



SPI Podcast Session #116 - Copywriting Tips and Formulas with Kevin Rogers

show notes at: <http://www.smartpassiveincome.com/session116>

Pat Flynn: This is The Smart Passive Income Podcast with Pat Flynn session #116.

Intro: Welcome to The Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. And now your host, if he had his own cologne, it would be called Beyond Musk, Pat Flynn!

Pat Flynn: That is a creepy voice, John, but well-played, my friend, well-played. Thank you all for listening in. This is Smart Passive Income Podcast session #116.

Today, we're just going to dive right into the content. A great interview with a man named, Kevin Rogers, who I met up in Seattle when I was doing CreativeLive.com for Derek Halpern's event. And he's an expert copywriter with a comedian background actually. So this is going to be really interesting, really fun, and he is going to share a lot of hooks and formulas with us that are going to help us better create sales pages and sales pitches for our businesses and our brands. So you can find out more about Kevin, and I'll mention this again at the end of the show, but you can find out a free giveaway at 60SecondSalesHook.com. And you can also check out Copy-Chief.com.

So let's get right into it. Let's welcome Kevin Rogers to the show. Hope you enjoy.

Mr. Kevin Rogers, welcome to the Smart Passive Income Podcast. How are you?

Kevin Rogers: Great, Pat. How are you, buddy?

Pat Flynn: I'm doing awesome. And I'm extremely excited because for everybody out there, Kevin and I connected last year in March of 2013 in Seattle for an event that Derek Halpern was hosting over at CreativeLive. And Kevin has some mind-blowing tips for you for copywriting. And I'm really excited because we haven't had a show yet, over a hundred episodes and we haven't had a show that really delved deep into or that dives deep into copywriting. And so, I really am excited for everybody out there because obviously copywriting is quite essential when it comes to doing online business.



And the stuff I remembered from what you talked about is just – this is going to be awesome.

But first, Kevin, why don't you just introduce yourself to everybody? What is it that you do? If somebody were to come up to you on the street and be like, "Hey, Kevin. What do you do?" How would you respond?

Kevin Rogers: Yeah. Well, I usually don't say copywriting because people just think I'm some kind of lawyer. Nobody knows what that means.

Pat Flynn: Right.

Kevin Rogers: So what I tell people that asked me what I do is I say, "I help people who have good information to share reach a lot of people and share it." And if they're more interested, I tell them that I help people make millions of dollars selling information products.

Pat Flynn: Right, which you do. And so, you have a number of clients who you helped with copywriting like what are the types of things that you're helping create copy for?

Kevin Rogers: Yeah. So for the last year, I've been focused in health and fitness a lot more, wellness, natural health. One new client is Dave Asprey with Bulletproof Coffee.

Pat Flynn: Yeah, I'm a customer of his.

Kevin Rogers: OK, great. Yeah, me too, me too. Earning back slowly what I've spent with him.

Pat Flynn: Right.

Kevin Rogers: They're a great organization, a lot of cool people over there. I also worked with some of the great fitness, workout, and health guys online, John Rowley and guys like that. And yeah, so I was just at CHS, Michael Fishman's event and was there with Food Babe and a lot of amazing bloggers and people who were just really finally breaking through with the message that there are better ways to treat ourselves and we don't have to accept what's in the grocery stores. So there's a lot of exciting energy in that space right now.



Pat Flynn: That's cool. Yeah. I mean that in particular is something I'm very focused on right now in terms of diet and health and I've already since switching my diet seen a lot of beneficial things happen in my life in terms of being more focused and being more energetic. I just finished my first half marathon actually – or actually, my second half marathon. My first one I ran last year in the time of 2:10, this time I beat two hours which was my goal which I didn't think I could do. And I think a lot of it was because of just the fuel I've been putting in my body.

But anyway, we're not here to talk about holistics and health and all that stuff. We're here to talk about copywriting. So I think the big question is a lot of people don't feel like they can do it or maybe they expect that there is some simple formula. Is there a formula for a good copywriting out there?

Kevin Rogers: Yeah, there are formulas. There is no one size fits all everything. But I've been able to cobble together some really effective formulas. I have a bit of a knack for that, Pat. I've discovered along the way. I don't like any more than anyone else to sit and face that blinking cursor on a blank Word screen. It's very intimidating.

So I'm constantly after the little hacks to get started just get the juices flowing. And once you do that, copy – if you created your product, if you put a lot of passion into your product or your service, then you have everything you need to sell already in your head. The hard part is getting it out and getting it in order. So that's what I've focused on for my own purposes and now I've begun sharing with others, little ways to get started and then sort of the order to put things in so that it converts.

Pat Flynn: So tell us, how do we get started?

Kevin Rogers: My favorite way to get started is – this is a good test if you want to know if you have all your information that you need to sell a product. And what I do is I start having a conversation with who I picture would be my most bitter, cynical, uninterested prospect. So I sort of create and I just have them ask very snarky questions like, "Oh great, what's this? Another x product just like a hundred others out there." And then I'll say something like, "Oh, actually I'm glad you asked. No, it's a little different because of this." And I'll just have this conversation and I'll write it out almost like a journal entry.

And what I find is as I get in the flow of that, I'm telling this cynical imaginary prospect all about the benefits of the product and I'm actually seeing how they might respond and ask different questions. And it's a cool thing to do because there's no pressure on



it. You're not actually writing the copy that's going to see the light of day. It's sort of like a warm-up exercise. But when I do that, a lot of times, great copy comes from that. And next thing I know, 20 minutes into this exercise, I'm actually writing really decent body copy that ends up in the final product.

Pat Flynn: Right. So that's really interesting because when you have a sales page or when you're promoting something at any point online, people aren't going to want to buy it right away. They're going to have to be shown that this is something that is worth their time and it's worth the value that you're sharing. And so, I think having a conversation with a bitter prospect is perfect. I think that's a great way to think about it.

Are there any – so just write all that down and you'll see over time that you'll have some good stuff that you could potentially add on to a sales page.

Kevin Rogers: Yeah. You are basically writing out what can turn into benefit bullets like bullets are a really essential part of copywriting. I think if somebody could learn just how to write bullets, they would have a big head start because bullets often become great headlines or subheads or great subject lines in emails.

So study bullets whenever you see them on good sales pages and really think, "OK, what's being said here?" Bullets are everything. A lot of times, you could have a 9-page email or a sales page and it's just could be that one bullet that makes the sale because you're like, "Wow! I've got to have that or I've got to know what that is."

Pat Flynn: Right. Now, speaking of 9-page sales pages, I mean a lot of us especially in the space that I'm in are familiar with those incredibly long copy sales pages which are just – you scroll down forever. And initially, we're like, "Does that actually work?"

Kevin Rogers: Yeah.

Pat Flynn: I mean does it? Is that what you do for your clients? You create these long sales pages? Or what is the main goal?

Kevin Rogers: Well, the goal is to sell obviously. And the argument for long copy is that it can't hurt. As long as people know how to buy, how can there be a problem in telling them too much? Now, you could also argue back that, "Well, when I see – when I'm scrolling, my finger gets tired from scrolling my mouse through this sales page. I think this has to be complicated because there is so much information here." But there



are a lot of ways around that. You write subheads in a certain way that are – if you just read the subheads of a good sales letter, you can pretty much get the gist and get the pitch in that form.

It really is sort of market-specific too. For instance, in the finance market, they are voracious information seekers. So people will actually read every word of those incredibly long sales pages, and sign up. What they're signing up for is more long sales pages because they are usually signing up for a newsletter which means they're going to get even more words on a page monthly or weekly. And people in that market just love information. They're information hounds.

You have to realize, a lot of people come to an offer when they're in pain. If Pat, if you are told that you have a new illness or somebody you love is facing an illness that you've never heard of before, you can do a lot of reading over the next few days, right? So it really depends on the degree of pain and fear that somebody is in. So that's why it's important to give good information in your copy, to spend a great movement towards value-driven education style sales copy. And I'm glad for that. It's not – certain markets, you're just going to see all the hype and all the crap. But in the markets that really do well like natural health and holistics, you see a lot of teaching going on, and that's the best kind of copy.

Pat Flynn: That's good. I mean that was something I was going to ask you about is understanding that people are coming to buy things out of pain or hope or whatever the case maybe, where do you draw the line with the words that you say? I mean because you could easily say things that you know are going to help make a purchase but might be a little bit of a white lie. You know what I mean? It's like where do you draw that line and how do you know what to put in your headlines?

Kevin Rogers: Yeah, that's a good question. Again, it depends on the marketer.

Pat Flynn: Right.

Kevin Rogers: I mean one thing you have to consider is your reputation overall. And that usually stems from your ethics.

Pat Flynn: Of course. Like if I were to have a sales page selling a product that said, "Buy this product now, you're going to make a million dollars by next month." Like that would be an obvious misalignment.



Kevin Rogers: For instance, you do an amazing thing and you post your income which is amazingly transparent but you're not saying to somebody, "Hey, this is what you could be making if you did exactly what I do starting next week." Right? So it's all about context and being transparent and honest.

So yeah, it's just – people know when they're tricking people and when they're not. And a good guy to watch is anybody who has been in trouble with alphabet agencies, the government can just crush you anytime they want. If they don't like what you're doing, even if you're not necessarily breaking the law, they will just bleed you to dry with lawsuits if they really think you're up to no good.

And so, look at guys who have gone through that and how they market themselves now and that's a really good lesson in how to be very careful about being ethical and saying the right thing because their customers now not only the people they're trying to sell their products to but it's the alphabet agencies who are watching them very closely.

Pat Flynn: That's interesting. Is there any certain people or maybe a list somewhere that we could look up for that?

Kevin Rogers: Yeah. I don't think that it's any secret that Frank Kern went through some of that. And so, Frank has done an amazing job of marketing with great transparency. I mean what Frank does, instead of putting his legal disclaimers in 8-point type hidden somewhere in an email, he leads with it. His third to fourth paragraph will be something like, "Let me just say immediately that you absolutely will not make that same \$180,000 that I made last month. In fact, you could very well lose money if you try this. However ..." And you just go, "Wow! OK. Well, that's out of the way. It doesn't make me want it any less."

Pat Flynn: Right.

Kevin Rogers: It's just that this guy is being really honest about it. And yeah, I'm glad he's out there doing that. A lot of guys just disappear when they go through legal troubles or have to learn tough lessons and they just go hide and sit on whatever money they could keep from it.

Pat Flynn: Sure.



Kevin Rogers: But guys like Perry Belcher and Frank Kern are good examples of guys who took their licks, right or wrong, suffer the consequences, and came back even stronger.

Pat Flynn: Yeah. No, that's very interesting and good point. OK. So, we have our starting point and we have maybe a number of different things on a mind map that we might want to make sure we include on a sales page. Where do we go from there?

Kevin Rogers: So where you go from there is you – well, that's where I would start bulleting. If you say, OK, about my product then I start to – for instance, let's say you have a training series and you've got five videos. What I would do is go through each of those videos and stop the tape every time I get to a very useful piece of information. And that's what I would turn that into a bullet.

So for instance, it might be a 4-minute section where you talk about the place – how you – the best way to get traffic to your landing page right now. And so, think about, OK, what is it and what is it not? Great bullets often come from what things aren't because people find relief and maybe they've tried say, Google AdWords and that didn't work out. And so, an interesting bullet could be the new hot place to get very inexpensive traffic (hint: it's not Google AdWords or Bing or any of the other search engines) or something like that.

And so, if you go through your entire product and write bullets every time you put out a very useful piece of information, suddenly, you'll have the foundation for what is your sales letter. You'll not only have the great bullets to talk about each module that's insane information product but like I said before, you're probably going to get a really good headline out of one of those bullets.

Pat Flynn: Sure, yeah. And we'll get into headline a little bit because all of us online whether we are blogging or even on social media, we're creating headlines, stuff that people read and scan through and we have to fight for their attention to create some sort of action like clicking through to then read that article or whatever the case maybe.

Kevin Rogers: Right.

Pat Flynn: OK, so turning everything into bullet. Now, I remember when we were in Seattle, you talked about something called the KLT Formula. Are we there yet?

Kevin Rogers: Sure. We could be there, yeah.



Pat Flynn: OK.

Kevin Rogers: Its use is a little different but I mentioned landing pages. And the thing that's so important is that you make a connection. There is so much – like you said, we're all fighting for attention. There are three things you need to make happen when somebody encounters you for the first time online. And that is, you need to get attention and then you need to make a connection and then of course, you need to inspire them to take action whether that's opting in for something or actually making a purchase.

And when you make – the connection is the hard part. It's sort of easy to get attention. You could use what we call in copywriting, a pattern interrupt. And actually, a good example is you stop by Huffington Post to read one article and next thing you know it's Thursday and you've read about every celebrity problem in the world because you couldn't resist eight celebrities you never knew were related. You had to click on that.

And so, those are all like curiosity-driven headlines. And it's easy to sort of grab people's attention but it's what you do with it after that. So the connection is the more difficult part. And the KLT Formula that I created is a 4-part formula that tells your story in a very concise way. And KLT stands for Know, Like, and Trust because what the formula does is immediately establishes know, like, and trust with somebody who may have only met you seconds ago through a video.

Pat Flynn: Yeah. And this is incredibly important because obviously when people arrive on your site or they go to a landing page or maybe they're on a sales page, you have a very, very short period of time to grab people's attention and like you said, know, like, and trust you. How do we make this happen?

Kevin Rogers: Yeah. By the way, the new study is the human attention span is now 8 seconds, beat out by the gold fish at 9 seconds.

Pat Flynn: Nice.

Kevin Rogers: So yeah, keep that in mind. And so, I call this the 60 Second Sales Hook. And it comes from – Pat, I did standup comedy in my 20s. I spent about a decade touring all over the United States working holiday in lounges and comedy clubs and night clubs and college campuses.



Pat Flynn: That's awesome.

Kevin Rogers: Yeah, it was really fun and worked with great comics who are now household names like Chris Rock and Louie CK and all these guys. And what I discovered about myself was I love performing, but I really loved was the writing part. And so, it makes sense that I'm a copywriter now. And so, when I got into copywriting, I started to think back to my joke writing. In fact, I'm still doing a little of both. And I was starting to see all these parallels between the two.

Like you said for instance, we have to get attention quickly. When you walk up on stage in Dothan, Alabama, it's a military town and they've been serving dollar pitchers of beer for three hours before the show starts. Guess what? Your cutesy opening joke isn't quite going to grab their attention.

Pat Flynn: Right.

Kevin Rogers: You basically have to open with what you would close with in a real club and then figure it out from there. So, you learn as a standup how to win attention at tough situations. And then it's about being market-specific, who is out in the crowd, who are you talking to, how are you connecting with them? All these things cross over.

So I discovered a very particular joke formula and I transferred it to marketing. And it works perfectly if you just change the last part of the formula. And I'll tell it to you now if you'd like.

Pat Flynn: Yeah, please.

Kevin Rogers: OK. So the formula goes like this. As a joke formula, it goes like this. It's identity, struggle, discovery, and then surprise. Because as we all know, jokes are funny because they catch us by surprise, right? So a great – this is the joke formula that you'll see often. After I teach it to you, you'll start to recognize it all the time. And what I found is, this is the formula that comics go to when the stakes are at their highest. The stakes are never higher for a comic than when they get on their first national TV spot. Right?

So it's your first Fallon's spot. It's your first Letterman – Ray Romano's career happened because his first Letterman's spot was so good that Dave signed him to a development deal and they created *Everybody Loves Raymond*.



Pat Flynn: That's so cool.

Kevin Rogers: And so – and Ray is famous for this formula, so identity, struggle, discovery, and surprise. Here's a great example of a comedian named Karen Rontowski and her first Letterman set opened with this joke. She said, "My kids were so bad in Walmart today that I pulled a fly swatter off the shelf and smacked them with it. And the second the fly swatter hit their butt, I realized, 'I don't have kids.'" Which is a great joke and if you think about it, how much did we just learn about this woman in about 19 seconds? Right? We learned that she doesn't have kids. She is annoyed just as we are by crazy kids in Walmart, and all these things.

So we now have this connection. We feel like we can relate to her and we know where the set is going to go from there. She has established her persona.

Pat Flynn: Right.

Kevin Rogers: And so, you could see identity, struggle, discovery, which is the fly swatter, and then the surprise is they're not even her kids. So in marketing, you just change that surprise to result, which is a relief because we can't charge marketers with being clever all the time and using misdirection to surprise people into taking action.

Pat Flynn: Right. Misdirection is bad.

Kevin Rogers: Exactly right. We don't want to be tricky. What we're trying to do is establish trust, right?

Pat Flynn: Right.

Kevin Rogers: And we trust the comic to surprise us and make us laugh. But what we want as marketers is to say, "Here is how well this worked for me and I'm going to help you try to get a similar result."

Pat Flynn: Sure.

Kevin Rogers: And so, what people want to know from us is what, was the result? So for marketers, it's identity, struggle, discovery, and result.

Pat Flynn: Result.



Kevin Rogers: And so, I'll use one that I actually wrote – to prove that how easy this was, I actually wrote one for my dog, my dog Jessie. And by the way, you have to add the call-to-action at the end.

Pat Flynn: OK.

Kevin Rogers: Because obviously, you want people to take action. So picture my dog, Jessie, this is her KLT hook. "Hi, my name is Jessie. I'm a one-year-old miniature beagle from Florida. And this is my family." And I show a picture of us. "When I first moved in with them, I struggled terribly with intramural bladder alleviation or what humans call peeing in the house. Every time this would happen, the humans, especially the tall, bald one would get weird looks on their faces and yell things like, 'No, no, no, Jessie. It was happening so often, it seemed like they had changed my name to damn dog.

All I knew was what made me feel really good was clearly upsetting the humans. Something needed to change. Then I discovered a really simple trick I can do whenever I feel an IBA coming on that magically causes the front door to open and gets me a free walk outside. Now, I never have accidents anymore plus I get more walks and the humans never freak out and yell strange words at me anymore.

To discover how you can learn the simple trick in as little as one day, just tap on the button mark show me your trick and you'll get free instant access to my special report, How to End IBA Accidents Forever and Double Your Walks Overnight. I'll smell you there."

Pat Flynn: Nice.

Kevin Rogers: And so you see, it's the same exact formula, just stretched out a little bit. I mean you feel like you know my dog now.

Pat Flynn: Yeah. No, that's really cool. I think identity, struggle, discovery, the result being that there were no more accidents and then the call-to-action is to click on that button blue. So this was as if your dog was actually – had a sales pitch to help other dogs have this ability.

Kevin Rogers: Exactly right, yup.

Pat Flynn: Oh, that's super cool. So if we go to any sales page or any sales page that we think is good, we can sort of see this formula.



Kevin Rogers: Yeah. I mean I see it everywhere now. And actually, I have a blog where I do what I call the hook of the week and I not only do ones that I help people tweak and rewrite as examples but in fact, I recorded one on my iPhone today from a TV commercial because I'll been walking through the house and hear a commercial in the background. I go, "Oh, there's the KLT."

In fact, this is the – it's the same formula when Weight Watchers paid Jessica Simpson \$4 million to be their new spokeswoman. This is the formula they used in her commercial. And there was an example of that on the site as well.

And it follows it perfectly except in Jessica's case, the result was the cliffhanger which I thought was brilliant. She said, "I'm going to do my best and we'll see how I do." So now, you're following along on this ride.

Pat Flynn: Yeah.

Kevin Rogers: But yeah, you will definitely start to see to see it everywhere and the places you don't see it, you'll also immediately recognize. A place you don't see it very often for instance is in a corporate mission statement. Those are terrible. They're always ...

Pat Flynn: They are.

Kevin Rogers: They are always so ignorable. They just annoy you. Right? And the reason they're so bad is because they're not – there's no story there. They're just saying, "We believe this and did that. In the 1972, two brothers decided ..." And you want it to be interesting but you just don't – you're going, "I don't care because they're so eager to impress me."

So the key to the formula is struggle. When you admit to somebody that you struggle with something, they let their guard down and they feel close to you. They may have had a similar struggle or they may have not but they feel like they can trust you because you're being transparent and you're being vulnerable. That's the way to win over a stranger in any situation is to just be honest and vulnerable.

Pat Flynn: Yeah. I mean I can definitely attest to that. I mean a lot of people know on the Smart Passive Income blog that I talk about a lot of the failures and a lot of the dark side of what I do online and people do appreciate that. I can't tell you how many



people emailed me after episodes 104 and also 108 talking about a lot of the personal things that happened and the struggles that I've had starting my businesses, how many people were just so appreciative of that. And going through this identity, struggle, discovery, result, I mean that's what my entire brand is all about.

Kevin Rogers: Yeah.

Pat Flynn: Being able to identify with all of you out there saying, I'm just a guy and I have a family. I didn't go to business school or anything. I'm not a genius but I just am somebody who takes action. I struggle all the time, struggled when I got laid off and still struggle now when I'm creating new things and dealing with these new challenges in my business and discovering ways that I can improve and help myself which then I can share with you and these are my results. I mean that's where the income reports are coming from, that's where the Niche Site Duel comes from, that's where all the stuff comes from.

And then oftentimes, there are call-to-actions to – whether it's leave a comment or subscribe or perhaps check out this product that I'm recommending which is helping me with the income reports. But I mean this is beautiful. I think a lot of people should – I mean especially corporate people, should get it in on this. I mean this is really, really key. So one more time, identity, struggle, discovery, and then result and then of course the call-to-action. I think that's huge.

Now, let's focus on the last part of this session here on headlines because to have this formula is great. But even before people come over to our sites, there is a shorter amount of text in the headline or some sort of status update or whatever on social media that has to capture people's attention, too.

Kevin Rogers: Right.

Pat Flynn: So how do we capture people's attention with headlines? How could we best do this? Obviously, there is – I've shared a number of different formulas. What does Kevin Rogers say is the way we should approach headlines?

Kevin Rogers: Yeah, good question. It's a broad subject but ...

Pat Flynn: It is. Sorry.



Kevin Rogers: My favorite way to study them at least and to swipe them, again, having some sort of formula and just collecting great headlines. Any time you are drawn in by something, you need to screen grab it or snap a picture of it with your iPhone. What gets you in the checkout line at the grocery store? I'm a sucker for those. The cashier always has to say, "Sir?" Because I'm like I got three magazines opened because – and so, next time that happens like something in Cosmo makes you go, "Oh, I have to buy this magazine or I need to quickly flip to this page and see what happened," take your iPhone and snap a photo of that headline and then start to see, how could I use this? Especially on – magazine blurbs make great subject line swipe for email.

And also, look at – again, I reference Huff Post and Upworthy and all these ...

Pat Flynn: BuzzFeed.

Kevin Rogers: BuzzFeed is a great one. Oh, you know who has got great headlines is Prevention Magazine. Just Google Prevention Magazine covers and go to the images and you'll see pages and pages and pages of the best headline writing in the world. They're amazing at it. They use the best copywriters in the planet. But there's another book called – it's from the New York Post called *Headless Body in Topless Bar* is the name of the book. And it's all their best headlines from the New York Post over years and years.

And I'm telling you, you just flip through this book and start thinking about, all right, what story that's in the news right now or what something that happened to me, something crazy my kid did, or something somebody did in traffic, what story could I tell that I could put into a curiosity-driven "shocking eye-brow raising" sort of headline and then pay that off and get people into your real message. Man, if you just use a little bit of story and then go into your message, a lot of people don't do that because they think, "Oh, nobody wants to sit and read a story." Trust me. Everybody wants to sit and read a good story.

Pat Flynn: Yes.

Kevin Rogers: A well-written story. So don't shy away from that because all of a sudden, you just become another person spewing information at somebody. There's no connection there. So my long way to answer your question about headlines, I almost ducked out of it but what I'm really trying to say is the best way to write a headline is to have a headline to write about. So find a story. Sit and think, "What has happened to



me recently or what did I read about or experienced that I could summarize into two or three-paragraph lesson story and how could I drill that down to a simple headline that would force me to read it if I saw it?"

Pat Flynn: Yeah. That's great. And I'm sorry for putting you on the spot there with a really difficult question. And I'm not expecting you to say, "OK, here's the magic formula." But I think ...

Kevin Rogers: There are a million of those out there.

Pat Flynn: Right.

Kevin Rogers: Again, you could Google headline swipe files and get lots of good ones.

Pat Flynn: Right. Like I mean there are tips that do help like using numbers, top ten list, and all of those things. I mean I think there is stuff [inaudible] and I think the story – the stories do play a huge role. And this reminded me of a post I read recently actually, published April 22nd on Buffer about the power of a story. They had – they split-tested two – I think there were sales pages, basic A/B test. One did include a story and the other one didn't even though there were a lot more words. The story one had a lot more readers and the average time on site was improved by four minutes.

Kevin Rogers: Wow!

Pat Flynn: And it was just kind of ridiculous how much stories mattered for this.

Kevin Rogers: Yeah.

Pat Flynn: I'm here also – I did what you said, look up Prevention Magazine and look up the covers. I mean they're great like "Is your diet aging you? Five super foods to the rescue."

Kevin Rogers: How do you not read that?

Pat Flynn: What are those five super foods?

Kevin Rogers: Yeah. If you are at all concerned about your aging, it's impossible not to read that. I'll tell you another great example of the value of story. There's a thing called The Significant Objects Project. And what people do is they go to garage sales



and they find the cheapest item they can find that seems a little offbeat or interesting. So it might be a little, I don't know, Rubik's Cube keychain or something. And what they do is they let writers write stories about the items.

So say you pay like 20 cents for this Rubik's Cube keychain and then you attached a story to it that talked about the girl who you first fell in love with, that this was a gift you bought for her and the day you went to go give it to her something happened, whatever it is. You make up a story and give it a bunch of great meaning and you bring people back to the first time that they'd encountered a Rubik's Cube and what it meant to them.

Pat Flynn: That's cool.

Kevin Rogers: And when you – so what they found was and as this whole project where they – and then they put these items on eBay. And the story increases the value of what people are willing to pay for the item by sometimes up to four, five, six hundred percent. If you just put Rubik's Cube keychain, people either want it or don't and move on. But when you say, "The Rubik's Cube keychain that broke my heart," or something like that, people are drawn in, they start reading. And now, they start to feel an attachment to it and it has a whole new significant value.

So SignificantObjects.com I think is the site and it's a really – they have tons and tons of them. And it's great to read these stories and they'd show you the numbers of how much it increased in value.

Pat Flynn: I mean that reminds me. I watched a show called *Pawn Stars*.

Kevin Rogers: Yeah.

Pat Flynn: And people come in and try to sell their items. And it's like the ones that have the incredible story – it might be a thing that's related to a famous rock group for example. But then there's this incredible story with pictures about how the signature was obtained and all that stuff. It just totally increases the value on what they could sell that item for. Antiques road shows, same thing. You hear stories behind these objects. It really does add value.

Kevin Rogers: That's right. So yeah, so dig in to your own closet and say, "Why is this interesting?" Like me, I'm a copywriter and there are a lot of copywriters out there. But when I talk about it in this frame of being a standup comic, suddenly, there's a lot more



context there and people have a new reason to listen to me because I help them see comedy and copy in a whole new way through a very particular filter. And so, it's great to be able to go, "Hey, I'm going to watch standup comedy and also learn about how to market my business better."

Pat Flynn: Yeah, I've learned a lot from watching standup comedy actually.

Kevin Rogers: Yeah.

Pat Flynn: It's incredible. Now to finish up here, Kevin, a couple of things, one, a point I just want to make and then the second thing would be a question just to finish up. The first point is in order to understand how your copywriting is working for you, you got to make sure you're tracking and even doing A/B test and stuff like that. I mean you could spend as much time on copy as you want but there are potentially always ways to improve and to test different things and you have to be testing all the time. I'm always testing something in my brand. Would you agree that testing and doing A/B test and all that stuff is incredibly important when it comes to copywriting?

Kevin Rogers: Oh yeah, 100%. And it couldn't be easier these days. There's just no excuse anymore. Things like LeadPages and similar programs just make it dead simple to create two or three versions of the same thing, test with video, without video. I'm testing right now two-camera video versus slide-driven video, all kinds of things, headlines. Yeah. I mean like you said. And when they – I love the contest like "Which Ad Won?"

Even veteran copywriters get this wrong all the time because we bring so much of our own personal experience and preference to an ad or to a project or to a headline that we're very biased in how we judge it. So the only judgment that matters is if people are clicking and taking action on it.

So the only way to remove yourself completely from the scenario and be subjective is with A/B testing.

Pat Flynn: OK. Perfect. Thank you. And then lastly, what are some of the biggest mistakes people are making when it comes to either writing headlines or even any sort of sales copy?

Kevin Rogers: The biggest mistake in headlines by far is trying to close the deal in the headline. And again, it's understandable why people do it because when you put a lot



of passion into what you've created, it's very hard to resist not giving all the benefits in one mouthful. But trust me. The less you say in the headline, just say the right words, seven or eight, ten or less words will certainly do the trick. The headline's only job is to get the next line of copy read or to get your video clicked on and watched.

Pat Flynn: Right.

Kevin Rogers: So don't try to close the deal with the headline. I would say that's the number one mistake.

Pat Flynn: Perfect. Kevin, thank you so much for coming on. We've learned a ton. I love the formulas and the structures and I also love your dog, Jessie. So thank you so much for sharing all of that. Kevin, if people want to learn more about you and get more information from you, where should they go?

Kevin Rogers: Yeah, two places. They could go to 60SecondSalesHook.com to get their free download of the book and learn the formula. And also, Copy-Chief.com is a great place to learn more about me.

Pat Flynn: Perfect. Thanks Kevin, I appreciate you and we'll talk soon.

Kevin Rogers: Thanks buddy.

Pat Flynn: All right. Bye.

All right. I hope you enjoyed that episode with Kevin Rogers. Again, you can find them and get your free gift at 60SecondSalesHook.com. You can also check him out at Copy-Chief.com. If you'd like any of the links or the resources mentioned in this episode conveniently in one spot, just head on over to SmartPassiveIncome.com/session116 for the show notes.

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Awesome. Thank you so much. I appreciate all of you for taking time to listen to the show. And again, if you have any questions, head on over to AskPat. And please, leave a rating and review on iTunes. I appreciate them so much. And one more time, you could download that app that I was talking about at SmartPassiveIncome.com/app. It's 100% free.

Thanks again. Take care. And remember this, a smooth sea never made a skillful sailor. Cheers!

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