2010, Dick and Rick Hoyt had competed in 1053 endurance events, including 68 marathons, 240 triathlons and six Ironman triathlons.

They've literally inspired the world. (Their YouTube videos have been watched MILLIONS of times.)

Dick just turned 71! Rick will be 50 next year.

How Can You Do That?

Now, most of us don't face anywhere near the challenges that Dick and Rick have faced in life.

We can walk. We can talk. We can do pretty much whatever we want.

And yet, at the same time, most of us are just floating through life, settling for mediocrity.

We're letting little things get in our way.

Isn't it time you stopped settling for an average life... and began to unleash your full potential?

Solution: Your Product

Lifelong Success is hands-down the easiest way to get started down the path to success.

In fact, now it's even EASIER because you can get Lifelong Success and spread the investment over an entire year.

Which means all you have to do to get started is head over here now and start your free-trial...

<http://www.lifelongsuccess.com/Video>

Here's what's amazing about Lifelong Success...

It's a combination of teaching, guided trance, and self-hypnosis all rolled into one.

It's your SHORTCUT to the life you've always wanted.

Now, success is literally just a pair of headphones away.

Pop them on, sit back, relax... and just listen.

It doesn't get any easier than this...

<http://www.lifelongsuccess.com/Video>

That's all the hypnosis news for today.

Cliff - Street Hypnosis

Clifford Mee

Certified Master Ericksonian Hypnotist
Certified Hypnotherapist (American Board Of Hypnotherapy)
Accredited & Certified NLP Master Practitioner
Certified NLP Modelling by John Grinder (co-founder of NLP)
Certified Success Life Coach

(c) Street Hypnosis. All Rights Reserved

Many thanks to Cliff Mee and Igor Ledochowski of Street Hypnosis for their kind permission to use this email in our Recipe Video and Cheat Sheet.

LICENSE, DISCLAIMER AND TERMS OF USE AGREEMENT

Carefully read the following License Agreement. You accept and agree to be bound by this License Agreement by using the templates included in this product, any video seminar and videofiles, and the audio teleseminars on the accompanying audio files. Such use indicates that you have read this agreement and accept its terms.

License Grant

"You" means the person or company who is being licensed to use the Copywriting Templates™ or Documentation. "We," "us" and "our" means David Garfinkel, LLC.

We hereby grant you a nonexclusive license to use one copy of the Copywriting Templates™ on any single computer or player, provided the Copywriting Templates™ are in use on only one computer or player at any time. The Copywriting Templates™ are "in use" on a computer when it is loaded into temporary memory (RAM) or installed into the permanent memory of a computer—for example, a hard disk, CD-ROM or other storage device.

If the Copywriting Templates™ are permanently installed on the hard disk or other storage device of a computer (other than a network server) and one person uses that computer more than 80% of the time, then that person may also use the Copywriting Templates™ on a portable or home computer.

Title

David Garfinkel, LLC, the author and publisher of Copywriting Templates™ and the accompanying materials, has used best efforts in preparing Copywriting Templates™. David Garfinkel, LLC makes no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of Copywriting Templates™. The information contained in Copywriting Templates™ is strictly for educational purposes. Therefore, if you wish to apply ideas contained in Copywriting Templates™, you are taking full responsibility for your actions.

Disclaimer

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PRODUCT AND ITS POTENTIAL. EVEN THOUGH THIS INDUSTRY IS ONE OF THE FEW WHERE ONE CAN WRITE THEIR OWN CHECK IN TERMS OF EARNINGS, THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING MY PRODUCT, IDEAS AND TECHNIQUES. I DO NOT PURPORT THIS AS A "GET RICH SCHEME." YOUR LEVEL OF SUCCESS IN ATTAINING RESULTS FROM THE MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, THERE IS NO GUARANTEE CONCERNING YOUR SUCCESS OR INCOME LEVEL. NOR IS THERE ANY RESPONSIBILITY FOR ANY OF YOUR ACTIONS.

Archival or Backup Copies

You may copy the Copywriting Templates™ for back up and archival purposes, provided that the original and each copy is kept in your possession and that your installation and use of the Copywriting Templates™ does not exceed that allowed in the "License Grant" section above.

Things You May Not Do

The Copywriting Templates™ and Documentation are protected by United States copyright laws and international treaties. You must treat the Copywriting Templates™ and Documentation like any other copyrighted material—for example, a book. You may not:

- Place the Copywriting Templates™ onto a server so that it is accessible via a public network such as the Internet, or
- Sublicense, rent, lease or lend any portion of the Copywriting Templates™ or Documentation.

Transfers

You may transfer all your rights to use the Copywriting Templates™ and Documentation to another person or legal entity provided you transfer this Agreement, the Copywriting Templates™ and Documentation, including all copies, updates and prior versions to such person or entity and that you retain no copies, including copies stored on computer.

Limited Warranty

David Garfinkel, LLC disclaims any warranties (express or implied), merchantability, or fitness for any particular purpose. David Garfinkel, LLC shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

David Garfinkel, LLC does not warrant the performance, effectiveness or applicability of any sites listed or linked to in Copywriting Templates™.

All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

To the extent permitted by applicable law, THE FOREGOING LIMITED WARRANTY IS IN LIEU OF ALL OTHER WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED, AND WE DISCLAIM ANY AND ALL IMPLIED WARRANTIES OR CONDITIONS, INCLUDING ANY IMPLIED WARRANTY OF TITLE, NON-INFRINGEMENT, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, regardless of whether we know or had reason to know of your particular needs. No employee, agent, dealer or distributor of ours is authorized to modify this limited warranty, or to make any additional warranties.

SOME STATES DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION MAY NOT APPLY TO YOU.

Limited Remedy

Our entire liability and your exclusive remedy for breach of the foregoing warranty shall be, at our option, to either:

- Return the price you paid, or
- Repair or replace the Copywriting Templates™ or media that does not meet the foregoing warranty if it is returned to us with a copy of your receipt.

IN NO EVENT WILL WE BE LIABLE TO YOU FOR ANY DAMAGES, INCLUDING ANY LOST PROFITS, LOST SAVINGS, OR OTHER INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING FROM THE USE OR THE INABILITY TO USE THE COPYWRITING TEMPLATES™ (EVEN IF WE OR AN AUTHORIZED DEALER OR DISTRIBUTOR HAS BEEN ADVISED OF THE POSSIBILITY OF THESE DAMAGES), OR FOR ANY CLAIM BY ANY OTHER PARTY.

SOME STATES DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION MAY NOT APPLY TO YOU.

Term and Termination

This license agreement takes effect upon your use of the Copywriting Templates™ and remains effective until terminated. You may terminate it at any time by destroying all copies of the Copywriting Templates™ and Documentation in your possession. It will also automatically terminate if you fail to comply with any term or condition of this license agreement. You agree on termination of this license to destroy all copies of the Copywriting Templates™ and Documentation in your possession.

Confidentiality

The Copywriting Templates™ contains trade secrets and proprietary know-how that belong to us and it is being made available to you in strict confidence. ANY USE OR DISCLOSURE OF THE COPYWRITING TEMPLATES™, OTHER THAN IN STRICT ACCORDANCE WITH THIS LICENSE AGREEMENT, MAY BE ACTIONABLE AS A VIOLATION OF OUR TRADE SECRET RIGHTS.

Disputes

This license agreement shall be governed by, construed and enforced in accordance with the laws of the California, as it is applied to agreements entered into and to be performed entirely within such jurisdiction.

To the extent you have in any manner violated or threatened to violate David Garfinkel, LLC and/or its affiliates' intellectual property rights, David Garfinkel, LLC and/or its affiliates may seek injunctive or other appropriate relief in any state or Federal Court in the State of California, and you consent to exclusive jurisdiction and venue in such courts.

Any other disputes will be resolved as follows:

If a dispute arises under this agreement, we agree to first try to resolve it with the help of a mutually agreed-upon mediator in San Francisco. Any costs and fees other than attorney fees and travel related expenses associated with the mediation will be shared equally by each of us.

If it proves impossible to arrive at a mutually satisfactory solution through mediation, we agree to submit the dispute to binding arbitration in San Francisco, under the rules of the American Arbitration Association. Judgment upon the award rendered by the arbitration may be entered in any court with jurisdiction to do so.

General Provisions

1. This written license agreement is the exclusive agreement between you and us concerning the Copywriting Templates™ and Documentation and supersedes any prior purchase order, communication, advertising or representation concerning the Copywriting Templates™.
2. This license agreement may be modified only by a writing signed by you and us.
3. In the event of litigation between you and us concerning the Copywriting Templates™ or Documentation, the prevailing party in the litigation will be entitled to recover attorney fees and expenses from the other party.