

 #AFNC16



Associations Forum National Conference

4th – 5th July 2016



4C The 7 Steps to Writing Headlines that get Great Results

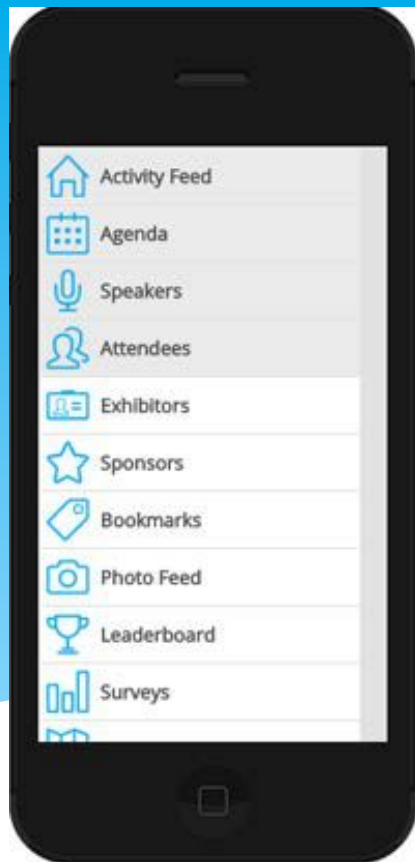
Associations Forum Conference App

HOW TO DOWNLOAD THE APP

- Get the Android app via Google Play App Store
- Get the iOS app from the Apple App Store

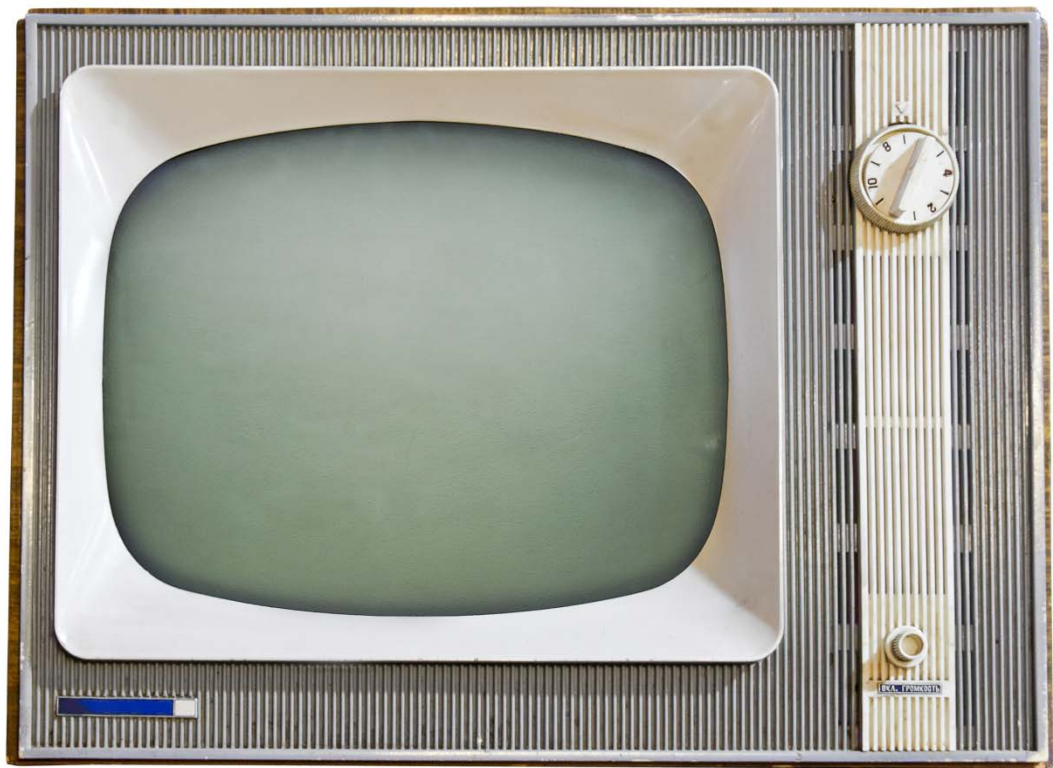
Login: **your email address used to register**

Password: **melbourne**



The 7 steps to writing headlines that get great results

- how to write copy for
association and member-based
organisation



What business are you in?



AUSTRALIA
POST

The image shows the Australia Post logo, which consists of a stylized white 'P' inside a circle, followed by the word 'AUSTRALIA' in a smaller, white, sans-serif font, and the word 'POST' in a large, bold, white, sans-serif font. The entire logo is set against a vibrant red background that is covered in numerous small, white, realistic-looking water droplets of varying sizes. The logo elements appear to be slightly raised from the surface, with droplets clinging to them. The entire composition is framed by a thin, off-white border that has a slightly distressed or torn edge appearance.

Travel Cards

Travel Insurance

Combined Financial Services Guide
and Product Disclosure Statement
Effective 01 October 2011

- ☒ Money Back Guarantee
(within 15 days from purchase. See page 4)
- ☒ 24hr Emergency Assistance
- ☒ Overseas Medical and Dental
- ☒ Trip Cancellation and
Amendment Cover
- ☒ Luggage Cover
- ☒ "Reveal the Insurance Secret"

*Available on the International Comprehensive Plan only



To find out more, call 1300 738 015
or go to au.post.com.au/travelinsurance

For a quote, call 1300 738 015
au.post.com.au/travelinsurance
We reserve the right to vary the terms and conditions of this insurance cover without notice.
We warrant that the information on this page is true, correct and complete.

To find out more, call 1300 738 015
or go to au.post.com.au/travelinsurance

For a quote, call 1300 738 015
au.post.com.au/travelinsurance
We reserve the right to vary the terms and conditions of this insurance cover without notice.
We warrant that the information on this page is true, correct and complete.

Phone cards



The image shows the packaging for a Prepaid TravelSIM card. At the top left is a red square logo with a white 'P'. To its right is a white outline of a SIM card. Further right, the price '\$49.95' is printed in large black font, with 'includes \$5 credit' in smaller text below it. The main title 'Prepaid TravelSIM[®]+' is prominently displayed in black and red. Below this, the phrase 'Travel with confidence' is written in black. A bulleted list of features follows: 'Data, voice and text around the world', 'No minimum daily spend', and 'Stay in control of your costs'. The background of the card features a hand holding a smartphone displaying a map with a red location pin. In the bottom left corner, a white circular badge contains the text 'TRI SIM' in red, followed by 'Fits all phones and tablets' in black.

P

\$49.95
includes \$5 credit

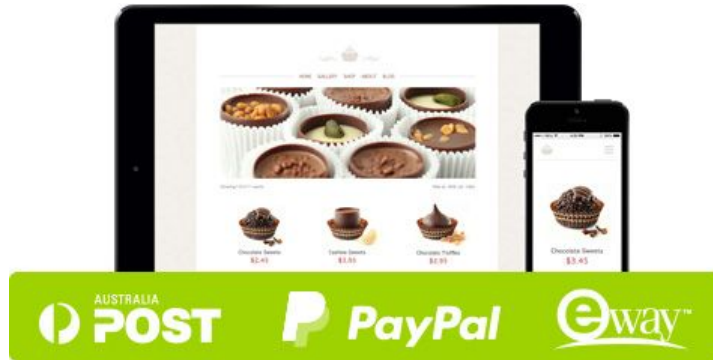
Prepaid
TravelSIM[®]+

Travel with confidence

- Data, voice and text around the world
- No minimum daily spend
- Stay in control of your costs

TRI SIM
Fits all phones
and tablets

Websites and hosting



Online shopping portal





Memorial Glass

Cremated ashes into beautiful glass



14 June 2016

THE HUFFINGTON POST

AUSTRALIA

Edition: AU ▼



494K



FRONT PAGE

NOW

POLITICS

WORLD

SPORT

REFRESH

STYLE

FOOD

TRAVEL

INNOVATION

SMALL BUSINESS

WHAT'S WORKING

BLOG

VIDEO

White House 2016 • Entertainment • Life • LGBTI • Home • Health • Headstart • Blueprint • Green • Money • How We Work • Laugh/Cry • Reads • iOS App • Android App



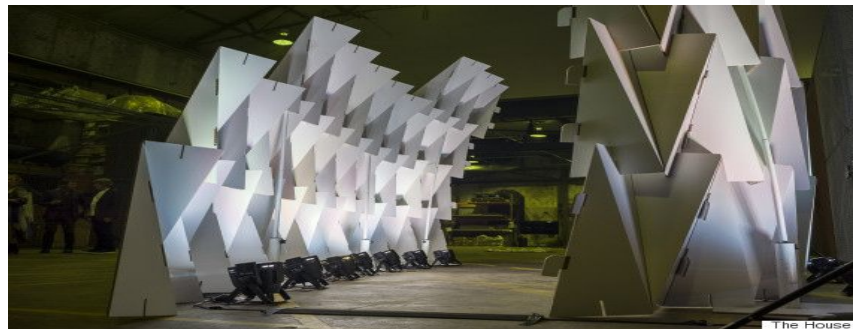
8 Tasty Recipes To Make For Taco Tuesday



Greens Want \$8 Billion Extra By 2020 For Australia's Foreign Aid

Funerals With A Difference: This Company Is Changing The Way We Say Goodbye

🕒 01/04/2016 5:30 PM AEDT | Updated April 1, 2016 17:30



The House





The logo for VINOmofos. The word "VINO" is in white, with the letter 'i' having a small dot that resembles a wine drop. The word "mofos" is in a bright green color, with the letters 'o', 'f', and 'o' featuring concentric circles inside them, giving it a stylized, bubbly appearance.

VINOmofos

GOOD VINO. REAL MOFOS. EPIC DEALS.

**Here's why getting it
right pays off:**





1994 =
\$500,000

1999 =
\$57
million

Wrong: What's the next big thing?



Right: What problem is yet to be solved?

GONE!



Leasing cars to Uber drivers



Danny at
32 car
driv
Simc

Uber drivers, no car require

■ Lucy Battersby

Ever wondered how a young Uber driver can afford such a nice car? It turns out they could be leasing it or sharing it with other drivers. One man who spoke to Fairfax Media owns 32 cars that he leases out to Uber drivers for up to \$400 a week, with most cars taken for three to six months at a time.

This widespread car leasing resembles the old taxi industry model of wealthy cab-owners letting multiple vehicles out to employees.



Only this time there is no licence, nor regulatory structure.

It also contradicts Uber's image of car-owners sharing rides with passengers to earn extra money

during their spare time.

There has been "never-ending demand" for lease vehicles from car-less Uber drivers, according to "Danny" from MMBB Logistics. He runs a fleet of 32 vehicles which have been approved by Uber for use in ride-sharing. Danny asked for his full name not to be used due to Uber's legal status in Victoria.

"I bought three more [cars] yesterday," he told Fairfax Media this week.

He says drivers were still making money even if they lease a car, petrol and cleaning costs. He said between \$270 and \$400 a week.

"I have got commercial insurance on every car [But] at the end of the day they are not insured for Uber. No," Danny said.

His business partner, Jo, added that he put the name of the driver less on the insurance certificate.

But some cars had done so many kilometres during the lease that the drivers were sub-leasing to other drivers not named on the insurance. Danny said the cars on the road 24 hours a day means there would be no insurance if the sub-lease driver was involved in an accident.

Uber claims to have its own insurance for every ride-share trip.

A spokesman for Uber said that drivers could share a single car, but each driver was registered.

"Anyone who is 21 years or older, has a full [unconditional] valid driver's licence and has access to a four-wheel drive for nine years [old] or younger, or is a former UberX partner," the spokesman said.

Uber drivers get a police check and a driving history check. But Uber said drivers are subject to re-checks to ensure their records remain clear.

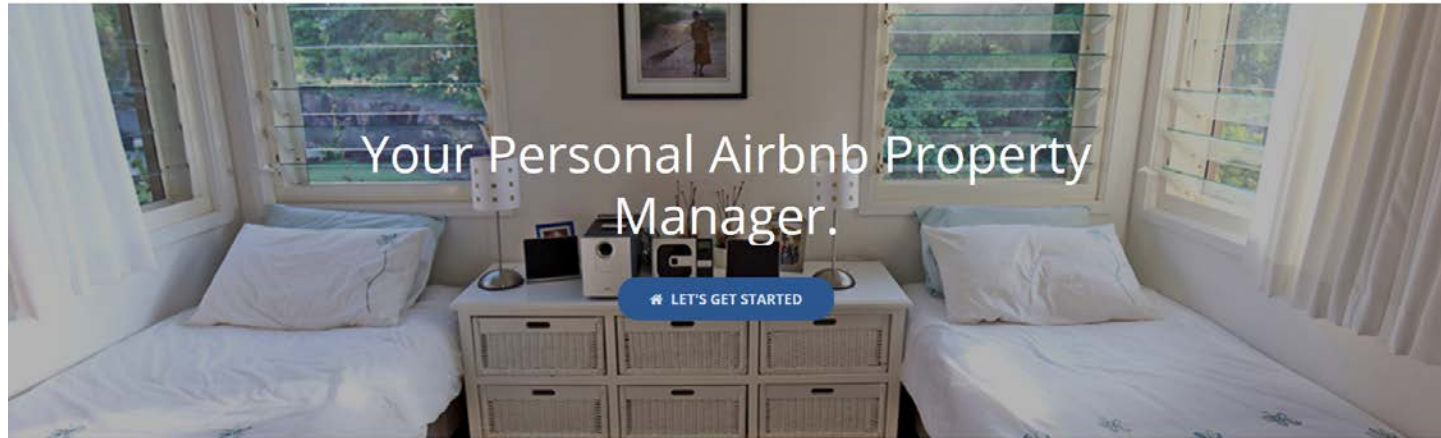
And Uber does not check the driving records of drivers to work in Australia who are not considered employees.

Source: The Age April 2016

Managing AirBnB properties



[Airbnb Management](#) [Pricing](#) [FAQ](#) [Contact Us](#) [Q](#)



Uber now delivers food



...and parcels



Be on the look out for:

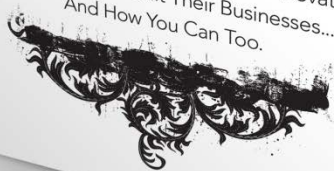
- Wouldn't it be great if...
- They oughta a...
- I wish...

BERNADETTE SCHWERDT



SECRETS OF **ONLINE** ENTREPRENEURS

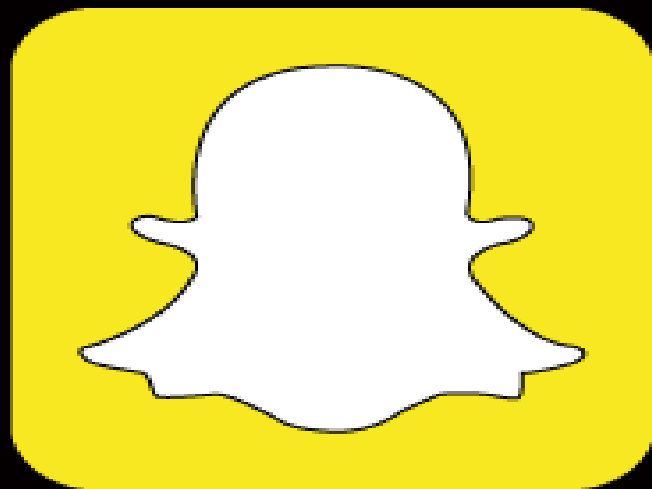
How Australia's Online Mavericks, Innovators
and Disruptors Built Their Businesses...
And How You Can Too.



WILEY

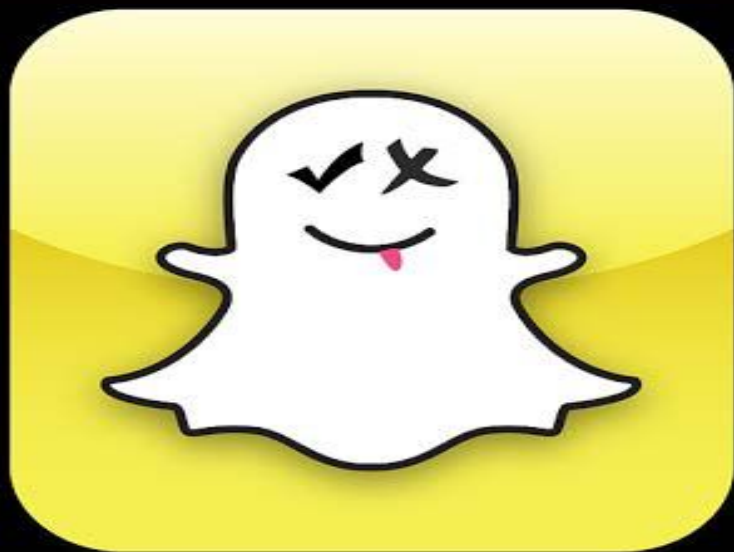
Be on the look out for:

- Wouldn't it be great if...we could take a photo, see it for 10 seconds and delete it!



Be on the look out for:

- Wouldn't it be great if...we could take a photo, see it for 10 seconds and take a snapshot of it before it's deleted!



What am I?

- I wish there was an app that told me where all the whiting were swimming today.

Fishfinder



What am I?

- I wish there was an app that helped me compare insurance policies.

Get peace of mind with the
right **life insurance**

[Compare Now](#) or call 1800 204 124



Brands you can trust





What problem is yet to be solved for your members/customers?

1. Wouldn't it be great if...
2. They oughta...
3. I wish...

7 steps to writing great headlines:

- What copywriters do and why words matter
- The writing success cycle
- The 2 main types of copywriting
- 7 steps to writing great copy for websites, sales letters, newsletters etc.
- Top formulas for writing headlines that work
- How to adapt them to any business

REVISED AND UPDATED

— THE — DIAMOND CUTTER

THE BUDDHA ON MANAGING
YOUR BUSINESS AND YOUR LIFE

GESHE MICHAEL ROACH AND
LAMA CHRISTIE McNALLY





Words
have power!

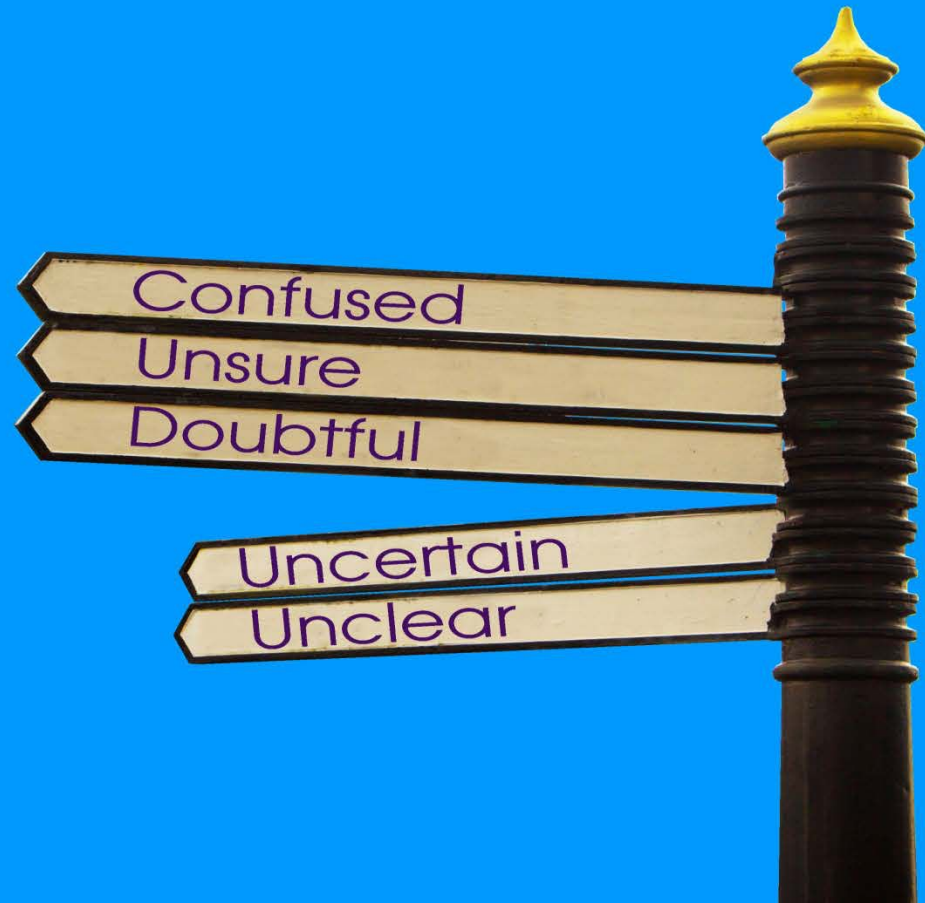


**JOBS AND
GROWTH !!**



4 reasons why we don't we write:





Confused

Unsure

Doubtful

Uncertain

Unclear

A close-up photograph of a person's hand holding a yellow sticky note. The sticky note is attached to a white surface, likely a shirt, as a button is visible in the background. The note has horizontal lines and contains a list of three performance levels. The word 'excellent' is underlined in red ink.

excellent
good
average

Procrastination Is The Thief of Time

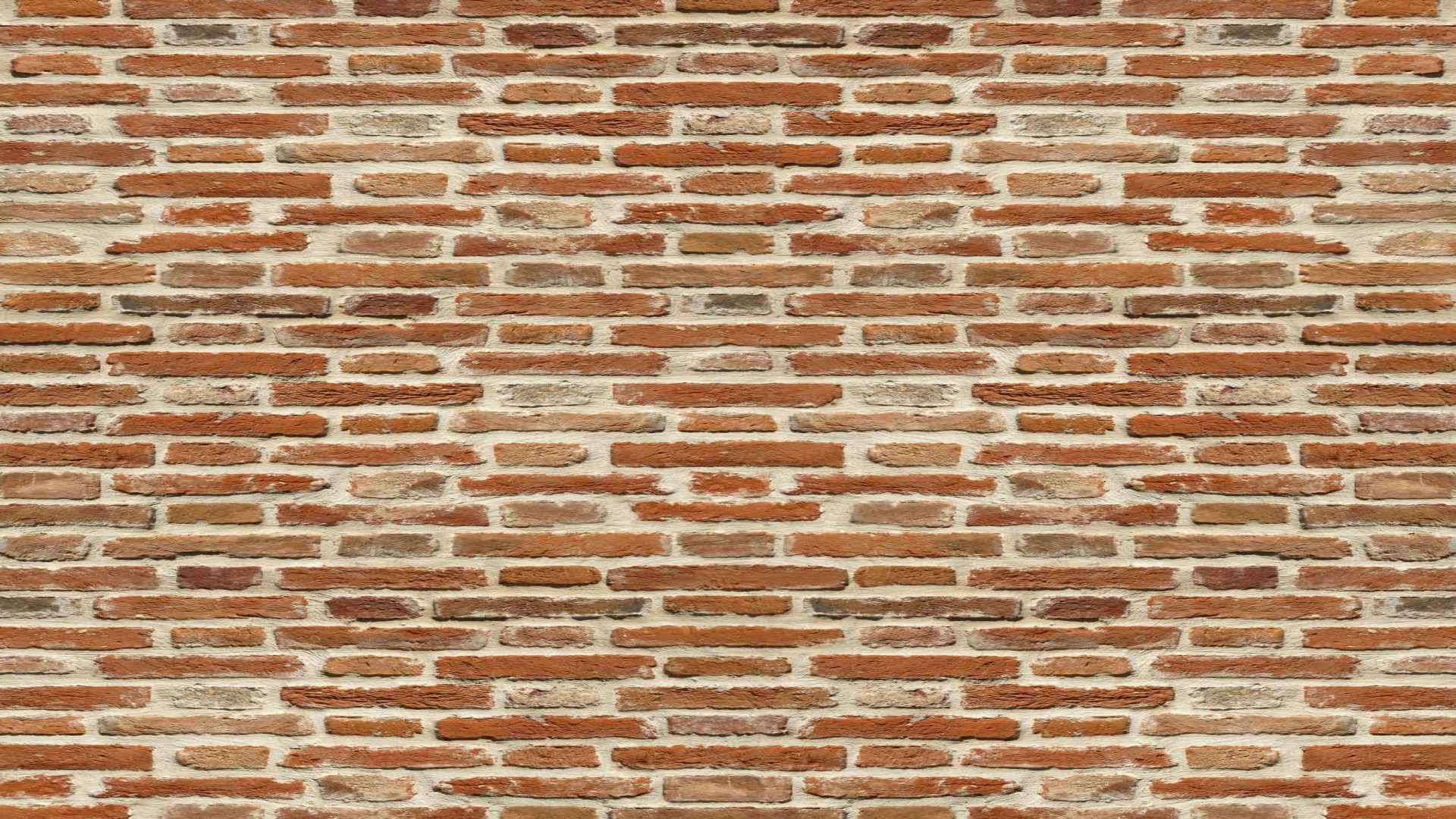


Copywriters solve problems...



Copywriters seek to...

- Get a response
- Get people to take action
 - Buy a service
 - Change an opinion
 - Change an action - stop smoking, save water
- Tell people what's in it for them
- Motivated by self-interest

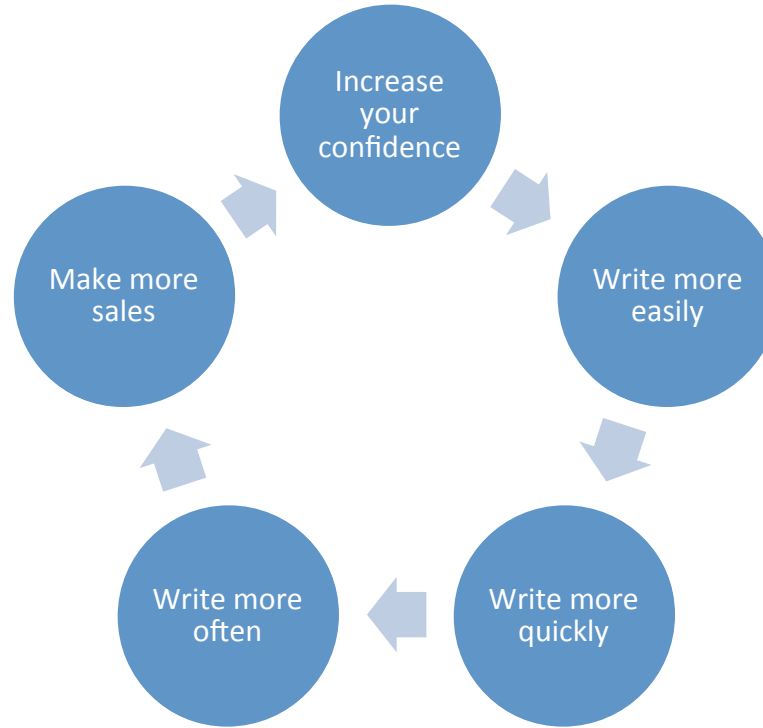


~~PERMADEXTM~~



why not try something different?

The Writing Success Cycle



Two Types of Advertising:

Conceptual:

Direct
Response:

Conceptual:

Awareness
Expensive
Mass Media
Long Term
No action needed

Direct Response:

Selling
Cheap
Small Business
Short Term
Action needed

Conceptual:

Small penis? Have I got a car for you.



If you're going to overcompensate, then by all means, overcompensate.
Loaded '89 911 Carrera 4. Call (312) 552-1676. Ask for Tiny.

JOE'S PORSCHE





**Supercalafragilistic
exit halitosis.**

Mouthwashing with TCP spells the end for germs that cause bad breath.

POWER IS NOTHING WITHOUT CONTROL.



Carl Lewis is a member of the Santa Monica Track Club.

IF YOU'RE GOING TO DRIVE, DRIVE



Australian School of Copywriting



Straight Headline

POWER IS NOTHING WITHOUT CONTROL.

Bent Image



**Alone, they mean nothing.
Together, they make sense...**

POWER IS NOTHING WITHOUT CONTROL.



IF YOU'RE GOING TO DRIVE, DRIVE

PIRELLI



Supercalafragilistic exit halitosis.

Mouthwashing with TCP spells the end for germs that cause bad breath.



Australian School of Copywriting



Straight Image...



Bent Headline...

**Supercalafragilistic
exit halitosis.**

Mouthwashing with TCP spells the end for germs that cause bad breath.

**Alone, they mean nothing.
Together, they make sense...**



**Supercalafragilistic
exit halitosis.**

Mouthwashing with TCP spells the end for germs that cause bad breath.



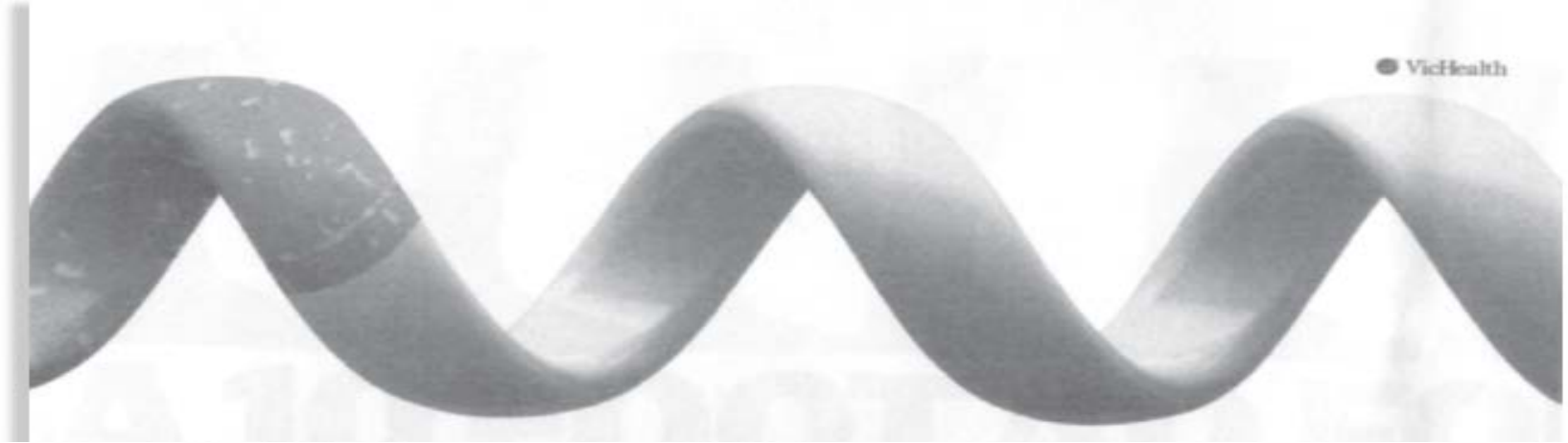
 VicHealth

Call the  uitline on 131 848.

Straight Headline...

Call the  uitline on 131 848.

Bent Image...



**Alone, they mean nothing.
Together, they make sense...**

 VicHealth

Call the  uitline on 131 848.



Example: Straight Headline

Straight Image – boring...



Direct Response:
...examples to
come...

Great Direct Response Advertising

- Has 7 building blocks/components
- Not every ad has all 7
- Conceptual = 1 or 2 components
- Direct response = 6 or more components



Secrets To Writing Successful Copy

Here's a 7-point structure for writing anything

- Headlines
- Websites
- Blogs
- Newsletters
- Emailers
- Sales Letters
- Brochures
- Advertisements



1

Headline

2



3

Sub-headline

4

Features & Benefits
Features & Benefits
Features & Benefits

Features & Benefits
Features & Benefits
Features & Benefits

5

6

7

Testimonial
Free Offer
Call To Action



Why use this template?

- Gives you a starting point – a ‘way in’
- Helps overcome procrastination and writer’s block
- The formula is the basis for all great direct response advertising
- Delivers a better result than ‘flying blind’
- Overcomes the need to ‘be creative’
- Can write any component at any time – no need to write it in any order

One component at a time...

1

Headline



The Top 5 Headline Formulas

5 Formulas:

1. How To...
2. Here's How/Learn How...
3. Ask A Question
4. The Lists
5. Numbers

How to create food advertising that sells.

by Ogilvy & Mather

Ogilvy & Mather advertises 217 different food products in 18 countries.

In the last ten years, we have conducted over 500 research studies to learn why some food advertisements sell and others don't. Here are some of the things we have discovered.

1. The more important decision you will ever make about your advertising is: How should I position my product?

Should you promote food? Or semi-solid dressing as a gourmet delight for people who appreciate its subtle blend of herbs and spices? Or as a product which competes with bottled salad dressings?

Should you promote Shake 'n Bake as a new flavor for chicken? Or as an easier way to get rid of tedious fried chicken? Later.

The result of your advertising will depend less on how it is created, than on how it is defended. It follows that the positioning must be decided before the advertising is created. Look before you leap.

2. When you make your positioning decision, work with it. In 1965, Ogilvy & Mather positioned Campbell's Soup as the most "satisfying" soup. We then followed through with great brand loyalty for the rest of the 1960s. Researcher: Food advertisement for soup is the most successful.

When you promote a food product, there are four principles that help it sell better.

1. Name your customer. To be specific, the product manager must know who you are. And different from: they need to learn again in ways. So it is up to the more concerned about

your customer, and to learn more about them, about the best the best. Give them.

2. Tell her how and when to use your product. In Germany, Saffola Margarine had been advertised for years as a table spread.

We recommended it as a spread. And it was a success.

What if you took it back? It would be a failure. It would be a failure.

3. Use the right words. In 1965, Ogilvy & Mather decided to promote the "100% pure" attribute. But the

advertising agency decided to use the word "pure" in the headline. The result was a failure.

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advertising agency decided to use the word "pure" in the headline. The result was a failure.

5. Don't forget to tell her it's healthy. Researcher: Food advertisement for soup is the most successful.

6. Give your product a distinctive personality. Food advertisement for soup is the most successful.

7. Use the right words. In 1965, Ogilvy & Mather decided to promote the "100% pure" attribute. But the

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We positioned Hershey's solid product, Hershey's Milk Chocolate Bar, as the market leader. Pandas were friends. "The great American chocolate bar."

We positioned Hershey's solid product, their new Ralls Bar, as the Hershey-covered hunger-stopper.

"You can't save seeds in an empty church."

Once you have determined the right positioning, you must communicate it. You must make your advertising interesting enough to make her move your product, to remember it, and take action. You must

use words in a way that can help you.

1. If you have a new product, say so. Your product will only be new once. Take advantage of it. "New" is a word that is used in advertising an average of 17 times. If you

emphasize the word "new" in your advertising, you will get a better response.

2. If you have a real point of difference, make the most of it. And demonstrate your point of difference. That is worth an average of 15 percent extra on the day after recall.

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4. Women respond to recipes. Recipes are more than double in readership. But don't have your recipe in foot, top, and bottom. It's not a cake.

5. Don't use recipes that are too easy. It's difficult to prepare. A new recipe for hamburger gets well over 100,000 readership. That's one for the recipe of the day.

6. Don't be cheap. Food ads that have large chunks of meat cost 10 times as much as those that have small chunks. The result is a 10 percent increase in sales.

7. Use the right words. In 1965, Ogilvy & Mather decided to promote the "100% pure" attribute. But the

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14. Give your product a distinctive personality. Food advertisement for soup is the most successful.

15. Use the right words. In 1965, Ogilvy & Mather decided to promote the "100% pure" attribute. But the



In 1965, we saw the need for a new product. Maxwell House Coffee was the answer.

"Rules are for the obedience of fools and the guidance of wise men."

At Ogilvy & Mather, we believe in knowing what the rules are, even though we may sometimes decide to break them.

That is why we have developed unique and original ideas for advertising food, promoting products, building products, travel and more.

For special information, a free booklet of our staff and for the history of Ogilvy & Mather.

Ogilvy & Mather's food clients in the United States:

Baskin & Robbins
Campbell Soup Company
General Foods
Hershey Foods Corporation
Levi Brothers

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

JOHN D. ROCKEFELLER, Sr. once said: "The ability to deal with people is a commodity as sugar or coffee. And I will pay more for that ability than for any other under the sun."

Wouldn't you suppose every college would conduct practical courses to develop this "highest priced ability under the sun"? To our knowledge, none has.

How to develop that ability is the subject of Dale Carnegie's amazing new book.

A few years ago Chicago University and the United Y.M.C.A. Schools made a survey to find out the prime interest of adults. The survey took two years, cost \$25,000. It indicated that their first interest is health and their second, how to understand and get along with people, how to make people like you, how to win others to your way of thinking.

Wouldn't you suppose that after the members of this survey committee had decided to give such a course, they could readily have found a practical textbook? They searched diligently yet could find none suitable.

The book they were looking for was recently published and overnight became a best seller. 16,000 copies were sold in three days of last week alone. More than 500,000 copies have been sold to date. IT IS OUT SELLING ANY OTHER BOOK IN AMERICA TODAY!

A New Book—and the Man Behind It

It is called *How to Win Friends and Influence People* and is written by the one man who is perhaps better qualified to write it than anyone else.

Dale Carnegie is the man to whom the big men of business come for practical guidance on the subject of getting along with people, dealing with them successfully, winning them to their own way of thinking. During the last 25 years he has trained more than 17,000 business and professional men and women among them some of the most famous in the country.

When he conducts his course on Public Speaking and How to Influence People in the ballroom of the Hotel Commodore or The Pennsylvania, or the Hotel Astor, the second largest hall in New York, the place is packed to capacity. Large organizations—The New York Telephone Co., Westinghouse Electric and Manufacturing Company, and many others listed elsewhere on this page—have had this training conducted by Mr. Carnegie in their own offices for their members and executives.

This new book, *How to Win Friends and Influence People*, grew and developed out of that vast laboratory of experience. As you can judge from the panel at the top of this advertisement, it is as practical as 24 years of actual successful experience with the problems of thousands of people in all walks of life can make it.

Consider the Case of Michael O'Neil

Michael O'Neil lives in New York City. He first got a job as a mechanic, then as a chauffeur. When he got married he needed more money. So he tried to sell automobile trucks. But he was a terrible flop. He suffered from an inferiority complex that was eating his heart out.

On his way to see any prospect, he broke out into a cold sweat. Then, before he could get up enough courage to open his door, he would be called away and down in front of an office half a dozen times.

When he finally got in, he would invariably find himself antagonized, arguing. Then he would get kicked out—never knowing quite why.



The Reader's Digest" devoted 10 pages to this volume. Because of this, the book has become the "Bible" of the world. It is a treasure of anecdotes and common sense lessons on human relations in which HOW TO WIN FRIENDS AND INFLUENCE PEOPLE abounds.

THIS IS A BIG BOOK OF THIRTY-SEVEN CHAPTERS, INCLUDING:

- The Big Secret of Dealing with People
- Six Ways to Make People Like You Instantly
- An Easy Way to Become a Good Conversationalist
- A Simple Way to Make a Good First Impression
- How to Interest People
- Twelve Ways to Win People to Your Way of Thinking
- A Sure Way of Making Enemies—and How to Avoid It
- The Safety Valve in Handling Complaints
- How to Get Cooperation
- A Formula That Will Work Wonders for You
- The Movies Do It—Radio Does It—Why Don't You Do It?
- Nine Ways to Change People Without Giving Offense or Arousing Resentment
- How to Criticize—and Not Be Hated for It
- How to Spur Men on to Success
- Making People Glad to Do What You Want
- Letters That Produce Results
- Seven Rules for Making Your Home Life Happier

He was such a failure he decided to go back to work in a machine shop. Then one day he received a letter inviting him to attend the opening session of a Dale Carnegie Course.

"It may do you some good, Mike. God knows you need it!"

He didn't want to go, he was afraid that he would be out of place among a lot of college men. But his despairing wife made him, saying, "It may do you some good, Mike. God knows you need it."

He went to the meeting, and other meetings of the course. He lost his fear, he learned how to talk charmingly and convincingly, how to make people like him at once, how to win friends and—

Today Michael O'Neil is a star salesman for one of the country's largest manufacturers of motor trucks. His income has mounted and skyrocketed. Last year at the Hotel Astor, he stood in front of 2500 people and told a rollicking story of his achievements. Few professional speakers could have equalled his confidence or his reception.

Michael O'Neil is a salesman—but his problem was exactly the same as that of thousands in other fields, the fundamental one of *getting along with people*. The way it was solved is just one example of what Dale Carnegie has meant to more than 17,000 people in all types of endeavor. What Dale Carnegie has done for them, he can do for you. Look at the chapter headings. They indicate the amount of hitting, priceless information Dale Carnegie's book contains. But the subject is so intensely important that we say, look at this book without obligation. Then decide whether or not you want to own it.



DALE CARNEGIE

Dale Carnegie is the man the men of business come to for practical instruction in getting along with people. During the last 25 years he has trained more than 17,000 business and professional men—more than any other living man.

Large organizations such as:

- Westinghouse Electric Corporation
- Brooklyn Chamber of Commerce
- Philadelphia Chamber of Commerce
- Philadelphia Electric Co.
- Philadelphia Gas Works Co.
- Belmont Engineering Corporation
- Life Underwriters Association

have had this training conducted by Dale Carnegie for their members and executives.

Written as a direct result of Dale Carnegie's experience, the only working manual of its kind ever written to help people solve their daily problems in human relationships.

SEND NO MONEY

Try Dealing THIS WAY With People—For Just FIVE DAYS!

This book has been published for over a short time. Yet it is now outselling any other book—fiction or non-fiction—in America! The presses are now running continuously to turn out 5,000 copies daily.

When you get your copy simply read it; there are no "exercises" to be practiced. Then try for five days Dale Carnegie's simple method of dealing. Judge for yourself, in your daily social or business life, how easily when ever you do, say, or write, can win the friendship, and the hearty cooperation of others. If you receive any negative response, or any friction, or any other negative response, or any action at all.

It is not necessary to send any money now. You may pay for the book when it comes. The book is delivered with the definite understanding that its price of \$1.96 will be refunded to you if you wish. If you do what we claim, it will mean more to you than ANY book or course we do not want you to keep it. Mail this coupon at once.

Simon and Schuster, Dept. C-628, 385 Fourth Ave., New York

SIMON and SCHUSTER, Publishers
Dept. C-628, 385 Fourth Ave., N. Y. C.

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This **free report** explains why traditional approaches to career management are fundamentally flawed.

It then introduces a practical and highly effective alternative that has provided breakthrough career results for more than 20,000 executives around Australia!

- **Discover eight ways** managers and executives commonly mismanage or neglect their careers.
- Learn how to **tap opportunities within the non-advertised job market** that comprises up to 75% of all positions.
- Discover the key indicators of **Career Atrophy** — and what you can do to reverse its insidious effects.

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LEAD

How I Learned to Lean Forward, Every Day

BY ERIC HOLTZCLAW @EHOLTZCLAW

One secret to my success is a refusal to dwell on the past. Four steps to stay focused on the future.



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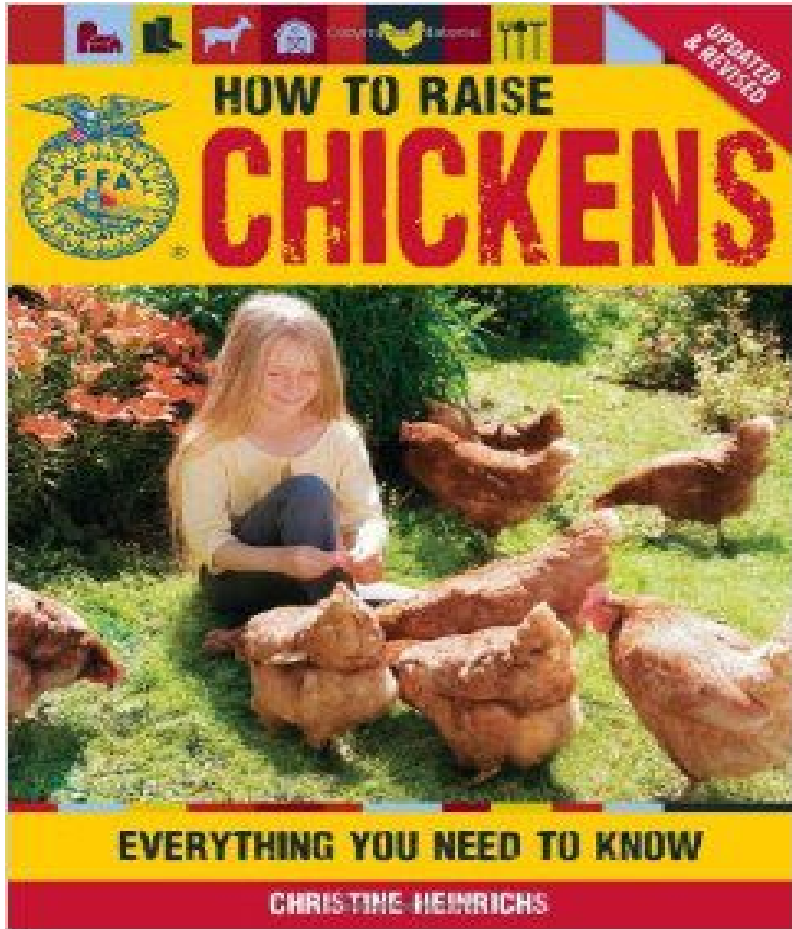


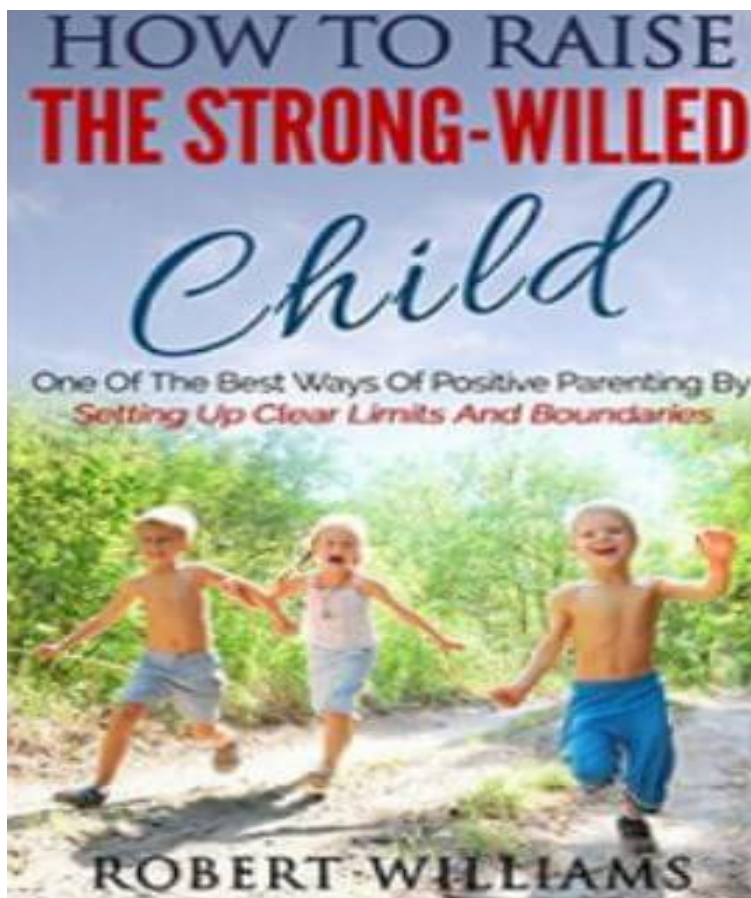
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Inside Mark Cuban's \$2 Million 'Shark Tank' Horror Deal

BY GRAHAM WINFREY







BERNADETTE SCHWERDT



SECRETS OF **ONLINE** ENTREPRENEURS

How Australia's Online Mavericks, Innovators
and Disruptors Built Their Businesses...
And How You Can Too.

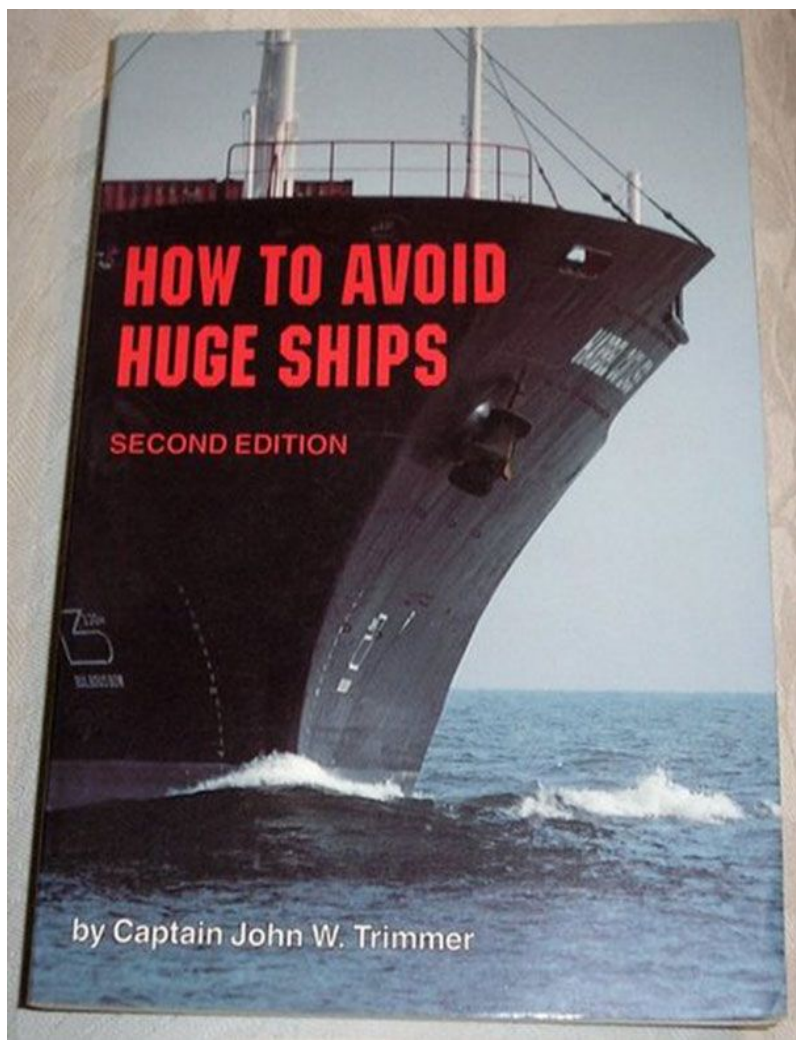


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HubSpot



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- “How A Strange Experience Saved Me From Bankruptcy.”

Add a twist...

- 2. The 'Here's How' Headline / 'Learn How To' Headline

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Can Get Free Legal Advice

Here's How To Get Free Money
From The Government To Run
Your Association Event.

Here's How To Get A Meeting With A Senior Government Minister

Learn How To Run Your First Not-For-Profit Board Meeting



Write a few headlines for your organisation using one of the formulas:

1. How to...
2. Here's how...
3. Learn how to...

3. 'Ask A Question' Headline

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.....

Your password is
One of the 500 most common passwords
It would be cracked almost instantly

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To Have Unlimited Numbers Of
Women Literally BEG For Your
Body, No Matter Your Looks,
Age, Or Income!

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Do You Make These Mistakes in English?

Sherwin Cody's remarkable invention has enabled more than 70,000 people to correct their mistakes in English. Only 15 minutes a day required to improve your speech and writing.

MANY persons say "Did you hear from him today?" They should say "Have you heard from him today?" Some spell calendar "calender" or "calander." Still others say "between you and I" instead of "between you and me." It is astonishing how often "who" is used for "whom," and how frequently the simplest words are mispronounced. Few know whether to spell certain words with one or two "c's" or "m's" or "n's," or with "ie" or "ei," and when to use commas in order to make their meaning absolutely clear. Most persons use only common words—colorless, flat, ordinary. Their speech and their letters are lifeless, monotonous, humdrum.

Why Most Persons Make Mistakes

What is the reason so many of us are deficient in the use of English and find our careers stunted in consequence? Why is it some can not spell correctly and others can not punctuate? Why do so many find themselves at a loss for words to express their meaning adequately? The reason for the deficiency is clear. Sherwin Cody discovered it in scientific tests which he gave thousands of times. *Most persons do not write and speak good English simply because they never formed the habit of doing so.*

What Cody Did at Gary

The formation of any habit comes only from constant practice. Shakespeare, you may be sure, never studied rules. No one who writes and speaks correctly thinks of rules when he is doing so.

Here is our mother-tongue, a language that has built up our civilization, and without which we should still be muttering savages! Yet our schools, by wrong methods, have made it a study to be avoided—the hardest of tasks instead of the

most fascinating of games! For years it has been a crying disgrace.

In that point lies the real difference between Sherwin Cody and the schools! Here is an illustration: Some years ago Mr. Cody was invited by William Wirt, author of the famous Gary System of Education, to teach English to all upper-grade pupils in Gary, Indiana. By means of unique practice exercises Mr. Cody secured more improvement in these pupils in five weeks than previously had been obtained by similar pupils in two years under old methods. There was no guess-work about these results. They were proved by scientific comparisons. Amazing as this improvement was, more interesting still was the fact that the children were "wild" about the study. It was like playing a game.

100% Self-Correcting Device

The basic principle of Mr. Cody's new method is habit-forming. Any one can learn to write and speak correctly by constantly using the correct forms. But how is one to know in each case what is correct? Mr. Cody solves this problem in a simple, unique, sensible way.

Suppose he himself were standing forever at your elbow. Every time you mispronounced or misspelled a word, every time you violated correct grammatical usage, every time you used the wrong word to express what you meant, suppose you could hear him whisper: "That is wrong, it should be thus and so." In a short time you would habitually use the correct form and the right words in speaking and writing.

If you continue to make the same mistakes over and over again, each time patiently he would tell you what was right. He would, as it were, be an everlasting mentor beside you—a mentor who would not laugh at you, but who would, on the contrary, support and help you. The 100% Self-Correcting Device does exactly this thing. It is Mr. Cody's silent voice behind you, ready to speak out whenever you commit an error. It finds your mistakes and concentrates on them. You do not need to learn anything you already know. There are no rules to memorize.

Only 15 Minutes a Day

No more than fifteen minutes a day are required. Fifteen minutes, not of study, but of fascinating practice! Mr. Cody's students do their work in any spare moment they can snatch. They do it riding to work or at home. They take fifteen minutes from the time usually spent in profitless reading or amusement. The results really are phenomenal.

Sherwin Cody has placed an excellent command of the English language within the grasp of every one. Those who take advantage of his method gain something so priceless that it can not be measured in terms of money. They gain a mark of breeding that can not be erased as long as they live. They gain a facility in speech that marks them as educated people in whatever society they find themselves. They gain the self-confidence and self-respect which this ability imparts. As for material reward, certainly the importance of good English in the race for success can not be overestimated. Surely, no one can advance far without it.

Free—Booklet on English

It is impossible, in this brief review, to give more than a suggestion of the range of subjects covered by Mr. Cody's new method and of what his practice exercises consist. But those who are interested can find a detailed description in a fascinating little booklet called "How You Can Master Good English in 15 Minutes a Day." There is no obligation involved in writing for it. Merely mail the coupon, a letter, or a postal card for it now. Sherwin Cody School of English, 14 Searle Building, Rochester, N. Y.

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14 Searle Building, Rochester, N. Y.

Please send me your new free booklet, "How You Can Master Good English in 15 Minutes a Day."

Name.....
Address.....

This valuable booklet can not be sent to children

Do You Make These
9 Decorating Mistakes?



**Are you making these
mistakes with your digital
marketing measurement?**

Adapt To Suit You...

Do You Make These
Mistakes When Running
A Board Meeting?

Do You Make These
Mistakes With Your
Association Volunteers?

Is Your Association
Insolvent?

Would You Know
What To Do If It Was?

Are You Tired Of
Running Events
That No-one Attends?

4. The 'Lists'

5. 'Numbers' headlines

THE TEN COMMANDMENTS

I. Thou shalt have no other Gods before me

II. Thou shalt not make unto thee
any graven image

III. Thou shalt not take the name
of the Lord thy God in vain

IV. Remember the sabbath day, to keep it holy

V. Honor thy father and thy mother

VI. Thou shalt not kill

VII. Thou shalt not commit adultery

VIII. Thou shalt not steal

IX. Thou shalt not bear false witness
against thy neighbor

X. Thou shalt not covet

Exodus 20

Add a twist...



THE MILLIONAIRES TEN COMMANDMENTS

by Dr. Jay C. Polmar



g r e e d



w r a t h



v a n i t y



e n v y



l u s t



g l u t t o n y



s l o t h

THE SEVEN DEADLY SINS

Add a twist...

GAMBIT

The Seven Deadly Chess Sins

Scotland's youngest grandmaster discusses the most common causes of disaster in chess

Jonathan Rowson



SEVEN SECRETS

of a Successful
Trucking Company



Seven Secrets of Self-Made Multimillionaires



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CONTRIBUTOR

International Sales Expert



FEBRUARY 02, 2012

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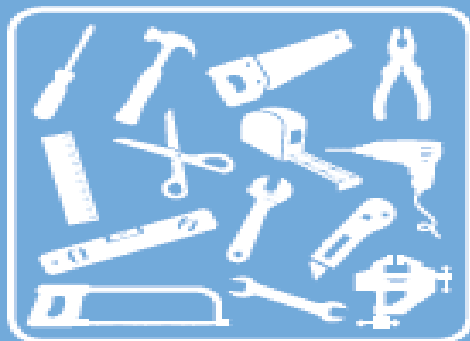
The seven secrets that hotel owners don't want you to know



Hotel bosses spill the beans on cost cutting and horrible hygiene

15 Business Blogging Mistakes

And Easy Fixes



How to Fix the
Most Common
Blogging Bloopers

A publication of
HubSpot



1 Tip of a flat belly :



Cut down 3 lbs of
your belly every
week by simply
using this
1 weird old tip.



Adapt To Suit You...

11 Powerful Ways To Build Your Membership Base.

Hiring A Lobbyist:
The 30 Crucial Questions
You Need To Ask

3 Powerful Reasons
Why You Should
Join The REIV before Nov 30.

The 7 Habits Of Highly Successful Associations

(What They Do That
Most Don't.)

10 Questions To Ask A Web Developer Before You Sign The Contract

Tip:

- Use a zero in the number - 10, 20, 30
- Use an odd number – 3, 7, 9, 101 etc
- “93% of people who consult a dietician lose weight. ie sounds more believable than 92%
- 93.7% sounds even better

1

Headline

2



Could be...

- Of you
- Staff
- Icons/Graphics of what you offer
- Premises
- The Product
- Location/Map
- Imagery
- Make it relevant
- If not, leave it out...use the space wisely

1

Headline

2



3

Sub-headline



The 7 Habits Of Highly Successful Associations

(What They Do That
Most Don't.)

Learn how to secure the future of your association, increase
your membership base and retain your sponsors.

7 out of 10 people over 50 have
trouble reading.

If you squint to read this, you may need glasses.

Here's how to find out.

Find an optometrist near you now with our Suburb
Locator Guide.

1

Headline

2



3

Sub-headline

4

Features & Benefits
Features & Benefits
Features & Benefits

Features & Benefits
Features & Benefits
Features & Benefits



WIIIFM?



VOTE
NOW



Case Study:

- Writing copy that changes behaviour...
- What's in it for the Target Market?

Don't Leave Your Bike In The Foyer.



The Owners Corporation

Please Don't
Leave Your Bike
In The Foyer.
Thank You.



The Owners Corporation

Don't Leave Your Bike In The Foyer.

Three bikes were stolen
from here last night.

Lock it in the bike cage to
prevent theft.



The Owners Corporation

Don't Leave Your Bike In The Foyer.

If someone trips over it
and hurts themselves,
you can be sued. It's
happened before. Store it
in the bike cage. Thank
you.



The Owners Corporation



Here's why we don't sell features...

Allantoin

Sodium Fluoride

**Ammonium
Lauryl Sulfate**

**FD&C Blue Dye #1
& 2**

**Lauryl
Sarcosinate**

**Tetrasodium
Pyrophosphate**

Hydrated Silica





Feature:



Benefit:



Zinc Oxide

**BHT (Butylated
Hydroxytoluene)**

Hydrochloride

**High Fructose Corn
Syrup (HFCS)**

Yellow #5

**Calcium
Pantothenate**

**Pyridoxine
Hydrochloride**





Cereal. BHT (Butylated Hydroxytoluene)

Also used in:

- jet fuel
- embalming fluid

“...reasonably anticipated to be a human carcinogen”

Source: National Toxicology Program (NTP), 2005

Feature:



Benefit:



MEMBERSHIP BENEFITS AT A GLANCE				
	Individual Member	Corporate Member	Magazine Subscriber	Community Member
Attend all WNA events at the discounted Member rate.	✓	✓	✗	✗
FREE subscription to our eNoticeBoard and alerts.	✓	✓	✓	✓
12 months complimentary subscription to Working Women magazine .	✓	✓	✓	✗
Speaking opportunities via our Find a Speaker service.	✓	✓	✗	✗
Media and PR opportunities via our Media Call service.	✓	✓	✗	✗
A FREE listing in the WNA Online Members' Directory .	✓	✓	✗	✗
Access to WNA's exclusive Member only LinkedIn group .	✓	✓	✗	✗
Build your online profile as one of WNA's Featured Members .	✓	✓	✗	✗
Attend WNA events and forums at the discounted Member rate.	✓	✓	✗	✗
The opportunity to list a ' Member 2 Member ' offer.	✓	✓	✗	✗
FREE trade tables at WNA events to showcase your business.	✓	✓	✗	✗
Promote in the delegate satchels at WNA events.	✓	✓	✗	✗
The opportunity to become a guest speaker at WNA events.	✓	✓	✗	✗
Contribute articles for publication in Working Women magazine .	✓	✓	✗	✗
Submit books or products for free promotion in Working Women magazine.	✓	✓	✗	✗
Free bulk copies of Working Women magazine to use as gifts.	✓	✓	✗	✗
Discounted advertising rates in WNA's weekly eNoticeBoard .	✓	✓	✗	✗
Apply to become a regular WNA blog contributor.	✓	✓	✗	✗

1

Headline

2



3

Sub-headline

4

Features & Benefits
Features & Benefits
Features & Benefits

Features & Benefits
Features & Benefits
Features & Benefits

5

Testimonial







OUR COPYWRITING SUCCESS STORIES

Listed here are some direct quotes from students who've finished one of our courses and gone on to create thriving, successful copywriting businesses. These testimonials are from real people, giving real feedback about our copywriting courses and sharing their success stories.



BELINDA WEAVER

'Being my own boss is extremely rewarding, and addictive, and it all started with the Australian School of Copywriting'
[Read More](#)



KEITH HOCKTON

'I left the banking industry, completed your course and happily haven't looked back since'
[Read More](#)



BERNADETTE BEACH

'The course has given me both the skills and confidence to establish my own copywriting business and I am now living my passion and dream every day'
[Read More](#)



BORIS KARESIN

'I've enjoyed the course very much, it's wonderfully structured and delivery is straight to the point'
[Read More](#)



NIKH

'I strongly believe that you are key for writing to be a highly successful business'



Which testimonial has more credibility?

“It was sensational.”

- J. D. Caulfield, VIC

OR

“It was sensational.”

- Joan Dunstan, Managing Director, Consolidated United,
Caulfield, VICTORIA.

The devil is in the detail...

Be specific! Give details!

Bad:

She has been working in the corporate training field for a *number of years* and her client list is substantial.

Good:

She has been working in the corporate training field for 15 years and her client list includes blue-chip companies such as BP, Cadburys and the National Bank.

1

Headline

2



3

Sub-headline

4

Features & Benefits
Features & Benefits
Features & Benefits

Features & Benefits
Features & Benefits
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5

Testimonial
Free Offer

6





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consultation

Free
Consultation

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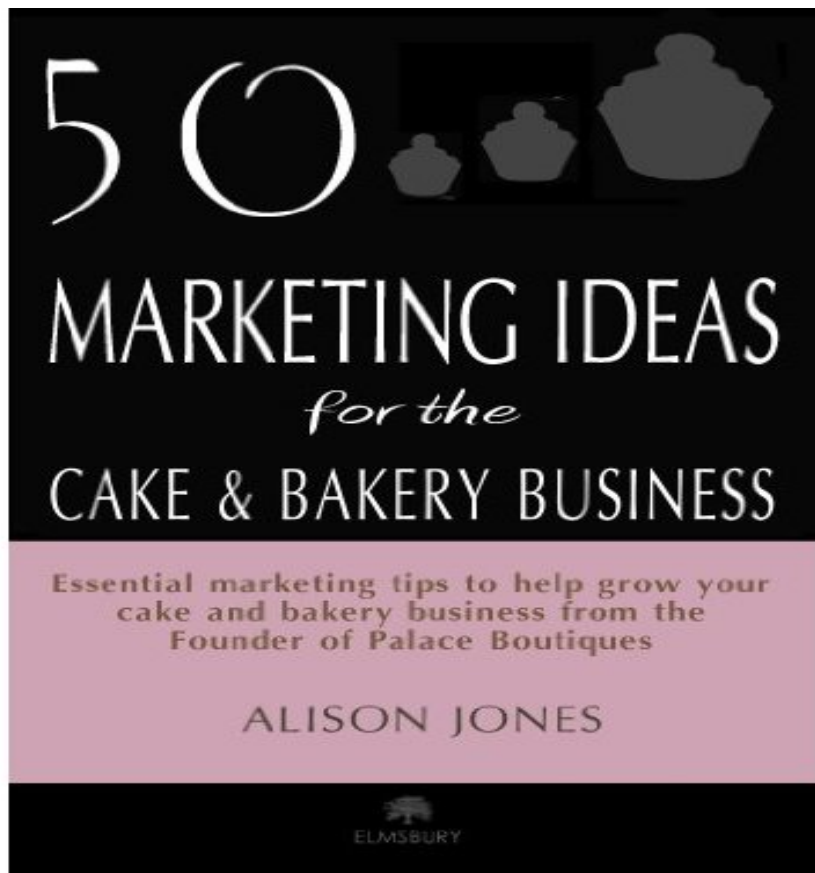
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Coffee Shop
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Diner
Cafe
Deli
QSR

Rod Smith

Author of What You Must Know Before You Buy a Food Franchise

10 Marketing Wakeup Calls

Learn 10 things you can do right now to improve your marketing.

Yes Please!

No Thanks



1

Headline

2



3

Sub-headline

4

Features & Benefits
Features & Benefits
Features & Benefits

Features & Benefits
Features & Benefits
Features & Benefits

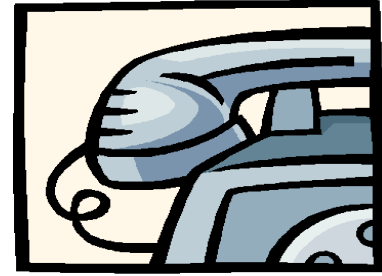
5

6

7

Testimonial
Free Offer
Call To Action





1

Headline

2



3

Sub-headline

4

Features & Benefits
Features & Benefits
Features & Benefits

Features & Benefits
Features & Benefits
Features & Benefits

5

6

7

Testimonial
Free Offer
Call To Action



Example of the 7 steps in action:

How to escape your career rut with a strategic approach to career management!

If you've been looking to advance your career, get a promotion, or even change your career direction, you've almost certainly been going about it in entirely the wrong way!

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It then introduces a practical and highly effective alternative that has provided breakthrough career results for more than 20,000 executives around Australia!

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If you want the career you really deserve, request this **free report**.



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It then introduces a practical and highly effective alternative that has provided breakthrough career results for more than 20,000 executives around Australia!

- **Discover eight ways** managers and executives commonly mismanage or neglect their careers.
- Learn how to **tap opportunities within the non-advertised job market** that comprises up to 75% of all positions.
- Discover the key indicators of **Career Atrophy** — and what you can do to reverse its insidious effects.

The market leaders in career management

This **free report** has been authored by EPR, the leaders in executive career management.

Since 1992, EPR has helped thousands of executives from a wide range of industries and professions to achieve their career goals. EPR's career management professionals are practical, outcomes-focused people whose goal is to give you the skills, confidence and tools to develop a more satisfying and rewarding career.

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