

# The 60-Second Sales Hook



How To  
Stand Out And  
Sell More  
Using The Power  
Of Your Story

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By Kevin Rogers

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## **Introduction**

Did you know that a story – if it’s the right one – can make you a billionaire?

Don’t believe me? Talk to J.K. Rowling, the author of the Harry Potter series, which has to date brought in almost \$25 billion dollars.

Or Erika Leonard, a fan girl of the also uber-successful Twilight series who began typing out a Twilight-based story on a fan site until it morphed into something else.

That “something else” became the 50 Shades of Grey series, which she wrote under her pen name E.L. James, and has brought her \$95 million so far.

Yep, the right story can make you filthy rich.

Great (you might think), but I’m not a novelist! Heck, I’m not even a writer ... so why are you telling me all of this? I thought this book was supposed to be a “how to sell more of my stuff online” kind of book? How is this going to help me?

Fair enough. You may not be a writer. But if you want to sell stuff to people – you know, market a new product or a book or a course online and make millions of dollars so you can quit your job and work 4 hours a week from a hammock – then you are now in the business of telling stories.

And here’s the great news:

## **You don't need to be a writer to tell stories.**

You don't need to be "creative." Because when you're selling your product, the best story to tell is your own.

When I was a kid, I risked my mother's wrath by staying up late to watch Johnny Carson. I was mesmerized by his monologues and the way he weaved tiny stories together and twisted them off at the end to make the crowd howl with laughter.

Then came David Letterman, who did the same, except he was reckless, and they both showcased the world's best comics doing their best 5-minute sets and I couldn't get enough.

I dreamed of being a comic one day. And after high school, I did what most people consider too scary or too risky or just plain too insane ...

... I went on the road as a stand-up comedian.

For 10 years I drove up and down the interstates of the U.S., eking out a living by standing up in smoky, dark rooms full of various levels of drunken men and women fumbling at each other's clothes.

It was not a glamorous life, not a tad luxurious, but I got to work and collaborate with some amazingly talented (now famous) comedians and writers. And I'm never at a loss for a crazy story to tell at a party.

The best part is, although I had no idea at the time, performing stand-up comedy revealed to me the great universal secret for how to persuade other people to do what we want them to do, very powerful stuff.

**Whether you want your 6-year-old to brush his teeth without a fuss, or convince masses of people to hear your message and respond, the same formulas apply.**

And they are shockingly simple to use.

But by the time my 30's approached, I knew I had to make a choice ... either make it big as a comic or hang up the microphone.

I chose the latter.

Now, before you feel too sorry for me, and start sending me donations, you should know that I'm pretty happy where I ended up.

Forgive the brag, but I'm now one of the highest paid sales "gurus" working today. If you want to hire me to help you launch your new product online, you'll be spending a minimum of \$50,000. First, though, you'll need to get on a waiting list that takes months.

The people who do get a chance to work with me are happy to pay these huge fees. First, because I'm a very, very likeable guy.

Aside from my humble charm, though, the real reason I get paid what I do is that I help entrepreneurs like

you take great ideas and turn them into cash-pulling magnets.

How do I do this? Prepare to enter the realm of the mysteries of my religion ...

I'm what is known as a "direct-response copywriter." Or,

if you like new, fancier sounding titles, “marketing and product-launch consultant.”

But basically, I write stuff that acts as a “salesman in print.” (Or in bytes, or whatever quantum computing comes up with next.)

Once you’ve been in this business for a little while, you learn that there are very few ways of convincing people to cough up their hard earned cash for your latest e-book, seminar, or doo-dad.

### **Problem number one? No one believes you.**

One glance that a sales pitch is being slung your way, and your “mental door” slams shut.

Just think of how you buy. All your life, you’ve been flooded with advertisements, commercials and pop-ups that bark at you for your money.

You’re skeptical of marketing messages. Dubious of ads. Hateful of telemarketers. You scoff at fancy Super Bowl ads. (Yeah, you might laugh ... but are you actually gonna try out an online stock brokerage firm because a talking baby says you should?)

And when you turn to sell your latest product online (or off), you’re facing the same stiff resistance and skepticism.

So how do you stand out? How do you craft a sales message that not only grabs attention but also breaks through that massive wall of distrust and excites your prospect to where she’s pounding on her keyboard furiously – busting a few keys in the process – because



she can't type in her credit card number fast enough?

Well, I could do it for you. (Just send me a check for \$50,000)...

Or ....

... you can keep reading this short book, and learn the simple secret of how easily you can break down resistance, resonate with your best prospect, and get the sale ...

... and do it in a way that feels authentic, ethical, and helps you to help other people.

To make a difference in people's lives.

Best of all, this sales secret is quick to learn and actually fun to do.

It doesn't take months to learn, there's not extensive research to be done, and you won't feel fake either ...

... because this secret is already inside you.

I began talking about the 60-Second Sales Hook at seminars in the last several years. And I have been amazed at the number of entrepreneurs who have sought me out and exclaimed (often with tears in their eyes), "This is exactly what I need!"

Even more surprising, I've had colleagues ... uber-successful marketers who themselves charge tens of thousands in consulting fees ... ask me for help with their 60-Second Sales Hook.

That's why I wrote this book. Obviously, not everyone can afford my fees, especially when they're just starting out. And once I saw how desperately people needed this

help, I wanted to spread the word as much as possible.

You see, you may want to make a bunch of money online (or in your store) but you're not sure how to sell it. Or you hate the idea of trying to sell it ... maybe "selling" is a dirty word to you, something that means lying and manipulation.

Or you just can't seem to stand out in the crowd of everyone else shouting for people's money.

Maybe you struggle trying to bang out a few words on your computer about your service or product.

Your mind is buzzing with all the "new media" you should be using. Twitter? FB? Start a blog?

Well, none of that matters ... until you get your sales message straight.

Why would anyone want to listen to you?

## **The secret is your story.**

That's what makes you unique. It allows you to connect instantly to those prospects who most want what you have to offer. They connect once they read your story, because it resonates with them immediately.

Why? Because you're telling them the story that they already hear inside their own heads.

Here's the truth about us homo sapiens: We aren't a tool-using species, or even a language using species (just think of chimps who fish termites with twigs or birds that can talk) ...

... nah, we are a story telling species. It's how we

connect.

You have a story.

There's no one else on this planet like you. You've experienced things no one else has seen ... you have a story, and once you start telling it, you aren't gonna want to stop.

So turn the page, and let's begin telling your story right now.

### **About the unique writing style...**

All marketing is storytelling, and the most effective storytelling sounds like it's coming straight from someone you know. So here is my raw, uncensored presentation of the 60-Second Sales Hook, the way I told it to marketers just like you recently at a high-level seminar in San Diego, CA.

**WARNING:** Video and parts of this transcript contain adult themes and language. If you are easily offended, proceed with one eye closed.

### **Why We Tell Stories**

**Kevin:** How many of you consider yourself the star of your product? Raise your hands.

**Crowd:** (Majority raise hands).

**Kevin:** Awesome.

And how many of you feel like you've really dialed in your sales message? Raise your hands.

**Crowd:** (No hands).

**Kevin:** Wow.

**Crowd:** (Laughter).

**Kevin:** Okay I'm excited because I promise you at the end of this hour, you're going to know exactly how to do that, okay? Exactly how to do that.

And the way I'm going to teach it to you is to show you how the same simple formula works across all formats and for all niches, no matter who you are or what you're selling.

I'm going to show you how comedians, when the stakes are at their highest on national television, use this same exact formula. I'm going to show you why Weight Watchers paid Jessica Simpson \$4 million to lose weight and she turned around and got pregnant instead.

**Crowd:** (Laughter).

**Kevin:** It has nothing to do with what I'm going to talk about, it just cracks me up.

**Crowd:** (Laughter).

**Kevin:** But it's going to show you that when the stakes are highest, this is the proven formula that even big ad agencies rely on, and I'm going to show you how my dog Jessie created her own hook using this formula.

So, before we do that, let's talk just a little bit about story. Everyone in this room has not just one great story,

but we're all of an age where we've starred in lots of stories.

Everybody's got some pretty awesome stories of trial and error, or triumph, and it's all about using that story as it applies to what you're selling at the time.

## **A Long Time Ago, In A Cave Far, Far Away**

So, speech obviously started about 200,000 years ago.

Guys used to sit around the campfire and they would tell stories of the big hunt, predict the weather and plan their seasons. And today, we just whisper into our cell phones, "Siri, I'm hungry, bring me pizza." So it's evolved a little bit. It's changed.

## **Speech - 200,000 years ago**



Today

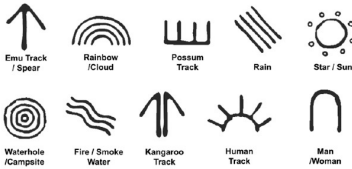


Symbols have been around forever. We used to write only in symbols. Can you imagine only writing in

symbols? Right? Possum track, kangaroo tracks, human track.

Today, *very* different...

## Symbols - 30,000 Years ago



Today

:) :-) ;) :-)) %)  
:( :O :- . <3 :/  
:'-D O:) (-.-) : [

**Crowd:** (Laughter).

**Kevin:** And writing has been around for about 7,000 years... the relative “new kid on the block” of communication.

The first newspaper ever, 59 B.C. Did you know that? I actually found a copy ...

# Writing - 7,000 Years ago



Today



**Crowd:** (Laughter).

**Kevin:** Today we don't write anymore, we just post funny stuff other people said on Facebook and take credit for it.

So who are you? That's a question you gotta ask yourself if you are going to put yourself out in front of your crowd and say accept me, trust me, follow me. I'll get you there.

## How A Dead-Broke Comic Turned A Simple Joke Formula Into A Million Dollar Sales Hook

So quickly, just to give you a little bit about who I am if I could just self-indulge for a moment.

I just wanted to show a couple of old pictures. First there's...



**Crowd:** (Laughter).

**Kevin:** Yeah, same hair.

**Crowd:** (Laughter).

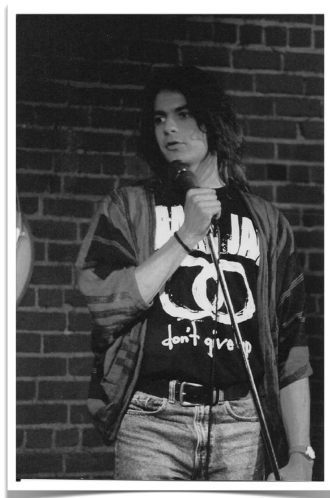
**Kevin:** This is probably about, you know, like October of 1969. And you can't tell from the microscopic view, but that sperm is probably really high.

**Crowd:** (Laughter).





**Kevin:** And in case you need proof of that, that's Mom and Dad... and a little hippie Kev, which oddly, somehow led to this.



That's me in about 1993 telling jokes to guys like Todd in a club in North Carolina. I did stand-up comedy uh ... for about 10 years straight on the road. Little honky-tonks and juke-joints, and occasionally a club

with a front and back door and all kinds of cool stuff, and I had a blast.



Jim Breuer



Tommy Chong

Had a great career. I worked with a guy like Jim Breuer who was famous on Saturday Night Live as Goat Boy, and a cool kid. Tommy Chong actually stole some of my pot jokes. Sorry, Tommy, for saying that out loud but it's true and you know it.

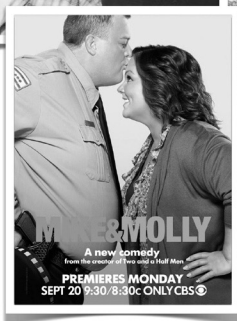
**Crowd:** (Laughter).

**Kevin:** Great thrill to work with him; mucho respect.

My best friend in the world is a guy named Billy Gardell who, 22 years after suffering through L.A. and lots of auditions has now become the star of a hit sitcom called *Mike and Molly*. I'm very proud of Billy.



Billy Gardell



And, so what I learned is ... it's funny, when I transitioned out of stand-up and eventually found my way here, I learned through trying to find jobs that you don't want to talk about the stand-up stuff. My first instinct was, oh, they'll think that's neat. That'll be an ice-breaker.

No! They hear that and they want you to show up for your bellman shift, they're saying, "Don't hire the comic, someone's going to offer him a gig and he'll be outta here."

But after I got into copywriting John Carlton showed an interest in my stand-up career and he said "Dude, why aren't you talking all about that? Do you realize how few people in the world have that same experience and how many would like to?" And I thought, you know what, that's probably true.

## The Parallel Universe: What Marketers Can Learn From Stand-Up Comedy

And then I started to think about how I approached stand-up comedy, and how a lot of that parallels marketing. So, the big three things that need to happen when people come to your web site, is that

1. You need to get their attention
2. You need to make a connection
3. You need them to take action.

So that means a really simple, straightforward web site. Not a million buttons for them to push and blinking things and menu items. So, take comfort in knowing that what I'm talking about is like a single landing page, total clarity for you and your visitor.

<b>Parallel Universe</b>		
	<b>Stand-Up</b>	<b>Marketing</b>
Attention	10 seconds	5 seconds
Connection	Wide Net	Targeted traffic
Action	Applause	Money

Three things need to happen; attention, connection, action. In stand-up, we had a bit of an advantage

because you had to win attention quickly as a comic, but they were on your side, right? I mean, you know, they paid to get in, they went and took the shower, they went and picked up their date. They wanted her to be laughing because that releases endorphins and they had a much better chance of getting laid that night.

So with all that going for us, we had about 10 seconds to convince a crowd that we were going to be a good tour leader for the next 30 to 60 minutes. In marketing, you've got about half that, you've got about 5 seconds.

And, again, as John Carlton says, when you solve a problem for someone, you only create a new problem for them... because now they have to give you money.

So, you're going to win by winning the first 5 seconds, you then win about 10 seconds more, and after that you win about 15 more. So, when I say 60 seconds or less, it's not even a one-shot 60-second thing. You have to chunk it down into 5 to 10 second increments.

You have to make a connection. In stand-up we cast a wide net because there's a lot of different people in the room, right? There's people older, younger, black, white, you know, married, single. So your jokes have to encompass common things. But in marketing, we're very targeted which gives us a big advantage.

And the action we're looking for in stand-up is laughter and applause, and with marketing, it's money. And as John says, in marketing, money is applause. So it equates very well.

## **How To Inspire Attention, Connection, and Action When The Stakes Are Highest**

Did anybody happen to watch David Letterman receive the Kennedy Center Honor Award last year? One of the people who inducted him was Ray Romano. And the whole reason you know the name Ray Romano is 'cause Ray Romano had that good of a set the first time he was on Letterman.

So to a stand-up comic, getting a shot on national TV, the stakes can never be higher than that. Their #1 job is to immediately establish their persona, set up who they are and create an expectation for the crowd.

So I'm going to show you a couple of Letterman sets. I couldn't dig up Ray Romano's, but let's watch a couple of opening jokes from comics making their first Letterman appearance when the stakes couldn't possibly be higher, and then I'll break down the formula for you.

**Vid-Joe Wong:** (Applause) Hi Everybody! Hi!

So, I don't have too much time up here before my green card expires.

**Vid-Crowd:** (Laughter).

**Vid-Joe Wong:** See, I grew up in a poor neighborhood in China and uh, the middle school that I went to decided to pave the dirt roads with bricks of cement and the students were required to bring bricks to school and uh ...

**Vid-Crowd:** (Laughter).

**Vid-Joe Wong:** We worked really hard for three weeks.

**Vid-Crowd:** (Laughter).

**Vid-Joe Wong:** (Laughs). And finally we'd build a road. And years later, I heard about the term, child labor.

**Vid-Crowd:** (Laughter).

**Vid-Joe Wong:** I was like, what?!

**Vid-Crowd:** (Laughter).

**Vid-Joe Wong:** Those kids got paid?

**Vid-Crowd:** (laughter).

**Vid-Karen Rontowski:** Thank you so much. It is so nice to be here today. I tell you, my kids were so bad in Wal-Mart, I actually pulled a fly swatter off the shelf and I spanked them.

**Vid-Crowd:** (Laughter).

**Vid-Karen Rontowski:** And just as the fly swatter hit their ass, I thought ... I don't have kids.

**Vid-Crowd:** (Laughter and applause).

**Kevin:** Great, right? Can't do it much better than that. That's Karen Rontowski by the way, and Joe Wong. Great comics. So let's talk about what they just did there. It's the same formula you're going to use to really make a lot of money on your web sites.

The persona joke formula, it goes like this:

## **Persona Joke Formula**

Identity

Struggle

Discovery

Surprise

So, Joe's was:

- Identity: “I'm from a small village in China.”
- Struggle: “they made us build a road.”
- Discovery: “child labor”
- Surprise: “those kids got paid?”

And for Karen, it was:

- Identity: “a mother in Wal-Mart”
- Struggle: “her kids are acting up”
- Discovery: “the fly swatter”
- Surprise: “I don't have kids.”

So very funny and, at this point, when I teach this to marketers they often have the same thought which is, wait a minute. I don't want to write jokes. I don't want



to be funny and I don't want to have to come up with this great surprise all the time.

That's the comic's job and that's why they get paid a lot of money because it takes a lot of creativity to come up with a surprise ending all the time. The great thing is that we don't need to do that. Well, we're gonna change one part of that equation. More on that in a sec.

But first, let's talk about why story is so important and why story sells. A lot of it might seem obvious but there's some deep science behind why this works.

## **Story Sells Because It Is How We Connect, Share and Relate To Each Other**

When somebody tells you a story, you remember it and it's the thing about them that you go off and tell other people, right?

So if you see a really cool video, and it's got all this interesting information, you're probably going to forget most of those facts and numbers, but what you're gonna do is go tell the story that made you laugh or you found interesting or you related to.

That's what you're going to share later. It's how we **relate**. It's how we **retain** information. If you put it in story format, it's how we remember it best and it's how we **reciprocate**.

When somebody tells you a story, what are you thinking in your head already? Hey, that's exactly like something that happened to me once and you can't wait now to tell your story to them. It's how we share. It's how we create relationships.

This is from a book named *Brainfluence*, by Roger Dooley. A really good book. He calls it the mind mental defect.

### The Mind-Meld Effect

Princeton researchers found that when the subjects communicated a story, neural activity in their brains became almost synchronous. A second after specific brain activity was observed in the speaker's brain, this same pattern was repeated in the listener's brain.

Roger Dooley – “Brainfluence”

This is why video has taken over marketing, because you can control the pitch, you can control the story. It used to be, with text, people would come to your site and they'd skim all over the place. You had to write for skimmers, right?

Now we get to control the pitch a little bit. That's why they don't put controls on videos a lot of times. It's annoying as hell, but nobody gives it up because it converts better because you don't want people stopping and getting out of it. You need to create the science, the sharing, this synchronous brain effect going, and it's all because of story.

### The Best Story Wins

So here's a great example of why story is so important. Anybody watch the show, *The Next Food*

*Network Star?* Any Food Network fans? Love the Food Network, and I love this show, *The Next Food Network Star*. It's one of my guilty pleasures.



I'm fascinated by people like chefs and people who can cook really well. It's not something I've ever taken the time to learn. And so, you have to cook so well just to qualify to be a contestant on the show, to potentially have your own show, but what's interesting is although that's the first criteria, the

competition quickly becomes about people's story and if the audience will relate to them.

So, last season, this very attractive, very stylish young lady named Emily seemed to be a frontrunner out of the gate. She had everything going for her. She had this look and she had this really great hook called Retro-Rad, so she was like a 50's chick and she made all these homespun meals, and it was all comfort food.

And you thought, this is perfect. I would watch her, and she looks the part and she just embodied it. But something happened around week four or five when they started getting into people and the judges would tell 'em you gotta start sharing your story more.

And something with Emily, I don't know what this poor girl went through or what's made her so, sort of closed off, but she refused. She flat out said I'm not gonna talk about my family. I'm not gonna talk about relationships or things that I've been through. I'm just ... it's not me. And you could kinda tell by the look on the judges faces that she was done, and two weeks later she was off the show.

And around the same time, this kid Justin had the other effect. He'd come out first and he was kinda hip and stylish, but you didn't really notice him. He made good food but he wasn't ... I don't know. You didn't know him. He was a restaurant owner from New York. Who cares?

But when they started giving him the same advice, he started to talk about how his father was a big influence in his life and, that his dad taught him how to cook. And they shared a passion for cooking and for food, and his dad had passed on, and that every time Justin is in the kitchen, he feels like a piece of his dad is there with him.

And that meant a lot to the audience and you really felt like, you know, every time you watched Justin cook after that, you could root for him because you knew it had this special meaning to it. You can guess who won the show.

So, it's all about story, no matter who you are or what you do, your story is critical to your success. Even if you're known for something else completely other than what it is you might be talking about. It always comes down to story.

## **The Magic Ingredients: Know, Like, & Trust**

Justin became The Next Food Network Star because he had the magic ingredients: Know, Like and Trust.

That's why story matters so much, right? **The most obvious thing I could share with you is that we are 100 percent more likely to buy from people that we know, like and trust.** It's all for the reasons I've been giving you right now.

So, if you wanted to be known and remembered you have

### **Know, Like and Trust**

Know – reveal yourself in a relatable way

Like – win respect with authenticity

Trust – share your struggles and secrets

to reveal yourself in a relatable way. That's the know factor, again, like Justin did. Like; win respect with authenticity. You've heard a lot about that, right?

Talk about who you are. If you've screwed up a few times, admit it. Right? Say I didn't know what I was doing, screwed it all up, lost a bunch of money. I love John Paul talking about being a gambler, making money, losing money. You're going to go broke. That gives you character. Talk about it.

Hey, you wanna trust me? I went broke doing the same shit you're about to do. You don't have to listen to me, but I've been broke and I'm back and so ... I'd much rather have the guy who has been broke twice and made money again teaching me how to do it, then somebody who has never lost.

Trust; share your struggles and secrets.

## **The Magic Formula: The 60-Second Sales Hook**

So the question is ... *how* do you create Know, Like, and Trust? And in 60 Seconds or less? How do you use your story to immediately bond with your prospects so they'll eagerly buy what you're selling?

You simply put your story into what I call ***The 60-Second Sales Hook***.

You remember the Persona-Joke Formula, like Joe Wong used?

### **Persona Joke Formula**

Identity

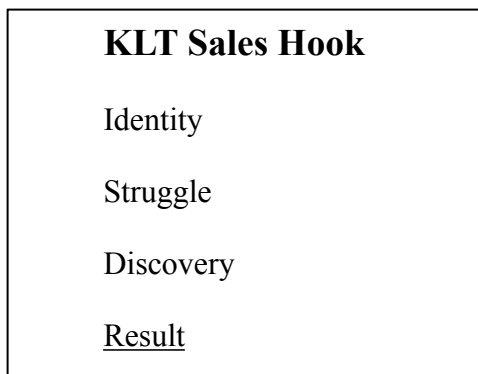
Struggle

Discovery

Surprise

Well, the 60-Second Sales Hook uses this exact same winning formula, but instead of Surprise, you show *Results*.

It looks like this:



The last part goes from surprise to results. Same exact formula. Identity, struggle, discovery, results.

Isn't that a load off?

You don't have to have a surprise. You don't have to be witty. You don't have to be creative. All you have to do is share the result of what you're teaching did for you. Pretty awesome, right?

It's the greatest testimonial formula you could ever have. This works great for testimonials, by the way. I'll talk about that in a second. But that's what you want to hear from somebody. What's the result?

Know, Like, and Trust.

## **The 60-Second Sales Hook In Action**

So here's mine as a consultant. Here's my 60-Second

Sales hook.

## **Identity**

I'm Kevin Rogers, I spent years as a dead-broke stand-up comedian, until I discovered how a simple joke formula can be used as an irresistible sales hook and began teaching marketers how to use it to skyrocket sales and grow their businesses. Now, I'm one of the most in-demand sales consultants online, earning more in one month than I once did in an entire year.

So if you want to learn how to be a consultant, that's a pretty effective hook for you. Or, if you just want to learn what this formula is, you're very likely to click-through, right?

If I tell you I'll share it with you on the next page, give me your email and click, you're pretty likely to do that. And I can promise you that because I have a web site that does just that and it does pretty well.

So this works for any niche like I said, expert freelancer. If you sell tangible goods, how would you do that with tangible goods? Tell the story of the product, why you created it, right? What was your struggle? Why did you create this thing?

Digital goods, same thing. Info products, a natural. Affiliate products; this is the one I get. I get a lot of questions about this. "If it's an affiliate product though, it's not my product." Well whose story counts then? The people who use it, right?



So if you're affiliate marketing a really good product, chances are they have some really good testimonials. Tell those people's stories. Maybe you can get on the phone with them. Maybe you can interview the owner of the product. Why did he create it? Use the same formula.

Service provider, blogger, brick-and-mortar business; a lot of people say yeah, but I got a little shop on the corner. It doesn't matter... why wouldn't I wanna know your story, right?

If I got six choices of where to get frozen yogurt today, which I do where I live, four or five at least ... if I go to your web site and, you know, just wanted to see what the flavors are, but a quick video of you comes on and you say, hey, look, I'm Joe and this is my yogurt shop and it's all organic, and we get it from local farmers.

And, you know, the problem with the big, other chains is they're putting in a bunch of crap and it comes in on a truck, but we get it fresh every day from Larry out in the fields, or whatever. I go damn, let's go to Joe's place, man. He's doing stuff right. That matters to me. Suddenly ... now he's Number 1 out of five choices I have. It works for everything.

So let's see how a \$5 million TV campaign uses the exact same formula. I probably don't need to point it out to you at this point, but watch the commercial and see if you can spot the formula ...

**Vid-Jessica:** I'm Jessica Simpson, and yes, I'm doing Weight Watchers. There is a lot of pressure to lose weight, but I'm not a supermodel. I'm just Jessica trying

to eat real food in a real world, and I really just wanna be healthy for my daughter.

So I knew Weight Watchers was the only way to go. It's working. I'm on my way, and it feels amazing. Really, I just wanna be a better version of myself.

**Kevin:** Aww.

**Vid-Jessica:** Join for free. You'll see. Weight Watchers ... because it works.

**Kevin:** Did you spot it?

**Guy in Crowd:** Yep.

**Kevin:** Pretty linear, right? But they did a really cool thing. And now this is why this formula not only works in its very basic element, but you can start to play with it. What they did is say ... they don't have the result yet, right? They just signed her and they said we gotta get let people know we've signed up Jessica.

So they used the formula, but they save the result, which clearly they don't have yet 'cause she just started, as the cliffhanger. Let's see how she does. We read all the time how she struggles with weight. Everybody's on her about it.

We already know that. They know we know that.

There's the drama. So let's save the result is the cliffhanger.

All right. Stakes are high, that's the one they go to. So, is everybody starting to see how you could use this on your site? Yeah? Pretty good?

**Crowd:** Yeah!

## How To Turn a Long, Rambling Story into a Dynamite 60-Second Sales Hook

**Kevin:** I'm a little ahead of schedule so I'll tell you another story about me if I could. This story will show you how you can take a big story from your life ... filled with all kinds of details ... and condense it into a 60 Second Sales Hook.

So, we talked about the comic thing and all that. And that's obviously very relevant to what I do as a marketer 'cause I showed you how the two relate, right?

But, about ... well, seven years ago now, I almost died. How many people have had the near death experience? Yeah? Pretty cool, right? I completely agree with John that I highly recommend it.

**Crowd:** (Laughter).

**Kevin:** Mine was not a car wreck or anything like that. I just developed a fever in the Spring of 2005, and I thought okay, it's a cold or something. And it just never went away, you know, and every day I'd

wake up with like 102 fever. And it sucked and it was starting to get pretty scary.

I had just signed up for insurance and it was still in the probation period, so I was trying to like lay low until it kicked in for real ...

**Crowd:** (Laughter).

**Kevin:** ... but it wasn't going away. And so, a friend recommended a doctor ... I use that term very loosely, who misdiagnosed what I had as a thing called temporal

arteritis which is the temporal artery that connects to your eyeball. And the only way to keep from going blind if you have arteritis is with steroids.

So he put me on 100 milligrams a day of Prednisone. My wife took Prednisone when we were pregnant, 10 milligrams a day, and she blew up like Martin Short in that movie where he gets stung by the bee. Remember that movie? It's fuckin' hilarious when the pilot looks back and he's like this big, and he's like I'm fine, and you? And he's got the giant head.

One day I was on the couch with my wife and I looked over and at that moment her head was like that big. And I'm like, hmp! And she's like what? Nothing honey ...

**Crowd:** (Laughter).

**Kevin:** And she was on 10 milligrams. I was on a hundred! And I was *losing* weight. What? That's not good. I was losing weight instead of puffing up. Something bad was going on.

My wife – this is why married men live longer – did a lot of research and she started to figure out that the reason I was probably losing weight was that Prednisone steroids can cause onset diabetes and I had a weird fruity smell to my breath which was probably a nice change.

**Crowd:** (Laughter).

**Kevin:** And (laughs) she said your blood sugar is probably off. So my dad is Type 2. So I checked on his meter and it didn't even register a number. It just said HIGH, which means fucking *run* to an emergency room, which I did and it was over 600, my blood sugar. Over 600.

They took it down and said go follow-up with your

same quack who now had me on this thing. He walks out and hands me one of those pills you take that you're just over the line, you're sitting at around 120, it might help. I'm at 600 and this guy says take two of these. It's a free sample. Hey, thanks man.

**Crowd:** (Laughter).

**Kevin:** So, another ... (laughs) another week goes by and nothin's better, and I finally was ... oh, and because of the diabetes, my eyes kept ... I kept like almost going blind and Lens Crafters, I've gotta give 'em a shout out. That guy was so cool. They had to redo my glasses four times during this whole period; that's how bad my eyes were deteriorating.

And at one point, I just kinda started going blind and I was sitting across from my boss at the time who was a hardcore drug addict and degenerate gambler...

**Crowd:** (Laughter).

**Kevin:** ... and we were having a conversation, him and his wife and I, and he looked at one point ... and I thought I was kinda maintaining, you know. I couldn't see but I was *listening*.

**Crowd:** (Laughter).

**Kevin:** Well, It seemed important. And he looked at me and he says what is the matter with you? I go I don't know, I'm having trouble seeing. I can't really see. He said, "you're also drooling."

**Crowd:** (Laughter).

**Kevin:** And I said (laughs) ... he goes dude, I'm a crackhead and you're making *me* nervous.

**Crowd:** (Laughter).

**Kevin:** That's the quote. Tells his wife, "Take him to the hospital." Leading up to that, the biggest priority – 'cause I'd always believed no matter what's going on, you can't let life slow you down – I had this dream of buying a '96 Cadillac Fleetwood Brougham because my buddy who's a car guy had told me that this is like the last real Caddy. This is the ... you know what I mean?

And I love big old cars. And he told me, "It's the last real Caddy they made. You gotta get one of these." And I'd found one and I went and it was a real creampuff, and that was the day that we needed to get the check outta the bank and bring it to the place to get the car so I didn't lose it.

So the boss's wife is driving me to the hospital and I'm on the phone with my wife and I say, "Look, honey, don't get nervous but I can't see and rumor is I'm drooling a little."

**Crowd:** (Laughter).

**Kevin:** "And Debbie's driving me to the hospital and I'm sure it's going to be fine. Just listen to me. Do me a favor. Don't come here. Go get the money for the car and (laughs) ... and bring it to them so we don't ... I don't lose the car." And that's the last thing I remember and I literally stopped talking and I sat there drooling worse and not otherwise conscious.

So Debbie, pulls up and nurses come out and they bring me into the hospital. And they put me in a room. And I wish I coulda been there for this, but something happened where I developed this super human strength. I don't know what it was. I don't know if it's something God did or whatever.

But I'm fighting every nurse and intern they can bring in the room. Ahhyaya!! And my dad showed up at this point at the hospital and he said it looked like an old John Wayne western.

He said these big orderlies or nurses were running in, these male nurses, and then they'd come flying out the door. "Holy Crap, that guy's strong! Get more guys!" You know. And I'm like, God, I wish I woulda been there for that!

**Crowd:** (Laughter).

**Kevin:** I have no recollection of any of that. So they tie me down and they pump me full of whatever it is to sedate me, and I am unconscious for 48 hours. I was in a coma. And my wife sat there holding vigil at my bedside.

And they had intubated me, where you breathe through a tube. And I don't like having anything weird in my mouth ... that's another story. But um ...

**Crowd:** (Laughter).

**Kevin:** ... (laughs) hmm, so my wife sits there 48 hours and the doctors keep telling her, "I'm pretty sure he's gonna live, but we just don't know what his brain's like now." Yeah. We had one baby already. My son was about two. And so she sat there not knowing who I'd be when I woke up.

The next thing I remember is waking up, hearing my wife's voice and her sister's voice, and wanting desperately to talk and not being able to talk because I have a tube in my throat. So I start to tongue this thing out and I'm just like working it out.

I want this thing outta me, and I hear a nurse or doctor or something say, ah, just pull it out. Okay, great. So they yank it out but now I still can't talk because I've

had it in my throat for two days, but I have a desperate, desperate, desperate question for my wife, and I can't talk!

**Crowd:** (Laughter).

**Kevin:** Don't get ahead of me. So, she scurries and she hands me a pen and an envelope, and she says just write it down, honey. Is it about me, is it about the kids. I love you too.

**Crowd:** (Laughter).

**Kevin:** With any ... all the energy I could muster, I wrote: C-A-R!

**Crowd:** (Laughter).

**Kevin:** Did you ... we didn't lose the car did we?

**Crowd:** (Laughter).

**Kevin:** She still hasn't forgiven me for that.

**Crowd (Male):** Do you have the car?

**Kevin:** I do. I have the car.

**Crowd:** (Applause).

**Kevin:** So, if I was to go into a different niche, I could write that story, right? Say I wanted to go into natural health. Here would be my 60-Second Sales Hook:



## Natural Health

Hi, I'm Kevin Rogers, 6 years ago a blood infection I contracted during a routine dental cleaning left me minutes from death. A heart surgeon saved my life, but the new medications were killing me all over again. Then I discovered a natural solution that has helped me get into peak condition and rid myself of dangerous and expensive prescriptions forever.

Right? Same exact formula, different story. It took me ten minutes to tell ya, it took about 30 seconds right there, right? So, that's how good the formula works.

So, do you think you guys could use this formula? Yeah? Good.

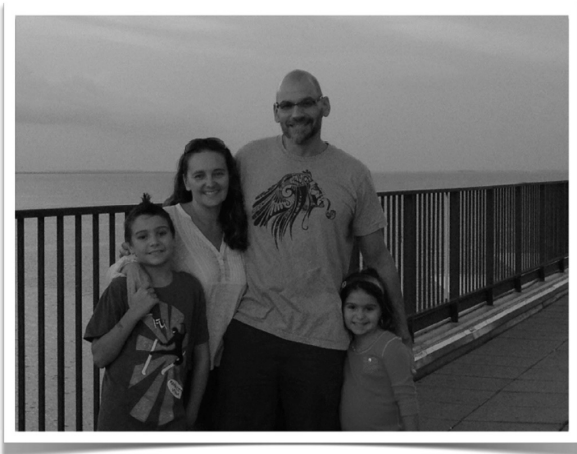
## So Easy, Even My Dog Wrote One...

**Kevin:** So, for fun, let me show you how again, if it's not your product, it's not your name. You don't even have to be human to make this formula work. My dog Jessie could do it.



I'm a one-year-old miniature Beagle from Florida.

This is my Family...



When I first moved in with them, I struggled terribly

with Intramural Bladder Alleviation (IBA)... 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 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 walkoutside!

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 this same simple trick in as little as one day...

...just tap on the button marked “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.

## **Now Write Your 60-Second Sales Hook**

Here is the 60-Second Sales Formula. Remember: Do not over-thinking it. Just have fun:

Hi, I'm \_\_\_\_\_

I'm a [AGE, JOB TITLE, FORMER JOB TITLE] from [PLACE].

For years I struggled to [HURDLE YOU COULD NOT OVERCOME].

Then I discovered [SPECIFICS OF DISCOVERY].

Now I [RESULT OF DISCOVERY] and...

[POSITIVE EFFECT OF DISCOVERY ON YOUR  
LIFE OR LIFE OF CLIENT, LOVED ONES ETC.]

To learn exactly how I did this...

and how YOU can do the same

enter your best email address below...

And you'll get FREE instant access to my special free

[REPORT, VIDEO, INTERVIEW]...

[TITLE OF REPORT, VIDEO OR INTERVIEW]

I'll see you there.

## **Here's How To Use Your 60-Second Sales Hook To Connect, Bond and Sell A Whole Lot of What You've Got...**

Everything you need to craft the perfect sales hook is already inside your head. You've spent years developing your skills and perfecting your products. The difficult (and time consuming) part is getting that message out of your head and in front of your best prospects, who are just waiting to take action.

That's where we come in. We help entrepreneurs just like you pinpoint your most powerful sales hooks and present them in ways that lead to better leads, bigger lists and higher conversions.

Most people think it takes a major investment of time and money in complicated copywriting courses before they can write impactful sales hooks and high-converting marketing messages.

We have an entire suite of trainings inside my copywriting community to help you perfect your story, create your hook, turn it into videos (featuring you, your best customer success stories, or even simple slides). Learn more at [www.copychief.com](http://www.copychief.com)

**Want a FREE digital download of this book?**

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