



Copy, Marketing and...
WEALTH MENTORING

“ sustainable wealth takes time to develop and it will only develop if you undertake the necessary learning to achieve it. ”
Paul Counsel

**“Open Loop Sales Letter
Template And
Testimonial Examples”**

Open Loop Template...

The Open Loop Sales Copy Format... is a powerful way of writing productive copy. It's a way of writing directly to...

“Who Your Product Is For”!

In this “open loop” format of copywriting, the central idea is not about trying to persuade anybody or even thinking that everyone could be your customer.

This template allows you to focus on the compelling reasons for why your idea customer, *someone who already has a strong desire for what you're offering*, should have the solution you're offering, and why they should have it now!

The brilliance of the open loop template is that it immediately answers the most important subconscious “questions” all buyers have before they make purchases.

When subconscious thinking loops... *such as who are you and why are you offering this to me...* remain open, they create brain fog. And whenever brain fog is present, subconscious suspicion, distrust, fear, and uncertainty are also present.

As a copywriter... salesperson... you need to **close** subconscious thinking loops with answers to important questions. If you don't... these subconscious thought/question loops remain open and caution remains high.

The more you close subconscious thought loops, the more likely you are to establish and promote trust.

This means readers can get past their weariness and, as a result, get more into the content of what you are offering.

Section 1... Your first job in copy is to grab attention. As we'll see in the neuro-architecture of decision making... attention can be gained either through **pain** or **novelty**.

The pathway you choose will be what works best for your personality.

Either way, your headline must open a reading loop which is created when your headline carries, or implies, a promise... of a desire to be fulfilled, a problem to be solved (ie help is at hand), or some fun or advantage to be gained.

Your headline must capture the attention of your specific audience and it must trigger intrigue or curiosity to want to know more.

When you successfully open a reading loop... the decision brain will automatically want to know more.

Section 2... Position Your Value. Good copy offers immediate clarity in terms of what's on offer. It positions everything you do in one or two sentences.

The formula = 1. The promise... 2. what it is... 3. what it does... 4. how it does it...

Turning Words Into Dollars... (the promise)... is a two day live online training... **(what it is)**... that helps you generate more revenue... **(what it does)**... by writing better sales copy... **(how it does it)**.

Holiday companies position packages of fun, adventure, luxury... Cosmetics position products for moisture, smoothness and antiaging... Self-development positions content for confidence, achievement, and growth... Real estate positions home ownership for security, family and comfort.

Turning Words Into Dollars positions control, certainty and predictability through the generation of more revenue by writing better sales copy.

Section 3... Introduce yourself. Whenever we meet someone new, one of the first things we do is introduce ourselves. So, in this template, this is exactly what you do... introduce yourself.

But there is a special way to do it. Imagine you are a brigadier in full military uniform and you've just walked into a room full of businessmen and women. You'd certainly grab attention wouldn't you...

Most people would be looking at you, and most people would be wondering who you were. Until you're introduced, it's an open thought loop that needs closure. And if closure isn't achieved... they'll subconsciously be wondering who you were rather than listening to you.

Imagine a Master of Ceremonies tapping on the microphone ready to introduce you. The room goes quiet and now who you are and what you do is introduced. For most people... the uniform itself carries a promise. It also carries trust, authority, and influence.

Your "uniform" in the case of this copy technique... is who you are now. It's the "**transformed**" you. Introduce yourself by contrasting who you were before success with who you are with success. The better the contrast, the greater your ability to convey trust, authority and influence to your particular avatar.

The formula = 1. Your name... 2. who you were... 3. who you are now...

Section 4... Satisfy the "Me Centric" brain. This section points to the "**what's in it for me**" benefits to be gained... either as an implied or overt promise. It spells out and lays out the benefits to them of using your service, product or training.

It's where you stimulate readers to become "**hyper focused**" on the one thing they want. It's moving your readers into an internal state of **wonder** about gaining the outcomes they seek.

Section 5... Speed of results. Once you get past the introductions and what's in it for me... a critical open loop is "How Long Will It Take"? It's the internal wonder customers have when it comes to the promise of "new results".

The idea here is to provide some sort of a timeline where results could reasonably be expected if they follow the things you're suggesting. With some products/services, a timeline to new results may be difficult to provide.

People don't want to spend hours and hours doing stuff they perceive will take too long. How long before I lose weight? When will I become wealthy?

It's worth persisting with some indication of time because it's all about realistically managing their expectation of when they can experience new results.

Time reference examples: it's 4 weeks supply... if you practice for one hour a day... at the end of your 14 day trial... in 7 days or less, you should see... your friends will notice immediately... the average person takes 3 weeks but if you make this one change, you'll speed faster results...

Section 6... Offering peerless value. This stage of your copy is all about value... how its communicated... how its perceived... and how you support it.

Of all the businesses that have you as their competition, this is your chance to describe why the value you offer is "peerless"?

In jargon terms, value means... "the transactional benefit impact advantage effect" your product or service has on your ideal customer's life, business, or situation.

In other words, you're spelling out the difference it should, could or will make either tangibly or intangibly to solving their challenges or fulfilling their desires.

Section 7... Proof Of Claim. Throughout your sales letter thus far, you've been making claims and promises in references to the solutions you provide.

At this stage in your sales process, its necessary to provide proof that what you say actually works. It's your opportunity to confirm the why and how of what your offering works for the people you're offering it to.

You can achieve this with your own transition story and testimonials of others who have used your products or services and have succeeded in achieving the results they wanted for themselves.

The more tangible and measurable your proof is, the more believable it is. The more abstract or intangible your proof is, the less believable it is.

Often the best proof comes from the testimonials of people you have helped, supported, taught or coached in the past. But, for your testimonials to be effective, its important that they follow a certain "before and after" formula.

Please refer to your ***How To Get Valuable Testimonials*** handout.

Please also refer to testimonials appended to this document for examples of testimonials that contrast "before and after" examples.

Section 8... Risk Reversal Reassurance... is all about the reversal of risk and lowering the barrier of access. Your guarantee must remove fear... give them strong reasons to do business with you... to not put off doing what they want to do and to give them reasons for doing it now.

The goal of risk reversal is to promote the buying relationship as quickly, as easily, and as comfortably as possible. The reversal of risk is all about making it easier for your customer to say "**yes**" than it is to say "**no**".

Section 9... Bonuses To Further Magnify Desire. This section is your opportunity to offer bonuses BUT only if they complement and are relevant to the main topic, product or services you're offering. Don't just throw in everything and the kitchen sink because they'll have the opposite effect.

Bonuses allow you to legitimise and stimulate urgency but only if the bonuses you're offering accentuate the value of your main offering.

The best bonuses offer a reason for acting now and always have deadlines associated with them. For example... the first ten people who register also gain access to... ***"How To Convert Fence Sitters Into High Paying Clients"***.

Section 10... Reassurance Of What To Do Next. This section is also associated with the removal of fear... or risk reversal... and its achieved by explaining in detail how your customer can purchase your product or register for your service.

Ordering is the biggest point of friction in any purchase process and its particularly friction based when buying online. Especially if your customer is a first-time buyer.

So reassurance and clarity is everything. Step your customer through every step of the purchase process so that they can feel secure that they're in the right place and that their information is secure.

Section 11... Decision time... commitment to action. Now's the time to future pace introspection by appealing to their 'core desire'; the deepest level of what they really want. It's the culmination of building your pivot point, establishing why its valid, and giving desire its final direction via your Call To Action.

In mythology, crossroads represents a location 'between the worlds'. Symbolically, it can mean a locality where two worlds touch and represents a place literally 'neither here nor there', 'betwixt and between'.

As you stand them at the crossroads, invite them on a journey of adventure, progress and achievement. It's your solution to the problem they face. Then contrast this with a journey back to their normal world. Its normalcy is what they want to escape from, but its familiar and has a powerful pull. But there are no solutions down that road, no adventure, no progress, just more of the same.

The way forward in your call to action must be quick, convenient and easy to apply.

Testimonial for Paul Counsel

By
Sarah Lucy Rose...

I was working up to 6 days a week in a café, barely making ends meet when I met Paul.

I had a Master's Degree and a hefty student loan, but had been unable to get full-time work in my profession. Casual work was my only option and I was exhausted, depressed, and uncertain of how I could get ahead in life. I wanted to be like other people my age who were already enjoying reliable salaries and disposable income.

I felt like I was falling behind.

I decided my only way out was to stop relying on someone else - and start a business myself. BUT had no idea where to start, what to do, or how to do it. That's one crucial thing they didn't teach me at Uni...

It wasn't until a friend mentioned that they worked with a 'business mentor' that I got excited! I'd always yearned for a mentor – someone who could show me the ropes of building a business and financial success!

Meeting Paul was life changing. I got a lot more than I expected! Paul has this uncanny knack of being able to 'read' you and lead you to your own answers – there's no hiding from the truth when he's sitting next to you!

He helped me uncover my true genius, plan my way into wealth, and explore my way forward into MONETISABLE skills. He provided a safe, consistent, yet challenging environment to help me unhook from my conditioned expectations of what I 'should be doing' which were limiting my potential to earn on my own terms...

One of the key things Paul introduced me to was the world of Marketing (the #1 thing to understand if you want to run a successful business) and we soon learned that I had a knack for copywriting. It was from Paul's observation, encouragement, and feedback that I started writing for other people, and successfully monetising this skill.

Fast forward about 5 or 6 years and I no longer work for someone else. I'm self-employed. Enjoy time flexibility. And get paid to do 2 things I love – writing and being creative!

If I hadn't met Paul, I know 100% I wouldn't be where I am now, enjoying the work-from-home lifestyle, with a strategic wealth strategy in place.

He has helped me gain clarity, confidence and control in life – the 3 things I didn't have when I was at my lowest!

Much gratitude to you Paul, looking forward to many more years 'exploring forward' and making more money with you!

Sarah Lucy Rose
www.chachingcopy.com

Testimonial for Paul Counsel

By
Nathan Wharerimu...

“From 5k A Month To 5k An Hour. How A Chance Encounter With A Paul Counsel Book Sparked My Success.”

When I left my job ten years ago to start my own business I was filled with dreams of financial security, independence and freedom.

But despite having done what I thought was plenty of research on how to run a business; I had completely underestimated how difficult it would be and how much impact it would have financially, physically and emotionally.

Much to my dismay, my first business crashed, the second one too. The third one did a little better for a while but then eventually joined the others in the failed pile.

Strapped for cash and with a young family to look after I reluctantly returned to my old job believing that maybe financial freedom wasn't something that someone like me can achieve.

But I didn't give up completely.

One day whilst scouring the internet I stumbled across one of Paul Counsels books on creating wealth. The book was so sharply written and so practical that I followed it up by doing some of his courses and workshops.

The thing that stood out about Paul's approach was his emphasis on getting to the underlying causes of why people don't succeed.

Up until then, most of the business learning I had done was focused on the "how to". But Paul was focused on the "why".

By using Paul's three step feedback model I was able to clearly identify a number of key obstacles preventing me from achieving my success goals.

Another of his courses called Money Mastery helped me to develop foundational business tools and skillsets in order to build a solid platform on which I could launch any business I wanted.

And once I was reasonably competent in these skills, Paul's Lucrative Income System allowed me to spot emerging business opportunities that remained invisible to most people.

Just one year after returning to my old job, I once again handed in my resignation.

I felt I had enough conviction in my newly developed skills that I could achieve the business success that had alluded me so many times before.

Armed with the knowledge gained from working with Paul, I went from working in an office six days a week to working from home two days a week.

When I left my job, I had a mortgage and a maxed-out credit card. Now I'm debt free with a diversified portfolio of assets.

I used to have one source of fixed income.

I now have multiple sources of leveraged income.

Cont... **Nathan Wharerimu...**

And I'm pleased to say that I now make more money in one afternoon than what I previously made in six months.

I realise now that I've always had the latent potential to accomplish the success I dreamed of.

But like a seed needs the right conditions to mature.

I needed the catalyst of someone like Paul for my success to become a reality.

My personal wealth journey is not over.

I still have goals to achieve before I can say I'm truly financially free.

But thanks to Paul's support and resources I know it's well within my grasp.

Nathan Wharerimu...

Founder and CEO

Independent Business Network.

<http://highconversionmarketing.com.au>

Testimonial for Paul Counsel

By
Carmel Murphy...

“Becoming A Coach.”

I remember in 2009 finally deciding to become a life coach.

I always loved to help people and now was the time to begin my own business... doing something I loved. It made sense. And all I had to do was the training and then I would get the clients. I wasn't afraid of hard work, in fact I loved it.

So, I studied... and flew interstate, I spent heaps of money... I spent time... and I was ready...

I thought, that's all I needed to do... get “qualified”.

Then I opened my door for business and... crickets!!! No flood of customers; no envelopes of money and no lifestyle of dreams! Oh, I got one or two clients here and there but to be honest I felt like I had no idea what I was doing.

But I persevered and tried and tried... looking over my shoulder often to see how well others were doing and here was I going back to work AGAIN... I had to feed my kids and pay the bills...

People around me didn't seem to “get it” for the most part they just thought I was crazy.

Why didn't I just stay in a job...

But I wanted more, I wanted independence, flexibility, the dream, travel and of course the riches.

What I found was hard work with no reward and a continuous revolving door of going back to a JOB and then trying again and always ending up back where I started...

Low on money and wondering what the hell I was doing.

I knew something had to change and I needed more consistent support and help but where would I get it.

It all came to a head when I was working and wanted time off to travel home to Ireland and could not go as it didn't fit with the “company” timetable...

I decided I simply must get serious about changing this...

So that is when I remembered the one mentor that had really stretched my thinking years before...

I plucked up the courage and I called Paul Counsel.

I called and we discussed a plan... I was nervous... I mean what would be different this time?

I decided to trust... to trust me, to trust my mentor and no matter how uncomfortable I felt, I decided to trust the process and push through it.

And that is what I did, I failed forward, I stuffed it up, I made mistakes, I got feedback, I felt scared and unsure.

But this time it was different...

Every week, I got to discuss what was happening, with Paul.

Cont... Carmel Murphy

I got to be supported and pushed to my potential.

I got to be directed when I wasn't sure.

I got to be guided when it wasn't clear.

I got to unpack my old limiting beliefs and change them.

And I got to uncover my inner talents and skills I never knew I had.

There were a few times I felt like giving up but with someone else caring even more about my success that I did at times, how could I... and I am so glad I didn't because now my life and business is so different...

I get to work to my timetable.

I have travelled and ran national and international events.

I have people coming to me asking how I've become so successful.

I run 2-day events both on and off line.

I am fully booked for 1 on 1's.

I am now onto running my third yearly marketing, video and copywriting retreat.

And I've run in excess of 50 successful events.

This year, 2020 has seen an increase in sales by 200%... and its only half way through May.

I get to work from home and on my terms...

All of this is thanks to working with Paul Counsel. He supported me and helped me build my confidence. He encouraged me to grow in ways I never thought possible.

I am so excited now to keep building my business, to know the difference I am making.

To be able to travel and have the freedom I wanted to do the things I want to do.

Carmel Murphy

The Communication Queen

<http://thecommunicationqueen.com.au>

Testimonial for Paul Counsel

By
Hollie Tee...

“April 2020.”

Prior to meeting Paul in 2014, I was drowning in debt, paying off a mortgage on a single wage and had no idea how to generate extra income except through my 9-5 job.

I was clueless about how the global economic system worked and couldn't see the possibility of the financial disaster that lay ahead of me if I chose to do nothing.

When I finally meet Paul, one of the first things he did was to take me through the “numbers”. And quite frankly, they scared me.

After four years of payments... and looking at all the costs involved in maintaining my mortgage, including the costs of inflation... I quickly realised that what I thought was my avenue to financial freedom was actually a pathway to the exact opposite.

But my house was my dream... and I found it hard to let go. After almost 2 years of procrastinating and “will I won't I”, I finally bit the bullet and sold my house to get rid of the huge debt hanging over my head.

And I'm so glad I did because with Paul's help, I've now made back every cent of payments and so much more.

I also focused on learning new skills starting with website design and then moving into learning how to write copy as well as investing money into assets to protect my future.

For a while I kept wondering if I'd made the right decision (to sell my house) and 4 years later I had my answer...

After acting on Paul's core teachings of reducing debt, reducing risk, increasing skill and increasing cash flow... it's paid off in ways I couldn't have imagined as the world is facing the current “Corona Crisis” that's rapidly impacting the global economy.

Thanks to Paul's mentoring, patience and amazing support, I can sleep well at night knowing my financial future is safe and secure in times of economic uncertainty.

Hollie Tee

Testimonial for Paul Counsel

By
Nicole Ashby...

When I started FIFO Families, I was a complete business novice. I had no idea where to start or what to do.

All I wanted was to create a business that would generate enough income to bring my husband home from his fly-in-fly-out job, which saw him work away from his growing family for months at a time.

To achieve that goal, I intuitively knew I had to have someone work alongside me, to mentor me, to support me, and to guide me.

Not just anyone... I wanted someone who had achieved the business-success I wanted for myself. That's when a friend introduced me to Paul Counsel.

I met Paul over a cup of coffee. And of the problem I was describing to him, he said, "Nicci, if it's a problem for you, it's a problem for 10,000 other families as well. Why don't you develop a business that helps them solve it?"

I remember coming away from that meeting buzzing with possibilities. My intention was clear. Paul helped me every step of the way.

I bootstrapped FIFO Families Pty Ltd, in 2010.

I would take a step, check in with Paul, and come away with the next step. I just kept doing what Paul suggested at the time... after all, he had already achieved the results I wanted many times over.

Within three short years, my business was generating close to 7 figures and I was able to bring my husband home from his FIFO job. That enabled him to fulfill one of his dreams to be a stay at home dad with our youngest daughter.

Not only that, I built a membership base of some 15,000 FIFO families from across the country and at the peak had 5 employees and some 60 volunteers working to support FIFO Families.

I went on to win some significant entrepreneurial business awards, was twice a finalist in the Telstra Businesswoman Of The Year Awards. I became a recognised business leader with 416 media interviews under my belt.

There is no way I could have achieved the results I did without Paul as my mentor.

I always felt he had my back and he would never let me down. As I sailed the somewhat stormy and choppy waters of the business world, Paul was always there keeping me on track and heading in the right and most effective direction.

Nicole Ashby
CEO High Profit Media
<http://high-profitmedia.com>

Testimonial for Paul Counsel

**By
Stefanie Toerien... Dentist.**

I was in my early forties and despite being a successful professional, earning a decent wage and having travelled the world, I felt unfulfilled and undervalued.

I was bored with the sameness of everyday life and the repetitive cycle of eat, sleep and work; a routine so familiar to many.

I wanted more. I just didn't know what to do next.

A friend suggested working with Paul Counsel... and after meeting him, I knew his Money Mastery Program was the 'right' place to start... and it couldn't have come at a better time because...

Fast forward 12 months...

I'm reaping the benefits ... my profits have increased by 25%. I'm over the moon.

With Paul's support and encouragement, I continue to apply new information. And here's what I've been able to achieve.

I've been able to generate income outside my daily job. From mentoring others to working on a marketing project in collaboration with Paul.

When my clinic hours at work were reduced because of increased business pressures, I had the skills and confidence to negotiate and determine my own destiny. I established myself as a highly sought locum dentist.

Now I get to work all over Australia and have all my expenses paid for. Everyday feels like a continuing paid holiday.

The sameness of everyday life no longer exists.

Investing in improving my writing skills, while receiving tons of feedback and guidance from Paul, allowed me to become a published author in industry magazines Australia wide.

And when the recent Corona crisis hit with the related economic consequences, I felt more prepared than ever. Paul has opened my eyes to a whole new world of financial information that has allowed me to prepare for my financial future way better than I ever thought I could.

Since working with Paul, I've discovered my version of 'more to live' through thought provoking conversations that has allowed me to gain new insights.

Information seen through a different frame of reference has led to new experiences, achievements and a sense of purpose and security that was unimaginable before my journey started.

**Stefanie Toerien
Dentist.**

Testimonial for Paul Counsel
By
Eong Tee.

“From Heartache To Thriving In A Global Crisis.”

Greetings, my name's E.T.

I want to share with you how I went from heartache and feeling uncertain about my financial future to now turning over a multiple 6 figure income, in the middle of a global crisis.

Oh... and as for the broken heart, I'll tell you more about that in a moment...

It was 2012 and I thought I was with a person I was going to spend the rest of my life with. Self-employment was bringing in a high 5 figure income working 20-30 hours per week, and I thought life was brilliant.

Suddenly, the relationship ended, I was heartbroken and started to hate work. As a result, annual turnover dropped by \$22,000.00. YES! Twenty-two thousand dollars!

Rock bottom is an understatement!!!

I had to muster the very little energy I had left, or I wouldn't be able to escape from this hell.

So, I wiped the tears away, dusted myself off and decided to reach out to a man I'd heard being called a mentor of mentors.

His name's Paul Counsel.

The phone rang within the hour of me sending an email and before I knew it Paul and I were at the local cafe chatting over a cuppa.

I knew within 10 minutes that I had to engage him. We chatted for at least another hour and a half. Just in that short space he was able to gently guide me through the process of the breakup.

Before I knew it, my income increased by over 70% in under 8 months.

Fast forward a few years and I'm now turning over multiple 6 figures with two full time and 2 casual employees, all in the middle of a global crisis. I'm loving the growth of the business and lessons that come with them.

On top of this, Paul has shared his knowledge and guided me towards creating other streams of income, which are well on their way.

Please don't be fooled that it was a walk in the park. I've experienced my fair share of dramas along the way.

But this is why having Paul as a mentor is such a blessing, as he's already travelled the road ahead and can steer you away from imminent danger.

The relationship we've established is so, so encouraging and supportive for success.

Thankyou Paul for your knowledge, patience and mentoring.

Eong Tee
Founder of O.T.B. Rope Access
<https://otbropeaccess.com/>

P.S. They say a picture paints a thousand words...

