

## Will The Real "Dan Kennedy Style Copywriter" Please Stand Up?

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Many buyers on freelance sites ask for Dan Kennedy style copywriting.

The question is: **How can you tell the difference between a real Dan Kennedy Style copywriter and one who just capitalises on the Dan Kennedy name?**

**Below I give you three tests and how I rate against the three test questions.**

**Firstly**, you can ask what Dan Kennedy material is in their library? Some of his courses are about \$400 each. Serious students of Dan Kennedy would have a number of these. As just part of the \$10,000.00+ I have invested in getting results in sales writing, I have a solid base of Dan Kennedy material listed below:

### 1) Power Points (\$399 )

Dan Kennedy himself writes: *“How would you like to have me — Dan Kennedy — sitting in your office, waiting, “on call”, to leap to attention and give you my very best advice, answer, or strategy any minute you need it, day or night?” I want to tell you about a moneymaking tool extraordinaire, that I have invested 19 years in the making. It is called POWER POINTS, and it is, by far and away, the most valuable and important tool or product of any kind I've ever brought forward, and I can't wait to describe it to you in all of its glorious detail.*

**THE PROBLEM:** *How to access what I know efficiently, to get what you need, when you need it.*

**THE ANSWER:** *Power Points. What that means for you and other clients, is that I virtually have Dan Kennedy on call, to check what he says about any topic at any time, on your behalf.*

**What that means is that I have Dan Kennedy virtually on tap!**

### 2) Magnetic Marketing (\$399)

Dan Kennedy writes:

***If you own a Small Business of any kind:*** *How would you like to stop being an "advertising victim"?.....Finally get accurately measurable, quick results from each and every dollar you put into ANY kind of advertising, marketing, or promotion? At will, attract a flood of new customers? At will, spark a huge cash flow surge? Define and **DOMINATE** any "target market" of your choosing . . . for less than \$2.00 per prospect? (It doesn't matter if you own a company selling sophisticated software only to the Fortune 1000 or a local flower shop, incredibly what I'm about to reveal to you can "re-invent" your entire marketing process for the better)!*

***If you are a Sales Professional:*** *How would you like to end cold prospecting once and for all? Possess new, powerful ways to magnetically attract prospects who are pre-disposed to view you as an expert ally and advisor, pre-disposed to buy from you? Put an end to being*

"screened," to phone tag? Have qualified prospects eagerly asking you to make time to see them?

**If you are a Sales Manager or Marketing Executive:** How would you like to cut all the fat, waste, even the uncertainty out of your company's advertising ... AND ... make your salespeople immensely more productive?

**All those benefits, and many more, are readily available -- with my marketing strategies, notably my "Magnetic Marketing Systems." (as written up in Success Magazine)**

This series includes examples of successful letters by Restaurant, Sales Careers, Professional Practices, Retail Stores, Consumer Service, Business To Business, Industrial .... and more

On Tape 5b Dan says: *"The best copywriters are those that have sold nose to nose, toes to toes to Mom and Dad."*

Have I done this? In 1979 I started selling Amway products house to house, impressing housewives with demonstrations of SA8, LOC and Metal Cleaner. Later I sold Encyclopedia Britannica then Term Insurance and Retirement Plans. I received plenty of "sales person of the month" awards too.

### 3) **Magnetic Sales Letters**

This is 281 pages of Dan Kennedy's BEST sales letters along with exposé of Dan's ideas, principles and thoughts on why it yielded tens or even hundreds of thousands to himself or clients. I often use these models in copywriting for you as they assure success.

### 4) **How To Create A Tremendous Explosion of Profit ...** Course in 6 Lessons

### 5) **No B.S, No Holds Barred, Kick Butt, Take No Prisoners and Make Tons of Money Success Book.**

126 pages of Dan's thinking and experiences. On p10 he writes: *I have occasionally been introduced as The Professor of Harsh Reality ... I do not believe in confusing positive thinking with fantasy... In this book I've tried to share, from my 25-plus years of experience of entrepreneurial adventure, what is. [i.e positive thinking yet harsh reality vs fantasy.]*

### 6) **Ultimate Success Secret** 71pp

Dan believes this to be the most powerful book he has ever written. On p4 Dan writes: *Is there one single secret to success of such overriding importance that, if concentrated upon exclusively, will literally change a person's entire life experience and results? If so, what is it? That's right, - one. I believe that I have identified the*

*one, single, sole "secret of success" universally shared and relied on, above all other success secrets, by all extraordinarily successful individuals. And it is my contention that any person who discovers, accepts, comes to understand, and gives priority, paramount importance to this one secret can and will quickly create unbelievable breakthroughs in his or her life. Incidentally, my focus has been quite different than Napoleon Hill's. I have paid a lot less attention to the thinking of the successful, and paid a lot more attention to their behavior.*

**7) How To Turbo Charge You Sales and Profits.**

Video with 35pp hard-to-get transcript. This is Dan Kennedy's most famous talk. Amongst other things, He outlines a sales letter campaign that has reaped millions for his clients. Measured results include \$1 investment for \$4 return.

**8) Dan's incredibly successful "Farming" Series of sales Letters:**

I have a copy of the letters and know the principles. I custom create a series of these letters for just \$1,500 ... or \$6,000 with written guarantee that you make at least \$10,000 gross profit using them.

**9) 63 Killer Marketing Secrets 89pp**

I'll quote from this shortly.. and you'll be stunned!

**10) 4 Hours System Seminar**

plus 12 Lesson's on "The System" for Internet traffic generation and traffic conversion. An excerpt from Lesson 1 points to a website and asks: *Did you look? Aren't you amazed at how such a primitive, amateurish looking site can make so much darn money? I was. But Jerry is one smart dude. He focuses on the money not on appearances.*

11) I am part of the **Glazer-Kennedy Inner Circle** and since 2002 have been one of his subscribers to Dan's No B.S. e-letter now called *Success Marketing Strategy*.

**12) Plus: Magnetic Internet Power Marketing.**

Not written by Dan himself but someone who has applied his principles and made a fortune. The author, Frank Kern quotes Dan: *The Internet is just like mail order...but without the mail.*

**Secondly**, Everyone knows that to be in advertising and copywriting you need to be creative. Right? Um! Dan Kennedy disagrees!

On p5 of 63 *Killer Marketing Secrets* The FIRST thing Dan Kennedy tells us about marketing is: **BEWARE CREATIVITY**. It is interesting to note that much of the advertising that wins the awards and the approval of the advertiser (that's you) .... fails miserably in selling anything. **Most marketing purposes can best be served by sticking to the proven basics, rather than relying on the current creativity fads.**

**For this reason, the true Dan Kennedy style copywriter does not try to be "creative". We stick to what is tried true and tested; formulas we know work.**

Speaking of current fads, Dan also expresses these thought from experience and testing: SEO (Search Engine Optimisation) is BIG at the moment. That's fair for traffic, but traffic doesn't bring money. Conversion to sales does. Thousands of web sites are relying on SEO for their income, but a re-write of their sales copy could quadruple their conversion ratio. Tests have indicated that by changing headlines only and not even touching copy, can increase conversion a whopping 400% or more. Consider how that would affect your bottom line!

A Rumanian proverb says:

Only fools learn from their experience, the wise learn from the experience of others.

**If you want sales writing which is as near to Dan Kennedy as you can without the price tag, you've found the right copy witer!**

**Thirdly** you may ask how to tell the difference between true Dan Kennedy stlye copywriting and "Dan Kennedy look alike" copywriting.

**I'll be brutal in my answer. You can't tell just by looking at it!  
The difference, more often than not in RESEARCH regarding the client**

Many full time copywriters will be strong on asking you what you want to please you, to impress you, to bend over backwards to get your ratings. That's fine BUT... .. **I ask you MANY questions about your clients, their needs, their desires, their demographics & psychographics if you know them. I ask "WHAT DO THEY SAY?"** The more completely, honestly, accurately, and in depth you can answer the questions, the more **effective** your sales copy will be.

Successful direct mail focuses on the prospect, not the product. **The most useful background research you can do is to ask your typical prospect, "What's the biggest problem you have right now?" Dan Kennedy says the sales letter should talk about that PROBLEM AGITATE it, then promise a SOLUTION.**

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