

Bond Halbert – Stories That Sell

Mikhail: Hi everyone and welcome to Health Copywriting Profits, the online event that can help take your copywriting skills and income to the next level. Today we're talking to Bond Halbert. Bond is Gary Halbert's son and Gary is widely considered to be probably the greatest copywriter that ever lived. And many of today's top copywriters credit Gary for much of their success. Bond was fortunate to learn directly from his father. But he's also gone on to create his own marketing breakthroughs. And he's here today to talk to us about one of the most powerful copywriting techniques, which is using stories to sell. Welcome, Bond.

Bond Halbert: Thank you. Glad to be here.

Mikhail: All right. Thanks for being a part of this event. And I know you've kind of put something together here. So we can just kind of dive right into that.

Bond Halbert: Yeah, I actually do a lot of training. And so this is something that was kind of like a breakthrough I've recently made, and the breakthrough is actually in the ability to teach people how to discover, find and write stories. So now there's a couple things I'm going to add, I'm going to share some slides. But I'm also going to say a couple things that aren't in the slides, consider them like Easter egg notes and gifts for people who just go ahead and finish, you know, watching it, and they don't just take the slides and go through them real FAST Because I'm going to offer some other tips to it as well. But you know, whenever you-- if you have any questions beforehand, you can ask them but you know, storytelling is a really-- it's a very critical part of being able to write copy because, one, even if it's a very short story, even if it's a few sentences like this was discovered, you know-- you want to sell tickets to the park-- there's a park here in the US that has a diamond, it's a diamond park, where you can literally scavenge for diamonds. And you can say young boy on a hike with his father recently discovered a nine carat diamond, which is true. And you know, that story alone helps add to the allure of getting visitors to go to that park. Okay. So stories are good for building trust, stories help, you know, persuade people into not just believing what you're doing, but also feel that you know them because your story mimics their own, or your story takes them from a place that's worse than they are off to a place that's better than they dared dream.

Stories are really powerful in all kinds of ways. And plus, they're also memorable, you know. People-- so even, you know, they talk about market level awareness or market level sophistication. And, you know, at the highest level where people are brand loyal, they love to hear the stories of how the brand started, they like to hear how, you know, Ralph Lauren started by selling ties out of the back of his car-- trunk of his car. If at the lower ends, it's the story in the discovery of how the symptoms you have match the people that-- the prospects who have the problem, but don't even know they have a problem. So if you're this body type, it's a sign that you have heart disease, right? So telling the story of how you figured that out, helps bring them along the journey. But anyway, storytelling is critical. And very few people teach this and very few people can do this well.

So I'm going to walk you through a process that isn't going to make you the next Stephen King, but will put you far ahead of the game for everyone else. Okay.

Mikhail: I think, you know, when you get into copywriting, you always get told stories are a good tool to use. But I don't think you see anyone really teaching the "how" tools and in terms of how to write that story because, like you said, there are writers who are writing stories who become bestsellers, and then there are writers who you never hear about. And that comes down to that ability to write a story that's compelling and engaging, and something that the reader wants to read. So yeah, I'm really looking forward to this.

Bond Halbert: Yeah, no, actually that's a problem with all kinds of parts of marketing. They tell you, you know, "Hey, editing is really important," but nobody told you how to edit. So actually I wrote-- when I wrote a book on how to edit sales copy, it was the first book and right now still the only book ever written on the subject. And I was like, "I know exactly how to do it." But I'm particularly proud of figuring this out.

Before we get started-- actually, I'll explain that as we go along the way. So I'm going to go ahead and share my screen. Okay. See There we go, share. Okay, and you tell me if you can see my screen.

Mikhail: Yeah, it's up.

Bond Halbert: Okay, so I'm going to go into presenter mode and you feel free to stop me. Where is presenter mode all sudden? Oh, wait, hold on. There we go. Okay, so feel free to stop me if you have any questions along the way. This is, you know, I want this to be more like a workshop between the two of us. Okay?

Mikhail: Yeah, yeah, definitely will.

Bond Halbert: Okay, so we're talking about storytelling. And I've already told you about how important it is. So I just want to get into the training of it. This takes a little bit of time. And I don't want to waste like 40 minutes telling you who I am, and all of that kind of stuff. Okay. But the first thing I want everybody to know is that great stories are not made up, they are discovered. One of the things that I find really-- this is a very common question I've gotten from people for decades. And they say, how do you, you know, come up with a great story. And if you're coming up with a great story, you're honestly like lying to your prospects. And I definitely believe that that's bad juju. And the way that we're so interconnected now, you don't get away with that the way that people used to be able to get away with that, and I've never believed in that anyway, myself. So but the point is, there's no reason to the best stories are true stories. They're the most, you know, if you go watch some stories, you know, like Tiger King, it's crazy. You're like, nobody would have even brought this up, because it's true. And so the best stories are true. And so you want to discover them, and I'm going to show you how to discover them or how to come up with them on your own. Okay, okay. Let me see if I can hide this thing. Okay, at least move it down.

Okay. This is how I started doing this. This was actually-- I was over at a friend of mine's office because we were both in a group together. But we-- in scout troop, or both assistant scout masters, and I was over at his house, and we were playing these intricate European board games. And I looked over, and at the time, I don't even think I knew what he did for a living. And I asked him and he said he was actually a

screenwriter, he writes movies, he just sold a series to NBC. He's writing a movie for Jackie Chan. He is doing-- and he makes his living as a screenwriter. As somebody who grew up in Hollywood, you'll find there's a lot of screenwriters, actors, and so forth that are, you know, making their living as a waiter or waitress or something like that. He's actually a professional screenwriter. And I look over on his board, and he's got this thing called the transformational arc. And this is what they call a story arc. Okay. And let me explain what it is, and then how this ended up working out.

Okay, so what this is, is this is the story of that you'll see that happens in a movie, and there's different story arcs, I'll show you a couple of them. But this is the main one we're going to focus on. And the story arc, this right here is a stress line, right? And then, of like, you know-- actually, I would call it more of an effort line, to be honest with you. And so what's happening is in every story arc in a movie that they try and do, but also, this is also true with products, services, the history of companies and things like that, there is something going along and your life is just cruising along. And then there's this incident that happens, and it changes the way that you're viewing life and your future all together. So back to, you know, Ralph Lauren, he's just-- he gets it all of a sudden recognizes and, you know, gets in love with clothing. So he decides he wants to do something different, right? But let's do-- I'm going to try and do everything in the health niche type of thing.

So let's suppose that you have something, you know, that you're working on some sort of supplement or something like that. And what's happening is that people are just cruising along in their life. And then all of a sudden, they feel faint, or all of a sudden they do something else that, you know, something else happens to them, they get a blood test back from the doctor that says that they have a condition that they now need to pay attention to. So this marks where something has changed in their life. So I even start back here and say, "What were you doing before this?" One of them, you know, in the health niche, let's talk about it in terms of, let's say, addiction. Like, okay, somebody is cruising along, they're working construction, and they fall off the roof, or they are librarian and going to work and they get into a car accident, and then all of a sudden they get into a car crash and there's the inciting incident. Okay, and now they have back pain, right? And they have to do something to take care of this back pain and they go to the doctor and stuff like this. And then there's this defining moment which says, you know, "I can't continue like this, there's something wrong." And they start putting them on, you know, painkillers, opioids, right?

Okay. And then they start continuing to, you know, they're taking the opioids, and it's making them feel better, and they think everything is fine. And then there's this first turning point. And the first turning point says, "Hey, wait a minute, you know, this could be--" and you can look at this in different ways, but this could be a turning point where you turn around and say, "Hey, all of a sudden, you know, I'm having trouble focusing," you know, there's all kinds of issues like, you know, constipation, or whatever, the side effects of the meds and stuff like that. And it keeps getting worse and worse, and then you try and get off of it, you find out that you're sort of addicted to it, but you still have that pain that's not been fixed, and so forth. And you go through surgeries or whatever. And then, you know, you get to the point where it's like, you're almost giving up and now your life is just in a terrible situation. And you're falling from grace.

Okay, so what's happening is now your wife is leaving-- you've lost your job, you know, your wife is leaving you, you're having trouble with your kids and all this, then there's this renewal point, right. And

the renewal point-- this is like-- this is the point where you just hit the very bottom low of the situation, okay. And then when you hit the very bottom low of the situation, something happens. And I don't know what this might be. This might be that you discover something that, you know, helps alleviate your pain, but doesn't have the same addictive qualities, or you discover a 12-step program or rehab facility, or something that comes along to help change things, and things start to get better, right.

And then there you hit these turning points, and you come out of the story. And there's this climax where you're like, you know, and all of a sudden, , you know, my kids started for the first time again saying that they had pride in me, and I'm rebuilding my life, and so forth and so on. Okay. So what I did was, I looked at this arc and I said, "You know this, I could really use this." So what I decided to do was, I said, "You know, we should create questions that you can ask people, in groups, or, you know, where people are afflicted with whatever it is that you're trying to help them with." So if it's weight loss, you know, what was the inciting incident that made you really concerned about your weight? Was it that you had a family reunion coming up? Was it that you looked in the mirror? Was it that your kids made some sort of raw, honest comment that you couldn't ignore anymore? Was it the doctor telling you that if you don't lose weight, you're gonna, you know, die early, have heart disease, whatever. But the point is, so you get these questions, right, that mark and describe-- get people, real, actual people to describe these things, and they start to actually write the copy for you.

Now, one of the keys is, and we'll go through this-- and one of the keys is to actually get them to answer these questions without really knowing that you're doing research, okay, and copywriting research. So this is a story arc. This one's called the transformational arc. But there are others. There's the hero's journey, right? And I'm not going to focus on these, you can always, you know, rewatch this, grab a screenshot of it or whatever, what have you. I'm only going to focus on the story and one story arc at a time, but there are different story arcs. And sometimes it's something fits better. You know, like, all of a sudden, the hero's journey could be, you know, that you went to fight the bad guys off. These are the rags to riches. This is a success line, the negative trend, you can look at them in these different ways. But you want to implement like, you know, the rags to riches. You want to still look at the story arc and say, "Okay, we didn't go through a painful point in a fall, our story started at a very beginning part." That was quite-- that was just like, you know, all of a sudden I knew I wasn't like the other people. I didn't want to have a job. I wanted to become entrepreneurial. I wanted to start my own business. And so I did this. And then I did that, and I got a little success. I got a little success. And then I tried this one thing, it was a little kind of off. You know, everybody thought it was a little weird, but it really took off. And now we're a massive success. Okay? You know, now Google is trying to buy my startup, right, you know. So basically, it's kind of similar questions. It's just a different, like, you know, whether or not you started off somewhere high, and really just fell low. You know, everything was going great and then my life took a turn. And then you know, you climbed your way out, and then you climbed off better to where they are. Now, again, stories usually, if you can, you want to take them from a place that's worse than they are to a place that's better than they dare dream.

Okay, so somebody is worried about their business because they're not making enough sales. And they're a little stressed. But if you can tell the story and again, I want to emphasize this, you want to tell a true story. So that's either the-- you can even-- it's a true story to turn around and say, you know, this is the average life or some of the-- this is the worst story I've heard of an average client or customer. This is the average-- you know, a lot of customers feel-- resonate with these, you know, with these

events. You can tell these stories and tell them truthfully without pretending that, you know, this happened to you. But you can also-- if they do happen to you, you know, you want to go from worst to the best. So you turn around, instead of saying-- and here's another tip; I like to go from-- this is really an editing tip, but I like to take on the negative in the first person. And then when I turn into-- when I talked about you and your, a lot of people say use you and your four times as much as you say, I and me. I don't believe in that. I say I take on the negative and then I turn it into the you and your. And so I say, you know, "Look, I was in this position where I started my own business and my debt started to, you know, pile up. I wasn't getting the customers. I opened the doors and thought magically people would just by word of mouth come into my restaurant. But it didn't happen and it kept crashing. And it was terrible. But you know, I had more at stake than just the money I put up for the restaurant, I had loaned, borrowed money from my in-laws. If I didn't make this work, it was going to be-- I was going to hear about it for the rest of my life. I was worried about my credit. You know, something happened, I couldn't even, you know, find a new place to live, because I wouldn't pass the credit check." You know, you're making it really painful. And then at the one point, you're saying, "And when I had this breakthrough and I, you know, did some advertising, it was local social media, local Google, Yelp and I figured out and I figured out the key components to making like the next door app and others were, I started getting in more business. And then I started implementing referral stuff. And it just started taking off and over the roof, you know, I mean, taking off. And it's so big, now I am opening up my second restaurant. Okay. So you know, and I've got more business than I can handle." So in any case, so when you can, you try and take it from places worse than they are to a place that they're better that they didn't dare to dream up.

Okay. So we want to develop the questions to get the descriptions on each of these points of the arc. Okay, and so here's what I did. First, there's the main types of stories you were looking for. Because it's not always the same, and you want the story that's going to be good for sales, there's the average customer experience. This is the one that makes people go, "You know, [_McHale __17:41__](#) really gets me. He understands it because, you know, the story he just told is exactly what I was going through, you know. And the great part is when people are telling the stories that are real, and you're getting descriptions of, you know, my child said this and, you know, it felt like, you know, it crushed me, you know, there was no denying it anymore. Or, you know, and something like that happens, you're bonding yourself to the reader and you're increasing a lot of believability. It's not always the most important-- the best selling story. You have to choose amongst these stories which is the best one you can have.

The other one is how the product was created. Sometimes the product is created, and it is a truly amazing story. You know, Rogaine was considered-- you know, it was tested as a heart medicine, but it was really odd these people kept coming in and said they had the strangest side effect, and they were growing hair again. Okay. And that's how-- that's actually a true story and that's how that happened. So these are questions. So when you ask these questions of clients, you know, you're asking the average customer experience, you're going to ask the questions in Facebook groups or forums, or if you can get a hold of lot of customers and you're going to ask them the questions, and you're going to get descriptions out of them. If it's how the product was created, you have to dive deep with the business owners, okay, or research itself, because sometimes they're selling something everybody else is selling. Like, you know, what's the-- hyaluronic acid, you know.

The next one is the company history. Okay. So sometimes the company history is the fascinating part. And I can't tell you how many times that you'll be talking to a client, and it's about three hours into, you

know, having a lunch with them and stuff that they finally mention , "Oh, yeah, this was like the time that I was lost at sea. And when I was like, you know, that's, you know, basically the reason I started the company is I came back and I realized life was short, and I never wanted to work for anybody else. So, but I wanted to do good in the world. And so I started this-- you know, I started this company, you know, and it's related to nautical stuff." But it's sometimes the company history is actually fascinating, right? You know, Rolex watches was-- I think the guy who-- one of the family members and don't quote me on this, but a large portion of their profits actually goes towards an orphanage, right. And it's because something to do with the origins of the company. There are all these different, you know, stories that can come out that might-- you have to go through the stories and say, "This one wants me to make it more." So how the product was created, that's different from the company history, because, you know, you find out something fascinating that there is a gentleman who was asking us about-- he had these coffee tables that his friend-- he was making for giving a good deal to his friend who was opening up a bar. And he needed this furniture. But his friend was like, you know, "Hey, but you can put something on there to help promote your furniture business." And I said, "Well, you know, why don't you put in a little thing that says, you know, go to this very short URL, it says, you know, to see the amazing story of how this product was created." Turns out these products-- well, these were actually made out of recycled wood from boxcars from trains. And that actually turns into something fascinating. So when you actually watch the video, and you go, "Wow, you know what, you know, we discovered these boxcars were just, you know, rotting there and we decided we could-- this product is made, what we do is we take these boxcars, the boxcars' carried, you know, oranges from California to Denver, and from Denver they went back carrying cattle. So you can see there's a certain patina that comes from, you know, carrying all the oranges. And sometimes you can even see a hoof print, we tried to preserve that. This is reclaimed wood. So there's nothing more eco-friendly than trying to do that. In fact, you can't even get this kind of wood anymore, because, you know, this is old growth forest wood that's mostly gone now, and too expensive to obtain. You know, and this all came from boxcar number 1856 that used to, you know, from the Pacific Coast, you know, from the Pacific Railroad that did all of this stuff, you could even show pictures of the route. But all-- you know, the more you hear about this, and you say, you know, even the iron from the, the boxcar was melted down to make the legs and the arms of this thing, the more you hear the story, the more you want one of these coffee tables. Does that make sense? I just wanna make sure.

Mikhail: Yeah, yes, yeah. Yeah, following.

Bond Halbert: So how the product created can be how it is done, you know. That look, it takes you know, we have to take 500 pounds of, you know-- to get one pound of this extract, you know, of this stuff, we have to find it. There was a famous one where they literally, they were getting this stuff that was used in a supplement and it was really, truly only found on like one, you know, side of like the Himalayas, right, or something like that. It was truly a fascinating thing about how the product itself was created. But that can go with, you know, all kinds of stuff. So you want to look at how the product was created, the company history, the average customer experience, and see if they do well. Now the average customer experience is usually the one that everybody tries to stick with and bonds people well. I'm going to go with my gut instinct and when people tell me things and say, "Does that make me want it more? Does, you know, the fact that that product takes 400 man hours to actually put together and work. That might be something more sophisticated. So if you find out that, you know, you're trying to decide between, you know, a Lexus, and Mercedes and just a little fact of knowing that there's 300 more

man hours are put together into making the, you know-- into making a Mercedes or the Mercedes has-- most cars spend about-- there's about a total about three hours doing quality inspection, but that's quadrupled when you're talking about a Mercedes, it makes you want the Mercedes more, right.

Mikhail: Right, yeah.

Bond Halbert: So I'm not always about this, but we're going to go with one because I have to choose one to go with. So what we do is we-- these are the questions I came up with before, you know, out of the story arc. So what are you doing before you realize you had any problem or dream, you may not use these. But you know, sometimes there's a unifying thing that happened to a lot of people and they will mostly all say, "Yeah, that's what got me into this." So like for example, copywriting, one of the things that happened is either people started running ads and then they realized the words on the ads matter. They didn't even know what copywriting was. They got into that. Or they were in a company and they saw the copywriters just sitting around laughing and having fun and they think that we do no work. They don't realize our brains are constantly working on this product. You know, and they want that laptop lifestyle that-- to tell you the truth, only like two of us in the entire industry really have. I say us because I'm actually one of them, but it really is not true that most people-- you know, you got to go to meetings, you got to get together with-- you know, you got to-- you know, my favorite is the Nomad one, you know? And the truth is, yeah, you know you're in Europe, but you know, now all your meetings are at 2:30 in the morning, so.

Mikhail: Morning, yeah.

Bond Halbert: Have fun with that. But if you're like me, and you can write books and just write your own stuff and write your own funnels and you know, stuff like that, then it doesn't make a difference. You really can do it from anywhere in the world. But I just don't want, anyway. So but the copywriters will often come from like one or two places, and you can bring that up, and that helps bond. If they're coming from all over the place, the question might not end up being that valuable. But what happened that made you realize you had a problem or a new dream, what made you realize that, you know, your cholesterol was a little too high, okay. And then they'll tell you the stories, and you'll find some themes. And then these are the themes. And you'll take like the top couple themes, , you know. So a lot of our customers, they go to the, you know, the doctor that comes back, and the only thing that's off the charts is their triglycerides, or whatever it is, right? What was your first step in trying to solve the problem or achieve that goal? Well, I decided I'm going to start trying to eat better. And then there's a problem with that goal. The problem is, you know, turns out, I can't give up French fries, I'm addicted to those things, you know. My other problem is that-- or I try, you know-- and I don't know which way you're going to go, you know, be like, I tried Lipitor, but you know, I started after a long period having, you know, joint problems. These are all from the story arc, right?

Mikhail: Right.

Bond Halbert: So, describe the struggle to continue searching for the solution. So after I realized that Lipitor wasn't right for me, or diet wasn't doing it alone, because I had cut out most of the trans fats, I needed to, you know, look for something-- I needed to look for another solution. I started, you know, going to blogs or whatever. They tell you this, do not fill these out for yourself, this is the important part.

The important part is you're getting these people to write your copy for you. You're finding stories. It can be a mishmash of stories that come from other people. It could be one person gives you all of this. And I'll tell you the secret about it in a second. Okay, so did you ever feel like giving up? If so, please describe that moment, right? And then this could go with anything as a copywriter. Or as a supplement marketer or as a health coach, or everything. Do you ever feel like giving up? You know, and then describe that moment. And they start to describe that pain. This is a very valuable question. Okay.

How did you discover the real solution to your problem, or the best path towards your goal? That's when I discovered, you know-- I went to __McHale's __27:44__ thing, I thought it was going to be kind of interesting. But he had these really great direct marketers on who are sharing ski secrets. And everything started to click, and I realized how this could actually be done. I started putting-- implementing the steps, and boy did things improve, right? Describe how finding the best solution X and the goal changed the way you view your life? Well, you know, now I, you know, I work-- you know, I'm confident every time that I want to go into one of these coaching situations, because I now know how to, you know, close the deals when I do that, or, I'm-- you know, my company is now getting all the recognition and the respect that I was craving for at the beginning, when I couldn't get any traction.

Okay. Describe the benefits of solving the problem and achieving the dream. That's similar to the answer I just gave. But, you know, you get people who are saying, you know, now that I've lost weight, you know, everybody's giving me these compliments and so forth. You know, I got this new-- you know, I got a new wardrobe which I just absolutely love, I don't, you know-- I could fit in anything off the rack, there is-- I have energy now, and I'm playing with my kids more often, there is-- you know, there's all of these things that go along with it. Now, a lot of times like with diet, there's a lot of people who've told similar stories like this. So I'm going to give you an Easter egg secret to some of these in a second. But, you know, so might really be the incredible part of the story might be the discovery, okay, of the product itself. And you still want to know all these things now because of the story of your average user, your average buyer, you still want to do these things, you know and describe life now that everything's worth. Life is now in a situation where I really enjoy, you know, food and dinner but I'm never-- you know, I'm never going out of control with my portions because I don't feel like I'm walking away hungry and unsatisfied. And again, I don't know what kind of health things people are doing for your group, but this can be applied to, you know, successful program to get into shape at a gym. This can be applied to supplements, can be applied to a healthy diet, it can be applied to getting rid of gluten, it can be applied to all kinds of health ways. you understand what I'm saying?

Mikhail: Yeah, yeah.

Bond Halbert: Okay. So let's go with the history of the industry. So I'm going to rip through these pretty quick because I'm going to get to the point where you do questions. What did people do to solve this problem before the industry started? So what were people doing to get business before? Or, what were people doing to solve panic attacks before there was an industry that even recognized that they existed? Well, the truth is, everybody used to self medicate by drinking, everybody thought they were alcoholics, but they were really kind of keeping their anxiety in check. One of the signs of that was the, you know, they would take a shot of whiskey before going to work. But they weren't drunks that drank all day. They're just self-medicating, right, you know. What happened that made the industry have to change? Well, pretty soon everybody realized that, you know, word got out, there were some articles and people

started and the internet came along and more people were sharing their stories and resonated, and pretty soon everybody realized panic attacks were actually something that's real. Okay. And again, I'm just riffing off the top of my head. I don't have like a list of these subjects. I'm just choosing them to say, you know-- we're just taking the industry of anxiety here, right? Okay. What's the first step in trying to solve the problem in the industry? Well, the first step was trying to actually take pharmaceutical medicines, you know. They invented Zoloft, and Xanax and things like that. You know, describe the problems with these. Well, they turned out to be extremely addictive drugs, or they just-- or they turned out to be drugs that numbed your excitement levels, and, you know, the zest for life. That was one of the problems with them. Okay. And then, you know, describe the struggle to continue searching for the solution. Well, everybody who didn't like those, you know, was looking for other ways to do it. And, you know, they were trying to avoid things that were stressful, and so forth. And there's talk therapy, and all this.

Was there ever a point in the process that the industry looked like it was going to fail, if so describe that moment. With the industry itself, it looked like there is going to be, you know, some that, you know, pharmaceuticals in themselves was going to get so hammered so hard by the FDA and all these other things that the people who were having anxiety attacks were going to be left without any hope, other than to hide at home all the time, you know. And some of these questions you still won't find a great answer to. So you don't need to. These are the questions-- I'd rather have more questions than, you know, fewer. Okay. How did the industry discover the best solution for the problem? Well, somebody actually did a mix and they found that if you mix an herbal supplement like valerian root, which is not, you know, not heavily addictive, and a little bit of, you know, a combination of meditation and other things to reduce stress, a little bit of talk therapy, it turned out to be a very healthy, solid way, and aversion therapy or something like this to deal with anxiety. Okay.

Now, describe how finding the best solution changed the results for customers. Now, these customers are not driving around while they've been drinking, they're not afraid to get out and go face the world, they are empowered with the tools to handle any-- you know, the chaos that life brings and anything that comes to them. Okay, the benefits of solving the problem are, you know, now they actually are willing to go and go for the jobs that before they thought they could never take on because they thought their anxiety condition wouldn't allow them to be a manager, or wouldn't allow them to-- you know, you describe the different things.

Now, I'm going to get even faster now. Describe the industry now. Well, now the industry has got a myriad of different options, and you can choose what fits you perfectly. You can, you know-- and the industry now can tell you whether or not the, you know, the therapies are-- which is the best for you. So, here's what I would do if I was you, Mr. Customer. You know, there's five different options that you have. And they range from, you know, taking a break, counting down to 10, doing some 10 minute meditation and yoga or something like that all the way over to just taking pharmaceutical drugs. Okay? So the pharmaceutical drugs have the worst side effects and I have the biggest problems and I'm not knocking them. But what I'm saying is where you should start is right here where my product is. If it doesn't work for you, then you move up, but you want to keep trying things from the healthiest solution to the least healthiest solution. And then when you find-- if you find the solution that's right for you, and I can get-- you know, if I can get this to-- if I can help you relieve your anxiety and not take pharmaceutical medicines, you know, then I've done-- we've all won, okay? If my supplement, you

know, helps make you-- you know, if my supplement of, you know, combination of, you know, giving you valerian root and a little melatonin helps you sleep better along with this guide on, you know, meditation, 10 minute meditations in the morning, and 10 minutes of gratitude in the evening, you understand where I'm coming from?

Mikhail: Mm-hmm, yeah, yeah.

Bond Halbert: Okay. So there's the story of the product development. So again, I'm going to rip through quicker, okay. And people can just-- I'll leave it up here __35:34__ for people to screenshot it. Let me move my camera thing a little bit. Okay, it's basically the same thing, except now we're talking about the products like-- okay, so, you know, what was the best solution before the history-- you're telling people about the history of watches, right? You're telling people about the history of discovering fish oil, right? What was the best solution before this, before fish oil was made? This is when you have more or less like a commodity. There was a famous-- I know, there was a famous older version of this, which was the Schlitz ad that talked about how they brewed beer. But the more modern version, people remember is from the Madman story where they talked to the cigarette company, and they say, "How are these made?" "Well, they're roasted for 48 hours." And he says, "Okay, let's use that," and he says, "But they're all roasted for 48 hours," but the customer doesn't know that. So what happens is, if you can tell the customer the entire story about how fish oil was created, they trust you more than the other fish oil salesman, because you seem to be an expert and you know more about it. So you're going to trust your friends who are into cars so much that they can tell you what were the first 10 model cars ever built, right? But the more you can build-- you could build much more trust in your expertise, the more history of an industry or product that you sell. Okay, and again, I'm just not going to go through all of these because I don't want to take too much of your time.

Okay, this is, you know, how did the product improve results over the past products? So, you know, now the fish oil is more pure, we have a different extraction process. And you know, the other problems that came with it was there was this fishy smell that you had with your breath that a lot of people didn't want. Well, now we've been able to get that, but it also comes with a combination of mints and stuff that neutralizes that or whatever, you know. And again, I don't know any-- everything I've talked about so far, I don't know anything about. I'm just, you know, I'm just trying to kind of put it in what I've heard about in the health industry, right?

Mikhail: Yeah.

Bond Halbert: Okay. So, describe how finding the best product changed the results for customers. So the best customer-- you know, there was-- again, this would be like fish oil versus Lipitor or something along these lines. So you want to take these questions, and you keep putting them together. Let me go back so just people can grab that. And you see my questions, right?

Mikhail: Yeah, yeah.

Bond Halbert: Okay. So basically, it's kind of like the same questions I'm asking on that story arc. I'm just using them to different people. So if it's the company history, you're asking your client that. If it's your company, you're asking yourself these questions. If it is the industry, you're researching and finding the

answer to these questions, you're asking industry experts this question. If it is customers, you're going into a Facebook group or a forum, or you're actually serving and asking some people some open-ended questions and you notice these are open-ended. They're not like, "Hey, did you like this?" Yes, no. These are questions that are designed in a way to get people talking.

So, what you then want to do-- okay, let's go with the company history. Okay. This is where you'd be surprised just by asking people this. If you wrote out the story, people may be more fascinated and, you know, when somebody else, somebody neutral's looking at all these different stories you have, story of the customer and everything, the funniest thing is about the company history is usually never that fascinating to the person who created the company. Okay.

Mikhail: Yeah, it's true, yeah.

Bond Halbert: It's always more fascinating to the person who's heard that story for the first time. Okay. And, you know, the entire watch industry was in an upheaval in the 1980s. What happened was, the Swiss watches were designed and they were hard to make accurate. And then they were very finely tuned small, tiny, incredible machines, if you look on the inside of a mechanical watch, and then they invented the quartz watch. And now all of a sudden, accuracy really wasn't an issue. But the Swiss had made these really fine tight movements, which took a lot of-- and the Swiss winters were actually where people were craftsmanship working in their workshops and building these intricate watches and stuff like that. Well, Swatch came along and said, "Why I've just one watch, you know, why not buy five or six of these plastic kind of watches, they're so cheap that you can afford 10 of them, and have one that matches each and every different outfit." So they took over the watch industry. Swatch was smart enough to recognize that this was a trend that probably wasn't gonna last forever. So all these other companies took a dump in the marketplace, their value just went down. But Swatch was like making all the money in the watch industry. So they went and bought the other companies. Okay. So now all the companies that-- if a watch collector will know, but non watch collectors won't, Breguet, Omega, all of them except for maybe Rolex, were bought by the Swatch Group. Swatch actually now owns these companies, but they keep them around, because each one has a particular history. This is the one that invented the second hand, this is the one that invented-- this is the one that invented the day date, right. And so the watch collectors start to learn these things. And they have more respect for these companies because of their history and their relationship with the industry. This is kind of like market level sophistication number five.

This is like, you know, people who know what my father did for the copywriting industry, they are very loyal to the Halbert brand, right. And they love to hear the story of, you know, how he got into the market or how I was trained and brought up differently than all the other copywriters who have a sleeping in their car still they read this couple of books stories. So, but at any point, the story of how the company was made, and the story behind the developments and the struggles they had and what they did can be fascinating in and of themselves. Sometimes it's not the most. You got to create these stories, outline them, and then find out which one is the most-- which is the one that makes people want it more.

You know, like, so for example, if the guys who did the coffee table one said, "You know, I was-- you know, I was looking for something to do and I was pretty good at woodshop. And so I decided I wanted to make coffee tables." Not nearly as exciting as the story of how that product was made. Right?

Mikhail: Yeah.

Bond Halbert: Story of how that product was made makes me want that product more. Okay. Everybody's selling the same commodity, the person who seems to be the expert has the most data and is the most knowledgeable and trustable is the one that I want to trust and buy from. Okay, so that could be the person who told the company history story. You know, when it comes to watches, it's the company history that's going to make me want it more because the truth is I can go get a Hello Kitty digital watch for five bucks that's more accurate than my Rolex superlative chronometer. It's just the fact, right.

Okay, so moving on. Okay. So now I'm going to tell you-- share a couple things. One of the things that you want to do, and I'm just going to leave these up here for people to screenshot, okay? You want to take these questions that are you're going to ask of people or customers, and you ask them out of order, so they don't know that they're doing research. And I did this in my copywriting group. I said, "Hey, you know, describe what it was like when you had nightmares getting your first client, or describe what a nightmare client was." And then I go back and say, a couple a week later I'd say, "What were you doing before you decided to become a copywriter or what made you want to become a copywriter?" I'm getting the answer to the, you know, exciting incident. And so you're not specifically-- you're going to tailor these questions to your product, to your thing. So, you want to say, you know, what was the-- you know, what was the key thing that made you really kick you in gear and said okay, and take the idea of weight loss seriously, right? You're going to rephrase these questions in a way that gets people into other open-ended, gets people talking, but in an out of order, so they don't know that you're doing research. In fact, one time when I first described this, somebody had to finally-- they came up to me and they said, "Hey, man, you were doing that in your copywriting group, weren't you?" And I go, "Yes, I was." You know, they had been answering the question for me, you know. And then you piece these together, it actually writes the copy itself. You know, when Ogilvy says, you know, I'm not a great copywriter, and I'm not quoting the exact words, he said, "I'm a terrific researcher-- a fantastic researcher and a terrific editor." But again, he didn't teach me how to do the research, he didn't teach me how to do the editing. But the point that I'm making is, this is the research that gets you the stories, this is the research that tells you about your customers. And then when you reverberate it back to them, they really get to know it better.

Okay, this is the best success story. This is like your best client. You say, "I want to share with you the story of my best client." Now this is not necessarily going to be what happened with you. This is just the most successful of my, you know, copywriting students, this is the most successful of, you know-- this is the weight loss program, I had one student who went from literally 400 pounds down to 170. You know, and again, it's a story from worse to better than you dare dream, right? So, but and again, these-- I want to re-emphasize this over and over again, these stories should be true. And if you're putting amalgam together, or a combination together, of the average customer experience, you say a lot of my customers will resonate, you know, this is the typical experience a lot of my customers have, and therefore you're not saying this is __McHale's__ experience, you're saying-- and then there's like, "Yeah, that happened to me." Yep. That's what, you know, that's what made me feel that. You know, the way they're describing it is describing it better than I could have. And if you're a copywriter, or you're selling things, they're going to describe it better than you because if you're in the health business, you've taken health

much more seriously than the people who waited until they had a problem. Or there's, you know-- they're going to describe it better than you are, okay.

So, let me give you some final tips. I don't know how that happened. Punch up the story with emotional power words or phrases, okay. So what you want to do is change it-- you know, somebody in their thing says, you know, it hurt my feelings. You don't say that. You say I felt gutted, almost suicidal. You know, on top of the world with joy when, you know-- when one day I came home and five people had complimented me on how much weight I've lost, or how good I look. Or, all of a sudden I was able to fit into it. Use incongruent details, they make the stories more believable. This is kind of an-- it feels strange. But the truth is, it's like I said, the truth is stranger than fiction. If you're telling stories about, you know, this is something that's really, really odd, you know, it makes the story more believable. And the funny thing was that-- you know, I'm gonna give you an example of a weight loss story.

My wife had gained some weight because of pregnancy as most people do. And I was talking to her, and we were talking back and forth. And, you know, she was like, reticent about getting on a weight loss program and all this other stuff. And then one day, she comes home from-- she works at a school, and she comes home and she's, you know, working out a little bit and I'm like, you know, "Oh, that's good. Glad you're doing that." And turns out she was in a weight loss program where they all put in a little bit of money and, you know, they divide up the money based on who's lost how much weight or percentage of weight. And I was like, "Are you kidding me?" I said, you know, "All that took was that was to motivate you. I said, "How much can you win?" And she's like, "If I'm really good, I might get like, 50 or 100 bucks." I go, "Really?" I said, "I'll give you \$10 a pound if you can get into your wedding dress." And she took that as "Oh, like, no, that's never gonna happen or whatever." You know-- no, she took that as a challenge, and she went on it. And she beat-- she won the challenge, right. And she was actually, at the end of it, she was super happy. And she was like, you know, like, "Hahaha, give me the money," or whatever it was. And I was like, "You have no idea how happy I am to pay this money. Here you go."

But the thing is, it's an odd story, but it's true. And an incongruent detail makes it more believable, right, than just turning around and saying that my-- you know, then some, you know,-- turning around and telling the story as you are cruising down the street, and you turned your head to look at a pretty girl and you ran into the car that was in front of you. That's not nearly as incongruent as something as you're running down the street or you're driving down the street and you saw something that was, you know-- you saw two birds dive bombing, you know-- there are four crows dive bombing an owl, right, you know, into a fight, and then you turned your head and that's how you got into the car accident, that ended up leaving you with back pain, that makes the story more true because it's an incongruent detail. So it makes the story much more believable. So, again, you want to use real ones.

So a lot of times novice people will turn around and go, "Well, that sounds a little farfetched even though it's true," and they'll try and whitewash that over. That's gold, you want to add that in there. Okay. So also start at the most exciting point of the story, and then tell it out of order. It could be from the very beginning to the end, but what you want to do-- so you want to say-- so my example is starting to erase my online identity. So I have a training where I teach people that, "Look, people are going to start looking you up on the internet if they're going to start spending serious money with you." They'll do that with your business as well. Call it a Google sniff test, right. And so, you know, if I turn around and say, "Listen, you know, I started erasing my-- working hard to erase my online identity," you've now got

curiosity and wondering what's going on here. And then I say, "Let me tell you how this really-- you know, and let me go back a second. The reason I was doing this is I realized that I had just lost the biggest potential client I could have ever had, because he looked me up online and he saw, you know, some, you know, childish prank pictures that a buddy of mine had posted from our college days, right. And that's when I realized this wasn't, you know, the way to go about it. And so now we go back to the story of how you control, you know, and build up your Google sniff test so that the first page of Google when you're looking at you, covers you, you know. And then you also handle objection. So if somebody says, "Well, but my name is very common," you say, but even if you have a common name, all you got to do is think about what's the next word that they're going to look at? Is it going to be, you know, Michelle Smith, you know, excuse me-- physical, you know-- I want to say physical trainer, or, you know, gym coach or something like that? What are the words they're going to look at next, because that's what they're going to look at next when they come up with your name matches a star. So, my name is Bond Halbert, there's not another Bond Halbert. So, you know, that that's just going to come up. But if my name was John Smith, they would write "John Smith copywriter", right. They would write "John Smith marketer", or whatever it is that, you know, my business is going to be pulling as about. So then I'm going to control that, you know that Google sniff test in there. But anyway, that's totally separate thing, I actually do a whole different like training on that.

Okay. Now, the other thing is, you want to be the company hero who fights the system that causes the problem. So in the end, you know, you become, you know, now, you know, through these supplements and these, you know-- or through my guided programs and stuff like that I-- Oh, I got a typo there. You want to fight the system that is pushing pharmaceutical. You know, 53:33 you believe that they should be out there for people with the most severe conditions, with the most severe trauma and the biological conditions, chemical makeups in their body that have no other choice. But that only accounts for 2% of the actual people who are taking these and I'm becoming a champion to fight against those people. So, you know, if people send-- you know, I'm taking a big jar, and I'm having, you know, and the people who finally been able to kick these drugs were able to send me their old prescription bottles, you know, with the numbers marked out and everything, it's my trophy of winning, right, I'm a member of the system that's beating this. You know, I'm fighting the good fight against high fructose corn syrup, right and all the changes that that's made in American diets and around the world, as well, but American diets in particular, and caused so many problems and stuff like that. So in your stories, you always want to become the hero that fights the system that causes the problem.

Now, hold on, there was one other thing I wanted to say. Give me a moment.

Okay. There is another thing that you want to do when it comes to finding the stories. So these people will share their stories a lot of times on forums and stuff like that. But one of the things that I recently started doing, which turned out to be pretty good, it doesn't work for everything, is I'll actually do a site search of Reddit. And the way that you do that is you type in the word site, S-I-T-E colon, and then leave no spaces, right, reddit.com. Then you put in a space and you put in something like weight loss, and you'll get stories. Now let's see if I can actually change over-- okay, I'm in Chrome anyway, so this should be able to work. I'm going to show you-- I'm doing this live. I actually haven't even redone this yet. Have you seen-- you can still see my thing, right?

Mikhail: Yes, yeah.

Bond Halbert: Okay, so site reddit.com. By the way, one very great marketing tip is to learn how to do Google searches. So by putting in quotes here, I'm getting-- I'm looking for the term "weight loss," not just weight loss. Okay, so here are the Reddit selections, like weight loss reactions, this-- okay, these things can help pull in a lot of stories. The other day I got through-- by the way, I just pulled this up. I did not even look at this up, but look how perfect this is an example. The other day, I got together with some of my family who I haven't seen since I started my weight loss journey back in February. My god, my nephew's reaction was priceless. She's there writing this stuff for you.

Mikhail: Yeah, yeah.

Bond Halbert: Okay. So when it comes to finding true stories, right, Reddit is a fantastic source. Okay, let me show you one other. But I mean look at this, being picked up by a 14-year-old and held in the air for a few moments, gave him some of that childhood __57:17__. You know, these people are going to write stuff in a way that's got little details that are sound true. And guess what, sometimes you can reach out and buy people's stories. You can say, "Hey, can I buy your story about weight loss? Don't worry, I'm not going to say that you're, you know, endorsing my product, I want to use it as weight loss success stories and how important it is and stuff like that." Sometimes, they might be a part of your, you know-- like, let's suppose that you did weight loss and fish oil because you sell fish oil. Right? And then you say, here's some examples and stories of people who used fish oil to lower their cholesterol or to get, you know, to get heart healthy. And then you actually have real life stories from real people. You know what I'm saying? Remember-- well, I don't want to use him as an example because it turned out to be a bad person, but some people have done this before with big companies, right? And, you know, it can be-- they write right fantastic stuff.

Another site which very people use, and I'm going to use-- I'll try this one. I don't know if this one will actually do it for weight loss, but I have one in case it doesn't, because it doesn't have as many. Is it NY or New York? I think it's both of them. But it's Humans of New York. And let's see. There we go. I struggled with body image my whole life. As a young teen I was diagnosed with polycystic ovarian syndrome, PCOS, made it incredibly hard to lose weight. You're going to get stories about the pain of what it's like to be overweight. Right?

And Humans of New York is filled-- you know, have you heard of this site? A lot of people have.

Mikhail: Yeah, I have. I know--

Bond Halbert: But very few people--

Mikhail: They talked about using it for market research, though.

Bond Halbert: I know that I'm the first one to look at it and go, "Hey, wait a minute, these are some great stories." So you can find all kinds of great stories out of Humans of New York and Reddit that way. Just you know-- but this is like-- okay, so site means you're searching just specific to this site, you don't get any results that are not a part of that site.

Mikhail: Right.

Bond Halbert: And then, you know-- so one of the things I always teach people in copywriting is to learn how to do Google research. So sometimes, let's suppose that you want to find out some information but, you know, it mentioned it's Kobe beef, right? So what happens is you type in stuff about Kobe. And all you're getting is Kobe Bryant, right? Because, you know, he dominates Google searches for Kobe. So you type in Kobe beef. But you want to know something that took-- now, let's suppose there's a scandal about Kobe beef. And the first 10 pages is news articles about something and you want to know some other information, you can actually go and change the search terms to give me results that happened before this incident. So give me results that happened everywhere up to a year ago. You can also do negative keywords. You can also-- my favorite one is this one. I never remember what the symbol is called. But you see this little symbol right here?

Mikhail: Tilde, yeah.

Bond Halbert: Okay, that means with the word "weight", or any words that mean something similar to weight.

That's what it means. So when you're searching for things, you use that one, because it's like well, are they-- so let's go with debt. So it gives you word similar to debt. Okay, so it's going to pick up all the stuff that's debt first, but then you're going to get into-- well, that one didn't work because it's got so many people that are doing the ones from debt, but it could be you know, financial-- you know, finance, you know, loans and stuff like that. So any of the words that-- it's kind of like using a thesaurus to find other ways of saying the word debt. Okay, so armed with all of this, you now know how to go-- and I'll stop sharing my screen.

I'm not sure how to do that. Oh, here we go. Stop here. Okay, so armed with this, you now know how to go find and take those stories, get the elements, get them out of order, piece them together and create the stories as and out of the ones that you have find the one and go share those stories with some real people and see which ones actually really make people want that product more and you know, experiment. But, you know, you don't have-- I think I've now proven you don't have to make up a story, you can actually go find at least elements of stories and you can go find real stories. And don't be afraid to, when you hear a great story, ask if you can use it. You can even ask to use it, "Can I use it anonymously?" And they say, you know, yes, you know, you're not connecting my name to it and say :I just love your story. Can I use it in my-- I want to use it in my fight against the pharmacology, you know, industry. I want to use it in my fight against GMO," or "I want to use it in my fight against the lobby that sells high fructose corn syrup." Okay, so do you have any questions?

Mikhail: No, I think I guess the only thing that I can see that someone may come up with is how do you decide which one of these stories you decide to use as?

Bond Halbert: Well, first of all, the answer to all marketing questions is to test it. Okay, so that's one thing. You set up an A/B split test and you do one versus the other. And I don't think that it's always like, you know, one or the other and not a combination of both. But the truth is, do you want to do a little bit of clickbait storytelling with actual people in real life? Okay. You know, so you're telling somebody-- the best thing you can do as a marketer is actually spend time with your prospects. So, Naima Health Care

Company or something like that, or product or anything. Just give me __01:03:57__ off the top of my head.

Mikhail: So one of the things I take is glucosamine for joints, yeah.

Bond Halbert: Okay, so glucosamine. So, you would turn around and glucosamine is one of the ones that I was probably, you know-- there's a lot of people who take glucosamine, right? Now, is the glucosamine that you take different from other people's glucosamine? So if I get your glucosamine, is it made differently, have a different formulation, more pure or anything? What makes it better than the glucosamine that's not your brand and might find at GNC?

Mikhail: I don't know.

Bond Halbert: Okay, well find that out. Because you know what, a lot of the times it is, and you don't know it. Because my brother was selling a form of hyaluronic acid, turned out to be the purest form of hyaluronic acid that anybody was making. Okay? He got it from the one company that was selling the purest form. So that gave you a difference. So therefore how the product was made was different. Now it's going to depend on who you sell to. So assuming that people already know their options for joint pain, go with hyaluronic acid, glucosamine, and these other things that they try. That's a whole other training about whether or not you tell-- whether or not you're-- because you have to do a little educating. So for example, you say, you know, "Hey, you know, after you walk for a mile, does the side of your knees start to hurt? That's a sign of joint pain, and that you might have this ongoing issue." And then you have to educate them. Then there are people who are searching, "I have joint pain, but I don't know what the options are, glucosamine or hyaluronic acid, or you know, knee braces and stuff like that." And then there are the people who know those options exist, they're not sure which one's better, which is the combo, and then so you're educating them on that. Then they're the people who have their preferences. And you have to say, "Okay, look, I want glucosamine." So now they have to be convinced on why your glucosamine is better than the others. What you then want to do is do enough research into the glucosamine into how it's being made, like, you know, what are the percentages of the formulas, is it-- you know, why this brand over the other. If there is zero difference, it's going to be the history of glucosamine and the discovery of how it works that's going to build your expertise in it. So that becomes a better shot at it.

Now, your story on how you're taking glucosamine because, you know, you used to hike the Appalachian Trail, but your knees went out and you were, you know, four miles from the finish line, right? You know, and glucosamine is what allowed you to finish that remarkable thing, you know, before. Now glucosamine is one of those things that in general sells better to older audiences, okay, because older people have joint-- you know, you develop-- you know, the older you get, the more your joints ache, right. It's also something that's going to do really well in cold weather places where there's a lot of humidity, you know, where that brings more joint pains and stuff-- more joint pain and things like that. So when you know that that is your market, that changes where you're going to go do the marketing. But you want to get with somebody who-- people who are ideal prospects, and you do a little bit of talking with them. And you say something like, you know, "Man, you know, thank God, you know, that guy discovered, you know-- I just read the story about how that guy discovered glucosamine was the best for joint pain," you know, and then leave it there. And if they ask you to hear more, that's a

good story. Okay. If you say, you know, "If it wasn't for glucosamine, I wouldn't have been able to finish the Appalachian Trail," they ask you for more. That's a good story. Okay. It's kind of clickbait talking, okay, where you think you're asking-- I grew up with my dad doing this to us, right? My dad would do this to me and my brother all the time like, "Hey, I just discovered how you can make an ad 500% more effective." You know, and he wants-- he's trying to see which one's gonna go, "Oh yeah, really? How?"

But the point is, you want to do that with real life prospects and see, which is the most fascinating story. You know, stories have the attention, interest, desire and action. At the beginning of the story is about interest, right? Keeping somebody's interest, taking that attention and making them continue to pay attention. But it can feel the desire and it can feel the-- it can feel the desire as well. So the story of how that coffee table made out of old boxcars on the Pacific Railroad is fueling your desire for the table, right.

So what you want to do is they're still the average customer experience. You're not stuck with one or the other. You can often tell, you know, two stories in one thing, you know. So, you know, this is what happened to me, or this is what happens to the average customers. But fortunately, there's been a breakthrough five years ago, and then you tell the story of how glucosamine was created. So it's not always an either/or situation. But the answer is to test it. Set up an A/B split test on your websites, one tells one story, you drive the traffic there. And when the traffic gets there, it flips back between showing, you know, one landing page, then the next landing page and then one landing page. But the only difference if you want a true test, the only difference can be the story. Don't make it the headline. The bullets in the story are different on this other one, you don't know what's the key, right? And then when you know which story is the key, then you can test another element of the copy.

Mikhail: Yeah, makes sense. Well, thanks Bond. This was really, really insightful. And like I said, it's one of those things you don't really see any how-tos on it. And you've given us a step by step with the questions to ask, where to go to find the people that you want to ask those questions. So you've really over delivered with this presentation here today.

Bond Halbert: Yeah, I'm glad I could. Well, you know, everybody else covered everything else. This was the last thing left.

Mikhail: For the folks that kind of want to learn some more about you and some of what you offer, where can they go to get that information?

Bond Halbert: Okay, you can go to bondhalbert.com B-O-N-D-H-A-L-B-E-R-T dot com. I'm also on Facebook. We have a group called the Gary Halbert Copy Club. And if anybody's interested, I have a direct marketing and copywriting training program. It's just a monthly paid membership where we do trainings like this one on average about once a week and then we also have other special guests that, you know, teach different things. But the Gary Halbert Copy Club is free. My blog bondhalbert.com is free. We also have-- my brother and I run thegaryhalbertletter.com. And that's where you know, people-- we try and preserve it as much as we can the way that my father wanted it.

And so if you're interested in copywriting, it's like the online Mecca. You'll find out after you study copywriting, you'll hear Gary Halbert's name often enough, you finally go and figure out who he is. And you realize, "Wow, all these people are teaching this stuff and they all kind of learned it from Gary

Halbert." You know, I learned how to think from him. So that's why I'm the kind of guy who sits at my buddy's office and says, "Hey, wait a minute, that would be a good marketing tool. Let me grab that story arc, I'm going to create questions, I'm going to ask them out of order so they don't know that I'm doing research with them." And I'm going to get people to give me the stories that I want.

Mikhail: Yeah.

Bond Halbert: And I tested it at work, you know. So, you know, some of us were-- the protégées were fortunate enough. We weren't as much given step by step instructions as much as we were taught how to think. But if you want to learn about copywriting, you'll find out Paris Lampropoulos coined the term, he said, "In the world of copy, all roads lead to Gary Halbert." And so thegaryhalbertletter.com, if I'm not your cup of tea, that is a great free resource to go get lots of stuff. So is the Gary Halbert Copy Club and my site, so.

Mikhail: All right. Well, thanks again Bond. Like I said, this was one of the sessions I was really looking forward to and you really delivered on it. So thanks.

Bond Halbert: I'm glad you liked it.