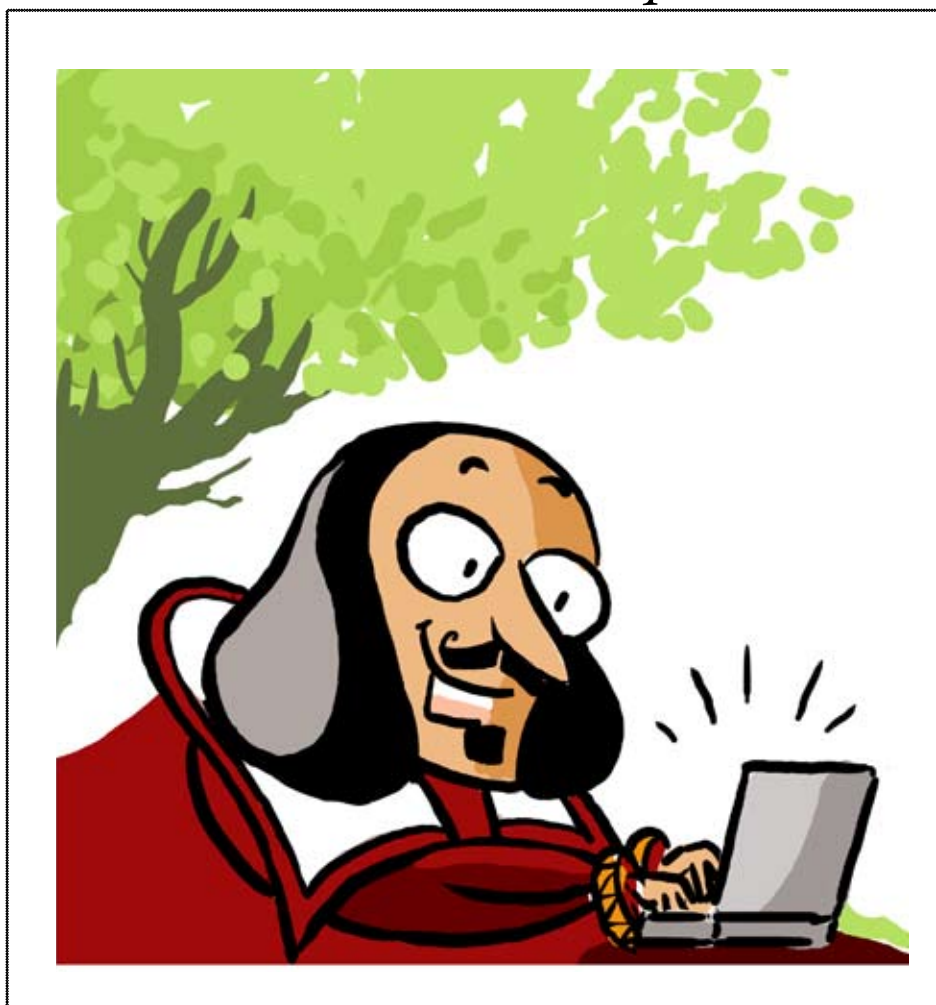


Drama. Structure. Next Step.



Excerpt 1: Finding Drama

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Getting rid of a curse

There are two ways to get a message across.

You can bore someone to death.

Or you can entertain them.

And the funny thing is, that an expert can do both. We've all sat in seminars, workshops, and speeches that are extremely full of facts and figures. And extremely good for insomnia. What's interesting, is that the expert who's giving you those facts and figures, is still an expert.

It's just that you'd rather work with someone who, um, entertained you while getting a message across. And the most coveted speakers, writers, presenters aren't always the super-duper experts. But they're the best communicators. Words by themselves are just content. And yes, we love content. But hey, it's the packaging that jumps the queue. And packaging goes first.

Which of course means that if you package your thoughts well, your content will be well received. And if your content is even slightly coherent, your audience will clamour for more content. And the cycle of attraction, conversion and consumption is set into motion.

This course is meant to get rid of a curse

The curse of creativity.

The stupid notion that some of us were born to write. And some of us weren't.

There are good writers and there are not-so-good writers. There's no 'born writer.' If there were, every child would pop out of the womb with a Parker pen (or a laptop, as the case may be). We learn writing. And some of us process the ideas, and the methodology better than others.

The route to 'good writing' is simple

- 1) You must want to write.
- 2) You must get a 'clean and simple' method to write quickly and effectively.
- 3) You must write. And write often. (This ain't a magic trick, y'know).

You can be the world's foremost expert in a topic. And extremely effective at coming up with ideas. But you'll struggle if you can't get those ideas across in an engaging manner. What's really cool though, is that you can become the foremost expert, simply by writing better. That you'll have people flocking to hear what you have to say, simply because you communicate better.

This gives us all hope. But hope is not a strategy.

Welcome to an excerpt of the Article Writing Course. Where you're going to learn about drama, and structure, and the next step. And since it's just an excerpt, it's like a trailer of a movie. It gives you enough information, but the full course...is the full course (if you know what I mean)

But that doesn't mean this excerpt is a namby-pamby teaser.

This excerpt is designed to give you a look into the course itself. And taste how you can learn to write faster, more effectively—and be far more entertaining than ever before. So without further ado, let's find out what's in store for us, shall we?

Ahem...turn the page :)

The Power of Drama

Imagine you had a stadium filled with 50,000 people.

And every one of those people in the stadium, were customers who wanted your product. Yes, we're talking about 50,000 ideal customers. And you had one chance to make a statement or a pitch to sell your product.

If you said the right thing, you'd get all of them to buy. Yes, all.

If you said the wrong thing, all of them, down to the last person would walk away from the stadium, without buying from you.

What will you say?

I'm not here at this very moment, to show you what you need to say. I'm here to introduce you to the power of drama. And the 'stadium paragraph' you just read, had all the drama needed to keep you riveted—in the need to know what's next.

So what's next?

You're going to read just how you tend to 'overlook drama' in your articles. But first, I'd encourage you to listen to the audio, even if you're more of a reader (and don't like audio). If you've listened to the audio (It's only about 13 minutes long), then you'll have got a very good hold on the power of drama, and why it's so very important. In fact, on the audio, you can literally feel the tension.

And having listened to the audio, you may now want to read this information that shows you how you may have been missing out on the drama in your article.

So how could you be missing out on the drama?

How's that possible? Surely you'd be putting the most important information exactly where it needs to be, right? Maybe, but then maybe not. In fact, I'm pretty much betting you're missing out on the drama aspect, because you're not aware of it at all.

Being aware is one thing. Knowing how to take that drama and give it a spotlight is what's really going to keep your customer riveted from the very first word.

So how do you find that hidden treasure in your own article?

Turn the page over, and you'll find out for yourself. :)

P.S. To listen to the audio go to

<http://www.psychotactics.com/xarticlewriting.htm>

If you've already signed up, then look in your inbox for more goodies.

The Heater Syndrome of Drama

Ever walked into a cold room on a chilly night?

You know what I mean. On a really cold night, step into a freezing room and turn the heating on full. The heater chugs. It kazoozas. But the room is still brrrrr.

And then suddenly, about fifteen-twenty minutes later, thou art toasty (as hell, I might add). It ain't quite summer, but hey, your blood is suddenly flowing again.

Aha, you've run into the heater syndrome of writing.

The heater, what?

Your copywriting needs blood to flow too, y'know. When you first start writing copy, you're all stiff. Your brain isn't quite doing the kazooza. The words and the ideas need some loosening up.

There's not enough heat in your copy.

Yet, if (yes, if) you do get to 150-200 words, your ideas are starting to flow.

Flow, flow, flow your words...quickly down the stream

The hottest, most dramatic part of your information is not sitting in Paragraph No.1, but is cozily cuddled in the midst of hundreds of other words somewhere down in Para 6 or 8 or 10.

The most outstanding part of your concept is not in the spotlight, but hidden away, where it's likely to be missed completely.

The biggest reason why your opening paragraphs tend to sound ugh, is because you aren't paying attention to the heater syndrome.

So here's what you do to get things hotter again...

Step 1: Take an old article or piece of copy.

Step 2: Go down to the 150-200 word mark. It's time to do some cut and pasting.

Step 3: Cut and paste the thought/copy around the 150 mark and put it right at the top of your article/copy.

Here's what you'll find

Instead of:

Once upon a time, there was a little girl named Goldilocks. She went for a walk in the forest. Pretty soon, she came upon a house. She knocked and, when no one answered, she walked right in.

Around the 150 mark, here's what comes up:

“This porridge is too hot!” she exclaimed. So, she tasted the porridge from the second bowl.”This porridge is too cold,” she said. So, she tasted the last bowl of porridge.”Ahhh, this porridge is just right,” she said happily and she ate it all up.

Can you see the difference in the drama?

The second set of words (past the 150 mark) have more movement, more description, more mystery and intrigue. You literally want to know more. And when a customer wants to know more, it means they’re going to read more, aren’t they?

Or to put it another way, if the reader doesn’t read the first fifty words, they aren’t likely to read much more.

Which makes the first fifty words pretttty important, doesn’t it?

The first fifty words of your speech, in your copy or in your article are your make or break point. If the words don’t lunge at your customer, and grab your customer’s brain by the throat, the brain wanders off to something more exciting.

The movies do the ‘exciting bit’, the soaps do it, so why don’t you?

Remember how ‘The Titanic’ began? When did you see the boat sailing out? In the first few frames? Or about 15-20 minutes into the movie? So what was in the first few minutes of the movie? Drama? Icebergs? People headed to their doom?

It’s the heater syndrome, mon ami...

Drama. Power. Action. Intrigue. It’s all buried 150-200 words into your copy. Turn up the heat by moving your warm copy right to the top. Or to put it another way...

Make your copy kazooza! :)

(Note: When I started writing this copy, I was struggling too. The ‘heater syndrome’ idea was actually buried somewhere lower down in the original copy. Once I got the ‘heater’ concept moving, I was easily able to bind the rest of the article with the ‘heat’ analogy. And the article became far more effective. So yes, I take my own advice, too, you know. You can see the earlier version of the article in the italicised text that follows).

This is the original text

Do something really silly.

Pull up one of the pieces of copy you've written.

And start counting the words.

One hundred, One hundred and fifty...

Now look what you wrote at about the 150-word mark. Then look back at what the first few words of your paragraph looked like.

And kaboom it will hit you!

The opening paragraph is not sitting at the top (where you put it), but is cozily cuddled in the midst of hundreds of other words. The most dramatic idea is not up, front and center but hidden away, where it's likely to be missed completely.

Darn, darn, darn!

The biggest reason why your opening paragraphs tend to sound ugh, is because you aren't paying attention to the heater syndrome.

The heater, what?

You know what I mean. On a really chilly night, step into a freezing room and turn the heating on full. The heater chugs. It kazoozas. But the room is still brrrrr.

Yet 15-20 minutes later, suddenly thou art toasty (as hell, I might add). It ain't quite summer, but hey your blood is suddenly flowing

Your copywriting needs blood to flow too, y'know

If you look at the original text I wrote, it doesn't have quite the same impact as the feeling of walking into a cold room. And freezing. Admittedly the text above still gets your attention, but it's only once I really started writing, did I get to the 'heater syndrome'. Which of course got pulled to the top, and created a far more dramatic way to write the same article.

Read the next page to see more examples of drama. ;)

Examples of Drama

Example 1:

Imagine I asked you a question.

A simple question where you could choose the answer.
And if you chose the right answer, you'd end up with about \$20,000 more per annum (theoretically, of course)

Imagine that. You'd have twenty thousand more buckeroos in the bank.
But instead--strangely--you'll choose to forfeit the \$20,000.

How could this be true?

Example 2:

So you hate pop-ups, right?
But what I told you that pop-ups increase sign-ups?
Would you still hate pop-ups?

And why would you stay away from pop-ups, despite their clear ability to increase sign-ups to your website or newsletter?

Example 3:

You see that house on the hill? What's the price of that house?
The owner thinks the price should hover around \$550,000.
The real estate agent thinks she'll get \$575,000 or more if you go to auction.

The council sincerely believes the property is worth \$495,000.
The bidding fails to rise about \$528,000. But then along comes a buyer who wants the exact property, and buys it for \$565,000.

So what's the price of the house?

Is it the owner's price? Or the buyer's price? Or the council's price? Or the 'failed auction' price? The answer is it's none of the above. In fact, what the above example proves, is that there's no such thing as price.

No such thing as price? How can that be possible?

Example 4

There's a big problem with marketing.

The more you market.

The more work you get.

The more work you get, the more profits you make. (Technically, at least).

And so you market even more.

And you get more work.

And more work.

And even more work.

See the problem yet?

Yes, you've lost control.

So why did you get into business in the first place?

Example 5

Imagine you're about to talk about your website at a networking meeting.

And twenty two people before you have stood up, said what they do, and sat down.

So that no matter what you say--the rest of the group is never going to remember your website. Or could you?

Could you actually make prospective clients remember your website ten, twenty, even a hundred days after you've spent just five minutes telling them what you do? Is it really possible to burn your website information in a customer's brain?

It depends how you construct your message. To give you an example: I was listening to an international station on the radio, the other day. And the ads droned on. Till one ad made me sit up and take notice. I was really interested in the product. I sure did want to call the company, but I couldn't write down the name or the phone number because I couldn't find a pen.

Yet this company still got me to remember their details.

What you see above are examples of drama in the first fifty words. But what comes before the first fifty words? Why the headline of course. And the headlines for these articles were:

- 1) The Power of Enough
- 2) The Case For (And Against) Pop-Ups On Your Website
- 3) The Logical Case For Increasing Your Prices
- 4) The Critical Importance of Time Replacement
- 5) How To Make Your Client Remember Your Website ...Forever!

If you're not able to capture your customer with your headline, there's a pretty good chance the customer won't read much further. So in effect, the headline creates drama. The first fifty words create drama.

But how do you sustain that drama through the article?

That's what you learn in the Article Writing Course. You've got a small snippet of what's possible on the course, and if you'd like to get more goodies, then go to <http://www.psychotactics.com/xarticlewriting.htm>

Or if you've already signed up, then look in your inbox for more goodies :)

[If you find anything that bugs you, please click on the bug above to send me an email. Nothing is too small or too big. And if I can, I'll be sure to fix it.](#)
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