THE 7 BULLET HITLIST

RELOADED

Target the 7 Crucial Elements that
Drive Traffic, Get Clicks
and Demand Social-Sharing

The 7 Bullet Hitlist – RELOADED!

Target the 7 crucial elements that drive traffic,
get clicks and demand social-sharing

A quick introduction

Sit down with anyone who markets on the web and they'll tell you one of the most essential building-blocks is traffic. If you don't have traffic, you have no visitors, no-one to convert, no customers, no money.

And so the mantra of many a marketer is…

"The more traffic I get, the more money I'll make!"

However – *and as I am sure you have experienced already* – many 'traffic strategies' need a regular overhaul. One possible reason is the continuous advancement of technology, whether that is the latest algorithm update of Google or the next big Facebook-style social site.

But is that the only reason? Well, you don't have worry yourself with the answer to that question because almost every day a new *"never-before-seen strategy"* is released promising to boost internet traffic and siphon a King's ransom into your bank account.

On closer inspection, these 'new and improved' strategies are often a spin on some classic marketing approach like…

- Pay-per-click advertising
- Blogging …and the many 'killer' plugins
- YouTube
- How to dominate Google …*this time!*
- Facebook pages, ads, 'likes' and 'shares'
- Articles and free reports
- Twitter and other social media
- LinkedIn …groups and ads
- Bookmarking and back-link strategies
- Cheap Kindle books

But almost all of these strategies suffer from a very basic flaw…

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CONTENT!

Yes, the 'never-before-seen strategy' tells you where to find the traffic, how to setup the process *…but hardly ever gives serious thought to the actual content for those strategies.*

In other words, what do you write on Facebook, Twitter, in an article, a blog post or free report?

…and how do you make sure that content actually has a positive effect, in other words gets the click? …the 'share'? …the 'like'?

Perhaps you have experienced this before… A glossy sign-up page for a free report with inviting sales copy.

But when you sign-up what you receive is very disappointing. There might be great content in there somewhere, but it's locked away in confusion, clutter and disorder.

So what does the reader do? …well most walk away, forget the report, and so whatever the marketer had hoped would be the desired outcome never happens.

And this is not just true for reports, the same can be said for all manner of traffic strategies, from blogs to Facebook pages… Lack of decent contents kills the conversion.

Unfortunately many marketers do not see this and instead think 'crap strategy' – and in turn jump on the next shiny-object that comes past promising a never-ending stream of traffic *…and the merry-go-round continues.*

The cruel irony is… All those traffic strategies you have invested in might actually work and all you need to do is give them a tweak.

It's time to stop throwing money down the drain

When you think about it, the answer is obvious. Sales copy is not the only writing that needs to be able to convert, the content of any and all traffic strategies must be able to inspire action too.

And when you do…

- Blog readers become enthralled by your writing - and more importantly - inspired to share your post on Facebook and Twitter …getting you MORE traffic.

- Your free reports create rabid fans, who again hit the 'like' while eagerly waiting to buy the main product
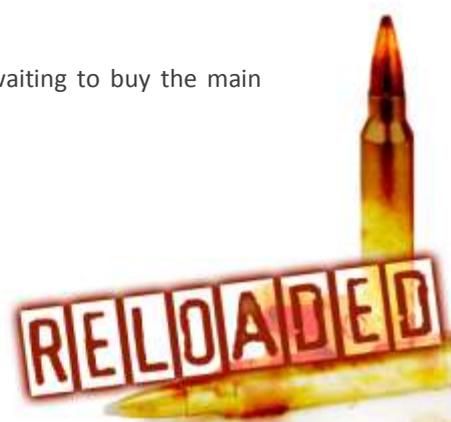
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- Twitter goes crazy for your every word as your tweets get clicks, build a following and drive traffic to your money sites

- Your Facebook page becomes a must-see item shared to thousands

- Article distribution goes way beyond getting backlinks, generating enthusiastic readers who happily fall into your sales funnel

That's what this report is about…

The **Seven Bullet Hitlist** is a quick fire free report designed to make sure you hit the spot with every word, forging an awesome reputation and increasing your sales success. The principles given are tried-and-tested having been extracted from the highly successful The WAAR Report™, the kick-ass guide to creating traffic that converts.

Best of all, many of these Bullets are quick-fire solutions which give immediate results.

So whether writing a new report, Facebook update, article, eBook or even a tweet, prepare to feel the impact of the Seven Bullets. Some are obvious, others are unusual but all can have devastating consequences if ignored.

And one final thing, for the sake of brevity and simplicity throughout this document the words 'your writing' and 'content' have been used as universal terms to cover all forms of traffic strategy writing, whether reports, articles, blog posts, eBooks, Facebook updates or tweets.

So let's get started…

Bullet 1 – Every word must have purpose!

It's kind of obvious, but you don't want to write a single word until you know exactly what you want to achieve in your writing. There absolutely must be a purpose, an 'Ultimate Aim' to your content otherwise it will fail to deliver.

Now I know, just as I said above, this is 'obvious', yet so many traffic strategies fail in this very simple objective.

So before you write anything, sit down and clearly describe in one or two sentences exactly what your purpose is for writing. Those statements need to be unequivocal and easy to grasp.

For example: The purpose of this report is to…

⊕ Feed prospects into the beginning of the sales funnel for our mobile advertising product

⊕ Kick start launch of new service by directing readers to the free video series at our website

⊕ Solve the number one problem of XYZ in our market

Once you have decided your Ultimate Aim you then need to consider the 'how'. For example, what is the best way to get readers interested in BUYING a mobile advertising product? Notice I highlighted the "buying" part of the process, because there is a big difference between someone being 'interested in buying' and someone actually following through and buying something.

You want them to actually *take* that opportunity, not just be aware of it!

So what is the best way to do that? How do you get the would-be customer so interested in what you offer that they follow through?

A simple way to do this is to work backwards from your Ultimate Aim and consider two questions:

⊕ What does the reader need to *learn* in order to accomplish your Ultimate Aim?

⊕ What does the reader need to *do* in order to accomplish your Ultimate Aim?

For example, you may answer *'they need to have confidence in our solution and act upon that by visiting our website'*. Okay, so what is the best way to create that confidence? (…case studies?) …How will you get the prospect to your website? (…time sensitive discount web link?)

Your writing is now beginning to take shape. So remember, have a purpose and always keep it in mind when writing any and every word …only then will every sentence build toward your desired conclusion *…the realization of your Ultimate Aim.*
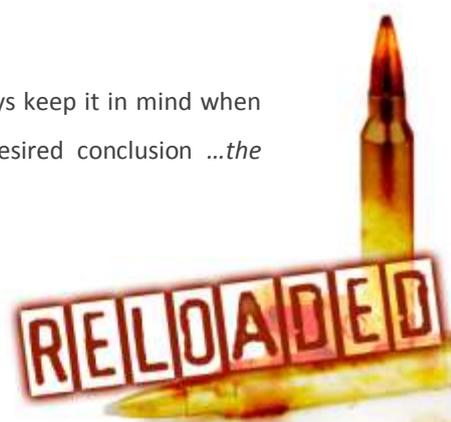
Bullet 2 – Know your reader

Imagine you are writing two letters, the first is to an anonymous manager of a shop, the second is to a friend you've known for years.

Now it doesn't matter what the content of the letter is, you may be writing to the shop manager to complain or compliment, similarly you may be writing to your friend to pour your heart out or deliver venomous poison. The point is, when you compare the two letters you will notice each letter has a different style *...all because one of the recipients you know well, the other you do not.*

Admittedly this is quite a generalization, yet the difference it is highlighting is a key principle when writing anything for your business. To put it simply: Your audience decides the way you write.

If you were writing a blog post destined to be read by CEOs of large corporations then easy going language where things are described as "cool" or "awesome" is not going to cut it!

Similarly, if you go 'all corporate' when writing a Facebook fan-page update, designed for the average stay-at-home Mom, then I don't think she will take kindly to any form of pompous or (in her eyes) 'know-it-all' attitude!

Obviously, if you want to ensure your writing is consumed with the same passion you wrote it then you need to adapt your style and language to *match* your intended audience.

The simplest starting point is to consider how an everyday conversation would go with a member of that intended audience. Yes, I said 'conversation', not writing.

(Hint: I just dropped a biggie there... this is one of the best secrets to success when writing *anything*... Write as you talk. Anyway...)

In such an average everyday chat...

⊕ **How does your target audience commonly sound?** - Serious, jovial, direct, relaxed?

⊕ **What sort of language is used?** - Simple sentences or big words? Loose or precise grammar?

⊕ **Are there any 'buzz terms' which are the 'accepted-jargon' of the group?** - e.g. A musician may say *"laying down tracks"* rather than *"recording music"*, an internet marketer would say *"squeeze page"* when referring to a sign-up page, and so on...

Whatever the case, discover this language in both content and form and then write in exactly the same way. Then sit back and enjoy how your writing seemingly strikes rapport and draws the customer in...
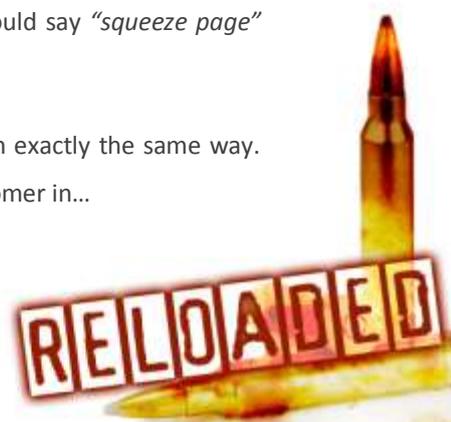
Bullet 3 – Content is NOT everything!

A curious title for this Bullet, so let me give you both barrels…

- A great idea is nothing without presentation

- A great solution is nothing unless it is understood

- A great product will never get seen if it's wrapped in a plain brown paper bag!

Here's a crazy analogy to consider…

Remember when you were at school or college and every week you had to attend a lesson or lecture given by the most boring teacher on the planet. You know the type of person I mean… This was a teacher who could induce sleep better than the strongest sleeping pill, whose voice was monotonic and flat, whose only focus was his mad scribbles on the board…

Those were really crap lessons, weren't they! - But of course, when you think about it now, that teacher was actually an expert at what he did. He knew his subject inside out. The content was indeed first class…

…but his lessons failed miserably to convey that.

That is why 'content is not everything' and so this Bullet is a reminder to consider so many other areas than just the actual content. For example…

- **Build emotional connection** – Do you hook the reader and take them on an emotional rollercoaster or do you just present your idea in its most basic form?

- **Lead with stories and anecdotes** – Do you just 'tell it like it is' or do you draw the reader in with stories that they can relate to? Do you bring life to your content by offering examples?

- **Attract and lure with tantalizing 'eye candy'** – Does your writing actually look good? Or is it like everyone else, written in Times Roman font with paragraphs crushed together and no discernible headings?

For me the last one is a real classic… For examples, so many reports and eBooks LOOK boring *before* you've even had a chance to read them! *…so why would anyone read those reports in the first place!*

As the saying goes *"Never judge a book by its cover"* …but the thing is, most people do exactly that! And that's the very reason why that particular phrase is so often said.

As human beings we have a visual-bias: we like beautiful things, we are drawn to beautiful things, we act upon beautiful things *…but we almost always turn away from the ugly!*

Bullet 4 – Grab them by the balls!

This is one of the five crucial steps to the WAAR™ methodology; it is the key to getting the attention of the customer and then holding it.

There are many ways to do this, two of the more important are 'Headlines' and 'Feature and Benefits'.

So let's look at the first one. Your writing will likely need a great title …and a great subtitle too …and ongoing headings as well! And just like with the tabloid press, those headlines are designed to do one thing – Get the customer's attention!

You want those titles and headings to 'sell' the next bit of your writing, so even the casual skim-reader is drawn into the main content and wants to know your secrets. Many a piece of content can instantly come to life by simply adding in titles and headings.

For example – Perhaps your article was about webpage design, the main content being focussed on the importance of sequence, and it had the very basic title of *"The best webpage layout"*. Do you think it would get more attention if it was called:

The Sequencing Secret

How to quickly and easily design eye-catching webpages

that demand attention and convert even the most casual browser into an avid fan

…without the need for technical know-how or Photoshop wizardry!

It's not the best title, in fact it's the first one I could think of, but that's my point. It only took a few extra seconds to create and even though it still needs a bit of tweaking I'm sure you'll agree a title like that will easily out class *"The best webpage layout"*!

Now another great tactic when creating headlines is to consider the benefits of the content and include such references in the headline. In other words we're talking classic sales technique, we talking 'features and benefits' *…because they are not just for sales letters!*

When writing you have many opportunities to relate in wonderful detail exactly how whatever you are writing about benefits the customer. By making this emotional connection between your content and the benefit to them you will massively increase the impact of your content. Get it right and will inspire the "WOW!" factor where the customer loves the content so much he or she decides to 'share' it with all their friends on Facebook…

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Bullet 5 – Be crystal clear in your message

As I'm sure you'll agree, there are not many occasions when a piece of writing needs to be overly wordy and heavy going! Yet so many people manage to write like that on a daily basis!!

We live in a fast moving society where life whizzes past at a million miles per hour. We cannot afford to waste time on anything which we feel does not deliver. This phenomenon has become even more pronounced with the age of the internet where with a click you get access to almost anything …but if that webpage keeps you waiting *…your brain goes "Next!" – and you've clicked through to something else!*

This need for speed is seeping into all aspects of life including business. It affects you, it affects me, it affects our customers.

So this means your content must be responsive to this need; in simple terms…

- Do not waffle, get into the meat as quick as possible

- Avoid philosophy, think practical

- Jargon bust whenever possible

Essentially you want your writing to be crystal clear without any confusion or head-scratching. Awkward terms that are high-level nonsense should be canned before they even hit the page. Jargon filled sentences need to be busted down to something easily understood, and every sentence needs to earn its place or be cut without mercy.

Talking of jargon… The typical mistake seen in many forms of writing is when the author uses the 'in' or 'hip' terms and assumes everyone understands. But here's the problem, just because a phrase is in common use does not mean everyone knows what that phrase means!

Take your classic business meeting where someone waffles away in total gobbledegook. Typically everyone in the room nods along as if in total agreement …but should you ask anyone after the meeting what was 'Mr Gobble De Gook' actually talking about, most would probably answer *"I haven't got a clue!"* …worse still, many people would also admit they never said anything in the meeting about it because they thought everyone else understood what was being said!

So what we have is a meeting where *everyone* is left clueless but no-one will admit it!

That's bad for meetings but it's even worse for your writing. For example, should a report or blog post get weighed down in heavy jargon, you could easily leave your prospective customer feeling perplexed - and, just like the meeting attendee, the prospect will also likely do nothing about it *…in other words, your content has just failed.* So keep it simple, keep it clear, keep it jargon-free *…and you'll get and keep your customers too!*

Bullet 6 – Get it reviewed!

Spelling mistakes dent reputation. Bad grammar stains status. Typos, even accidental ones, erode confidence.

Think I'm being excessive? - *Well, wood you thinnk the same abot me if I wroted liks this?*

Okay, that is an extreme example, but it doesn't matter. An error is an error and each and every one has the power to derail your content. Your authority, reputation and knowledge will be called into question, whether consciously or not, and any single instance of that can so easily detract from your Ultimate Aim.

Face it, there is no such thing as an acceptable level of error when it comes to the written word.

Bar one… (yes, it's an exception to the rule!)

Grammar is constantly evolving, particularly in the spoken word. So, specific grammar that would in previous years not have been acceptable is now often found in everyday use. But still, you want to make sure any casual references that you do make do not detract from the overall message of your writing.

…and there is only one real way to do that – Get it reviewed!

Now for the avoidance of doubt, I am not talking about sending stuff to business friends who then offer a marketing-friendly testimonial or 'review' in return. Nope… You want to get *real* reviews long before that happens!

So what I'm talking about are draft copies of everything from blog posts to a series of tweets which are sent to people with a keen eye for detail, people who will spot spelling mistakes, typos and inaccuracies, and in turn offer clear and constructive feedback.

(As a quick tip, explain exactly what you want from a reviewer, stating clearly you want to know about typos, grammar and spelling mistakes. Ask them to either send you a highlighted copy by return or use a simple code such as "P6, 2nd, wood/would" – which is highlighting the misspelling of the word 'would' on page 6, second paragraph)

Similarly, you want your content to be reviewed by two people who are at the exact opposite of the spectrum to each other: One an industry expert, the other a complete novice. The expert will help make sure you have kept everything 'technically' accurate and the novice will give you the opportunity to see if your content has succeeded in conveying its message.

And how do you find that out? - Simple, just ask the 'novice' to explain back to you the central message of your writing. If they get it right, well done, if they get it wrong – *it's your fault!* – your content did not succeed, so change it accordingly!
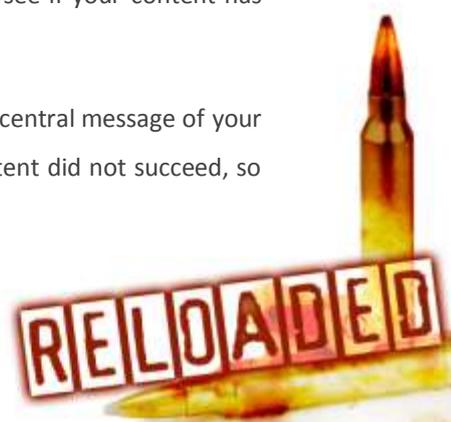
Bullet 7 – You MUST have a call to action!

A great piece of traffic converting content is like a great piece of sales and marketing, it needs an opening which hooks instantly, content that relates directly to the reader and it must close with a call to action.

Action is what turns ideas into results, so the success of your content will be severely dented if all the would-be customer does is read it. Instead you want them to read it AND act upon it …and the easiest way to make that happen is a *call to action* spelling out exactly what they should do next.

Naturally, that call to action will directly relate to your Ultimate Aim.

Every bit of your writing from blog posts to free reports, Facebook to Kindle books can and should have a call to action which relates back to you and your business.

Like with so many things, there is a right and a wrong way to do any call to action. As an example, if we said the Ultimate Aim was to *"Get the reader to click through to the best converting traffic strategy on the web"* then clearly you want a closing argument which directs the reader straight to the relevant web page.

Now notice I said 'closing argument' and not just a 'closing statement' …and that is because there's calls to action and then there's REAL calls to action!

For example, simply saying *"To learn more about writing content, click HERE"* is indeed a call to action but it is missing a huge opportunity to sell the 'click'. That statement is totally lacking in reasoning and desire, and is therefore unlikely to convert well.

A good call to action will include:

+ Examples of what to expect having fulfilled the call to action

+ The benefits to the would-be customer of having done it

+ Graphics related to the call to action (e.g. product shot or freeze-frame from a free video)

+ Testimonials giving accolade and authority to the author and/or their suggested action

+ Tempting teasers *…to really increase the desire!*

By having these kinds of elements you can easily construct a closing argument which is more a *'desire-fuelled shout to leap into the phenomenal'* than simply a mere 'call to action'!

So rather than *"To learn more about writing content, click HERE"*, how about this…
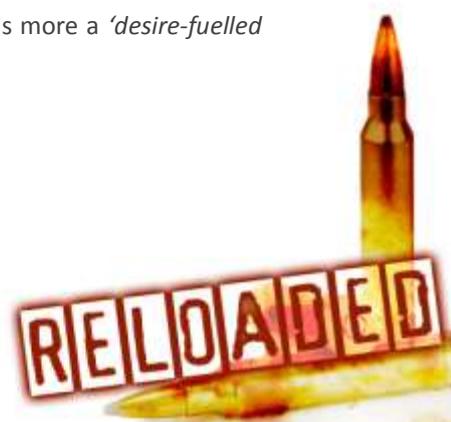
In closing…

What has been described in this document are seven simple quick fire points, a **Seven Bullet Hitlist** …but seven bullets do not make an arsenal capable of laying waste to any competition.

For that you need a full-blown WAAR™…

"What Michael has put together here is a blueprint for creating content that SELLS… The kind of content that gets people excited about buying from you."

When you start your own WAAR you will…

⊞ Discover the acclaimed five step methodology which instantly transforms the content of any traffic strategy into an instant attention-grabber that sticks in the reader's mind like glue *…inspiring them to take action in exactly the way you desire*

⊞ Gleam the real insider secret of the multi-million dollar seminar business which when applied to your writing can make your words as addictive as crack cocaine (WARNING: Handle with care!)

⊞ Understand the one thing you must never do which will kill any strategy in seconds (knowing this will set you leagues apart from the ignorant masses who wonder why their content never hooks the prospect *…as you outsell them ten to one!*)

…and much, MUCH more!

Ridiculous numbers of WAAR™ have already rocketed out the door and the enthusiastic feedback has proven decisively just how much of a secret weapon this killer material is.

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THE **7** BULLET HITLIST

Described as a *"must have"* by many successful business owners, marketers and entrepreneurs, WAAR is defining the standard for how to command and conquer a marketplace with explosive content that drives and converts traffic in an endless cycle.

In the words of top copywriter, Scott Murdaugh:

"WAAR is the best report on the subject I've read, and just about anyone who gets a copy will make more money as a result – it's about the content you put in your writing, the way you pre-sell readers and how you get them hooked on your content and wanting to buy from you.

Knowing how to effectively communicate and persuade, that's hands down the most valuable skill you can have…

…And Michael has nailed it with this report.

What Michael has put together here is a blueprint for creating content that SELLS… The kind of content that gets people excited about buying from you.

…and that's something very few marketers really know how to do the right way.

If you're in the information publishing business, this will make all of your content work MUCH harder for you.

I'd say just about anyone who learns and applies these techniques will begin to make a lot more money off of all of their content, from articles to reports and everything in between."

Scott Murdaugh, top copywriter and marketer

So whether you are writing Facebook fan-pages, free reports for launches or blog posts to capture the interest of would-be customers …*you'll be amazed how little you can invest to be fully armed and dangerous.*

Click HERE now because it's time for you to declare WAAR! It's time to discover the **best converting traffic strategy** on the web!

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