TOP SECRET
Copy Resources

Legal Disclaimers & Notices

Intro

Well done on putting this little weapon in your **copy artillery!**

I had never really thought about developing a guide of resources before. Then one day I was speaking with one of my apprentice writers and told him to use a website I kept in **my favorites** for some help with a pull quote.

After he checked out the site I pointed him to, he Skyped me up to tell me how sweet it was, and asked me what **other kinds of tricks** I had up my sleeves. I informed him it had taken me quite a while to gather these resources and he'd have to pay me a thousand bucks for them.

Ok, I didn't say that. But it did get me thinking about some of the tools and resources I utilize on a regular basis, and I realized that this would really **help those marketers** that were committed to killer copy & website design.

Thus, **TOP SECRET Copy Resources** was born.

This is a no fluff directory of resources that I tap into to make my copy better, and to get my pages looking sweet. Period.

And because it is a directory, don't expect any long winded wind ups into sales pitches or a doctoral thesis for every resource. Some of them will be pretty self explanatory and will get little attention, other than a brief description and a link or something to tell you how to get your hands on that resource.

And that my friend, is **TOP SECRET Copy Resources** in a nutshell. Enjoy, and hey, "Let's keep this between us, shall we?"

Swipes

A quick note on swiping… It is not a license to steal other people's work. It is a **technique** from which you gather ideas about copy for your own products.

You look at an ad, sales page, direct mail piece, or whatever and say, "Oh yeah, that is a great way to approach this", and then you utilize the concept in your own words.

If you don't know how to do that, then don't even try. Copyright infringement **is not** something you want to deal with.

Okay, so on to our swipe file collection…

Swipe #1 - Pure gold and contains some of the best ads, both offline and online for decades. Don't disregard the stuff from way back either, because some of these have been penned by masters of persuasion.

Hard To Find Ads

Swipe #2 – The Prince of Print, Gary Halbert, passed just recently but his amazing copy lives on for good. You'll find plenty of excellent materials in his newsletter for an incredible array of niches.

Prince of Print

Swipe #3 – Sometimes you need something off the wall or wacky to get your creative juices flowing or to grab your reader by the eyeballs. This site is filled with odd happenings, news, and all kinds of kooky stuff.

Oddee

Swipe #4 – And as we continue on off the beaten path, here's a collection of weird news, weird facts, weird this and weird that.

Weird Facts

Top Secret Copy Resources

Swipe #5 – Once in a great while you'll find yourself dying for just that one little bit of trivia to transition your copy from one section to the next. Well, trivia is what they do over at…

Human World

Swipe #6 – These guys boast the "Greatest Facts On The Net". True or not, truth is often stranger than fiction, and makes even better sales copy.

Great Facts

Swipe #7 – Hey, why get the lingo if you're not willing to quote it? Here's all the great military quotes, in one place. These are terrific for calling to action and closing out sales letters.

Military Quotes

Swipe #8 – While I don't recommend a truckload of slang in your copy… and I do warn you to be audience appropriate when you're selling… when the need arises to sound young, cool, and hip, then…

Slang Site

Swipe #9 – While we have plenty of weird stuff to work with already, this resource comes from newspaper clippings only. So, all news… and a lot of great material to utilize in your copy.

News Of The Weird

Swipe #10 – When it comes to swiping, these are some of my fav's. There's not much to be said other than the fact that they are called "Uncle John's Bathroom Readers". Loads of high quality swipe content here that runs the gamut.

Uncle John's Bathroom Readers

Now, you may be wondering where all my favorite sales letter swipes are. I'm not gonna tell you. Not because I want to keep it a secret. **Far from it**.

Everybody has their own taste, and their own style. You need to be true to yours.

If you get stuck and need a swipe to get you through, simply Google some keywords or key phrases on your topics, and check out the sponsored ads on the right. Select the pages **that speak to YOU**.

Random Act Of Cool Resources

This is the random area, which is home to those resources I just think are cool, and that couldn't play nicely with the other neatly categorized resources in this guide...

Okay, so on to Random Act Of Cool Resources…

Random #1 – Form generator. This hosted form generator allows you to create calculators, contact forms, radio buttons, check boxes, and a whole slew of other options.

Random #2 – Dictionary & Thesaurus. Not a lot of flash here, but this combo dictionary, thesaurus, and encyclopedia is an all in one resource that every writer should keep in their favorites.

Random #3 – Video Production. Now most of the resources in this guide are free or very inexpensive. This one not so much. But these days you need to be adding video to your little bag of tricks, and this is the guy that can do it for you with style and professionalism.

Now, this doesn't mean you get to slack on copy, as you still need a solid script for your videos, but do it right, and you'll generate sales like you never thought possible.

Random #4 – Neevia PDF Converter. Free web based PDF converter that carries over your hyperlinks and outputs crisp, professional looking PDF's every time. Neevia is indeed a hidden gem.

Design Elements

A quick note on design and copy.

Most writers will tell you they have nothing to do with one another. Most writers will tell you it's words that sell, and nothing else matters.

Most writers are on crack.

I'm a copywriter, so believe me when I say **I understand how powerful the written word is**. I 'get' what it means for copy to 'sell'.

But, if your website/graphics looks like it was slapped together by your three-year-old, nobody will stick around long enough to read your smokin' hot copy.

Now, I'm not suggesting that you become a web designer…

But here are some cool links to some even cooler design elements that will help keep your reader on the page, reading**, as they are supposed to do**.

DE #1 – Free web buttons and icons

DE #2 – Big bad mamajama of cool design and content resources.

DE #3 – Free CSS Web Templates. CSS is the new wave. Get on it now and ride it straight to good looking sites that SE's love.

DE #4 – Favicon generator. Another one of those details that sets you apart from the pack, and makes you look like a million bucks. It's ALWAYS about attention. Getting it, grabbing it, and keeping it.

DE #5 – Another righteous CSS template resource.

DE #6 – Cool Text Generator. Sometimes using headlines with graphical elements convert better than plain fonts. When you need help and PhotoShop is not an option, try this fast and easy to use Cool Text Generator.

DE #7 – The Generator Blog. An amazing resource containing hundreds of

"generators", for creating everything under the sun. Generate stuff like bar code images, Hollywood signs, magazine covers, and much more.

DE #8 - Best web fonts. Always wondered what fonts were best to use on your sales pages? This resource breaks it down for you so you always know what to use and where to use it.

DE #9 – Free Handwriting Fonts. Handwriting fonts are great to grab attention and add cool visual elements throughout your letters. This source has some terrific female and male handwriting fonts.

DE #10 – vLetter Writer. This tool allows you to create handwritten notes directly in the application. You can use MS Paint to then resize them and add them to your page. I prefer grabbing the actual handwriting font of my choice and using PhotoShop but this is a good "starter" alternative.

DE #11 – 1001 Fonts. Sometimes taking a cool font and making it into an image with PhotoShop or GIMP makes for a very cool visual for your letters. This resource has just about every font imaginable!

DE #12 – Adobe PhotoShop & DreamWeaver. Expensive programs but absolute essentials in my opinion. PhotoShop for editing PSD files and pictures and DreamWeaver as your HTML editor.

Note that you can download free 30 day trials of each of these programs through the link above, but if you Google "student discount for Adobe products" you might be able to find the full Adobe suites that have both PhotoShop & DreamWeaver along with several other programs, all for just a few hundred bucks!

DE #13 – GIMP. Free PhotoShop-like program. One downfall as I recall with this one is that you cannot manipulate PSD's with text already on them. You can CREATE new PSD's, but it does not process the Adobe stuff. Otherwise definitely a great program.

DE #14 – Snagit. Wow. Can't say enough about Snagit. This creates screen capture thumbnails (where you see those little mini pics of sales letters), adding text on images, adding shadows, borders, highlighting, and so much more. Like $50, but has a free trial so you can enjoy its awesomeness before you buy.

DE #15 – Stock Photos. Visuals and pictures can REALLY help to get your web site visitors to associate your product with their needs. Deposit Photos is a favorite for a lot of people but I have found that I ALWAYS locate the right pics at low prices.

DE #16 – More Stock Photos. iStock… the other big name in stock photos. As I mentioned previously, I personally dig Big Stock, but this one is worth checking out too.

DE # 17 – Free Stock Photos. This is a HUGE resource for free stock photos which you can tap into in addition to Big Stock and iStock. Personally I don't often use it because with the other 2 I am absolutely certain about the licensing that I am buying with my images. I cannot say I am 100% in the license I get with these.

Straight Up Snippets

Here are the code snippets I find myself using with great regularity on my sales pages. These again, are that little something "**extra**" which draws the reader to your page, and keeps them glued to your copy. Enjoy…

Script #1 – Ever see those boxes in the middle of a sales letter where copy is stuffed inside a square… but the box has a scroll bar down the right side?... Well, now you can stop wondering how it's done.

```
<form>
    <textarea id="TextArea1" style="width: 468px; height: 323px">
This is the area where you enter text
    </textarea>
</form>
```

All of that from this tiny bit of code;) Just copy and paste it into your editor and **that's that.**

Script #2 – Used drop caps on sales letters and wondered if you need to have someone create an image of one for you every time you write a new page? Well, here's a code snippet that allows you to create real drop caps, change the letter to whatever you want, and use it wherever you want, over and over again.

```
<p>
<span style="float:left;color:#D4D4C7;font-size:100px;line-height:70px;padding-top:2px;font-family: Times, serif, Georgia;">C</span>ool eh?  And then type in whatever copy you would like to type right here.
</p>
```

(looks like this…)

Cool eh? Then type in whatever copy you would like to type right here.

Script #3 – While I do NOT advocate getting crazy with this code, or you will turn off your readers, using this yellow highlight code in just the right places can really make certain points in your letter pop:

```
<FONT style="BACKGROUND-COLOR: yellow">Text</FONT>
```

For example, if you want the words "Discover The Power" on your Sales Letter or web page highlighted in yellow, the code would look like this:

```
<FONT style="BACKGROUND-COLOR: yellow"> Discover The Power </FONT>
```
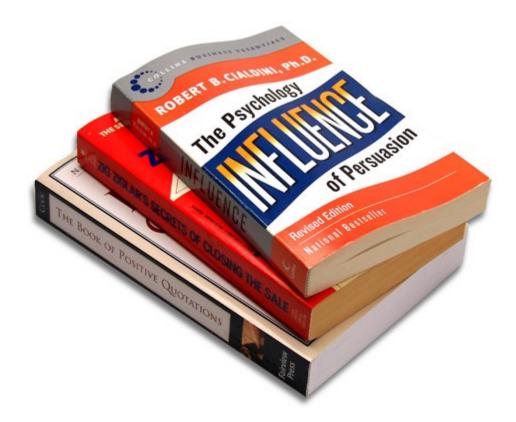
Script #4 – Notice those Sales Letters that always seem to have the right date on them no matter which date you actually happening to be viewing them. That's this neat little script right here:

```
<p align="left">
<p align="left"><strong><font face="Tahoma"><script
language="JavaScript">
<!--
  var now = new Date();
  var days = new Array(
    'Sunday','Monday','Tuesday',
    'Wednesday','Thursday','Friday','Saturday');
  var months = new Array(
    'January','February','March','April','May',
    'June','July','August','September','October',
    'November','December');
  var date = ((now.getDate()<10) ? "0" : "")+ now.getDate();
  function fourdigits(number)     {
    return (number < 1000) ? number + 1900 : number;}
  today =  days[now.getDay()] + ", " +
    months[now.getMonth()] + " " +
    date + ", " +
    (fourdigits(now.getYear()));
  document.write(today);
//-->
</script></font></strong>
```

Copywriting Resources

Some of these won't necessarily be "TOP Secret" but I am positive they will help you in your quest to Write Hotter Copy.

Books Of Interest

These three books have been extremely beneficial to me, and I am confident they can help you write better copy as well.

Influence - The Psychology of Persuasion -- by Robert B. Cialdini, Ph. D.
In my opinion, this book should be required reading for every copywriter, marketer and sales professional on the planet. It reveals the six universal principles of persuasion and is backed by more than 35 years of evidence-based research.

Top Secret Copy Resources

Zig Ziglar's Secrets Of Closing The Sale -- by Zig Ziglar
This book has been called "America's #1 Bible of Persuasion" and is a nationwide bestseller. While not specific to copywriting, this book is essential reading for anyone engaged in "selling."

As copywriting is really "selling in print," the strategies taught will help you improve your copy and get a "YES" more often!

The Book Of Positive Quotations -- compiled and arranged by John Cook
This book is my number one favorite. It contains more than 10,000 quotes and is well organized. Because it is laid out so well, finding just the right quote is easy and fast.

In addition to being a great "copy resource," it is also a great motivator. Whenever I am feeling a little bit "off," I reach to this book for inspiration.

Blogs of Interest

I pay close attention to a variety of blogs on the topic of copywriting/marketing… here are my top recommendations:

http://www.makepeacetotalpackage.com/ -- This is the blog of legendary copywriter, Clayton Makepeace (and his host of guests). Clayton's copy has resulted in Billions of dollars of sales and I guarantee that your time here will be well spent!

http://www.john-carlton.com/ -- This is the blog of the "Marketing Rebel" (aka John Carlton). While not the most attractive blog in the world (please don't tell him I said that) the content is top-shelf. NOTE: As he is a rebel, expect some "colorful" language from time-to-time.

http://rayedwards.com/ -- This is the blog of copywriter (and former Radio personality/manager) Ray Edwards. Ray's copy is in high-demand these days even though he's raised his prices to $30K per letter (not including royalties)! Ray is someone I have personally studied with. He's a great guy, a phenomenal copywriter/marketer and is very down-to-earth as well.

Design Resources

HTML Editors

Adobe Dreamweaver is the HTML Editor we personally use. While I would agree that Dreamweaver is the "BMW" of HTML Editing software, it also comes with a steep price tag (and learning curve).

Now, if you plan to become a professional web designer, this is our recommendation. However, if you will be outsourcing the more technical aspects of your design work, you can use a simpler application.

I use Microsoft's Expression Web. It creates much cleaner code than its predecessor, FrontPage and I find it much easier to use than Dreamweaver (but that's just me). It's still not cheap, but it is about $100 less than Dreamweaver.

Random Resources

My Favorite Text Editor

http://www.editplus.com/ -- A friend turned me on to this text editor and I absolutely love it! If you edit any sort of code (by hand) then you will love it too. You can grab a free trial version and take it for a spin before having to make a purchasing decision.

Tools To Create PDF Documents

http://download.openoffice.org/ -- Open Office is a really great suite of open-source software. It's completely free (as a download) and can be used to do just about anything Microsoft Office can do.

Top Secret Copy Resources

Their "Writer" software is similar to Microsoft Word and creating a pdf is as simple as clicking one button. This software will open Word documents so you can use it to edit Private Label Right products and immediately convert to a pdf that is ready for sale! ;-)

http://www.doc2pdf.net/ -- This is similar to Neevia. It is an online converter that will convert your Microsoft Word doc to pdf for free.

We're Done – Go Write Now

These are some of the **terrific tools and resources** we utilize when we're writing sales copy and laying out sales pages.

They help us create letters that convert like crazy and can do the same for you, by giving the reader the kind of mental imagery that makes them forget they're reading copy…

And sucks them in…

Until they have no choice but to **buy whatever you are selling**.

That's all there is of **TOP Secret Copy Resources** for now. A no fluff or filler highlight of some of the best tools in our bag.

We hope you find them to be as helpful to you as they are for us and **wish you the best in your copywriting endeavors.**

Now, get out there and write some mind-bending copy.