



Deconstructing a Sales Letter

*(Lorrie Morgan-Ferrero is interviewed
by Jerry Yeo in Singapore)*

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Jerry:

Hi, this is Jerry Yeo from www.AdWriting.com, and my guest today is Lorrie Morgan-Ferraro from www.Red-Hot-Copy.com. Lorrie is one of the most sought after copywriting experts in the country. Her top-shelf list of clients include Mark Victor Hansen of Chicken Soup For The Soul fame, as well as Les Brown, John Childers, and Alexandria Brown, among many others.

Lorrie's words have sold products in a wide variety of industries including nutritional supplements, professional speaking, hypnosis, health and fitness, real estate, and many other industries. One piece of copy she wrote recently generated \$31,000 in just six days for a speaking seminar. So, welcome Lorrie, and thanks for being here today.

Lorrie:

Thanks, Jerry, I'm excited about this.

Jerry:

Great. Today, we're going to be breaking down a successful sales letter that you wrote, so first, could you give us a little background about this sales letter, what's the product, who's the target market, and how well did this

letter do, any results that you're comfortable sharing.

Lorrie:

Absolutely, I'd love to. What's funny about this letter, Jerry, is this is the very first letter I ever wrote in copywriting. The story I have when I tell people how I got into copywriting, was I did it completely by accident in 1999, and this is the letter that I talk about that I wrote, that I knocked out of the ballpark, and beat other people who do copywriting for a living. At the time, I was not doing copywriting for a living.

So, this letter, even though it has all of the proper techniques in it, it was a complete accident. I went back, and I watched what it was that I did, so I could do it again in the future.

The background of this letter was this gentleman, David, came up to me and said, "Lorrie, I want you to write me a sales letter." I had been writing for him, anyway, for his nutritional products, and I just never knew how to do a long copy sales letter, so I did a lot of studying, and a lot of immersing myself in copywriting to get this letter down pat. And, he changed it, once he put it out there, he loved how it worked, but I was just starting, so, I didn't know enough to ask him the conversion rates, so I have to say, he told me it was successful, but I can't give you the specifics.

The product is called Body Balance, and that was a liquid vitamin that you put in the refrigerator, and you take every day, and it had a lot of minerals and stuff in it that was

really good for you. And, I actually did take it, to get my copywriting up to speed, so I knew what it would do to me, and this letter is based on my reactions to the vitamins.

So, that's how it came to be. The target market is anybody who wants to be healthy. It's generally people in their...for this particular letter, it was people who were my age at the time, in their 30's or early 40's, who wanted more energy. That would be, moms, parents, people burning the candle at both end, and couldn't keep up. That's who it was written for.

Jerry: OK, so how do you generally prepare yourself before you write copy?

Lorrie: Well, when I'm going to write copy, see, you know, you do a lot of research before you actually sit down and write, and this letter was no exception. You have to do...you have to find out who you're talking to, exactly who your target market is, and so, I do a lot of competitive research, going through keyword researches on Overture, or looking up competition on Google. And, I have a few other good sites that I use research for. So, I get the target market really, really honed in, because if you're writing to the wrong target market, it doesn't matter how good your sales letter is.

Like, Jerry, if I'm trying to sell you a bra, it's probably not going to go over very well, right? I have to know who I'm talking to. So, I really hone in on my target market, and then I look at the features and benefits of the products, and I've laid those out pretty clearly in this

particular product, in the sales letter, and I really, of course, focus on the benefits, because that's what sways people. We think more emotionally when it comes to buying than we do about what's really good for us, and what's not.

So, it has to be very benefit-oriented. And, I actually list these things all out before I sit down and write my copy. So, I have a long list of features and benefits in front of me. I know who my target market is, and I also get my frequently asked questions going. I start thinking like the customer, and anticipating what their objections are going to be to buying the product, and so, I can kind of weave those into my copy, too. So, that's pretty much how I get started.

Jerry: OK. I notice a lot of benefits that you mention in this letter are specific to women, such as menstrual cramps and increased hair and nail growth, and menopausal symptoms, so...

Lorrie: Sure.

Jerry: So, what are the differences between selling to men, and selling to women that copywriters and marketers should be aware about?

Lorrie: Well, I've really been studying this a lot lately, because you know, I am a woman, but I tend to write "more like a man," a little bit more...well, I do direct response, so it's a little more intense than a lot of the fluffy, nice nice stuff that you'll see, that women are more comfortable with, and attracted to.

Women need more relationships than men do, necessarily. If you want to sell to a woman, you'd better build up the trust, and once we're loyal to you, we will never leave your product. We will tell everybody how great your product is. And, once you mess us over, we will tell everybody how bad your product is. And, it's really important.

And men, I believe from the studies, and from my own experience, are a little bit easier to please. They make decisions quickly. Women don't. You've got to work on a campaign for a longer period of time, generally. They're not going to buy on the first try, so it takes a little bit more effort, and a little bit more planning, if you want to sell to a woman. The good news is once you get us in your pipeline, we usually stay there, and we'll probably buy anything that you sell, as long as it's good and has integrity.

We don't like to be lied to. In fact, that's the way you can turn your copywriting...you can weave that in to persuade us to buy, by just being brutally honest, right off the bat, admit flaws that are in your product. That goes a long way, that goes well with men and with women, if you admit that your product isn't perfect, you tend to sway...people trust you, and when they trust you, that's when they're going to start giving you their money. So, those are some ways that men and women are different people to market to.

Jerry:

OK, so now, I'm just going to go through the letter, and ask you questions along the way. So, let's start with the headline, so could you

explain how you created this headline, and break it down? What makes it successful?

Lorrie:

Yeah, this is a great headline, I've got to say. It says, "The amazing story of a California woman in her mid-30's, who stumbled upon the greatest health and nutrition secret of all time." I have to tell you, I met Gary Halbert, who is probably the greatest copywriter who's alive today, at least, ask him, and he'll tell you that. I met Gary, and I showed him this letter earlier this year, and he actually loved the headline. He would have changed "nutrition" to "weight-loss," but that wasn't what the product was.

So, at any rate, it's the amazing story of a California woman...California puts a...it could have been anywhere, it could have been in Singapore, it could have been in Canada, it could have been in Mexico, or you know, a little tiny island, somewhere, but it puts...it makes you feel like it's a real person behind this letter. That starting to build credibility. The fact that it's a woman, you're right in that it is sort of marketing more to women, some of the benefits about menstrual cramps and things like that are definitely directed at women as this is coming from a woman. So, that's going to, hopefully, catch the attention of females reading.

Someone who's in their mid-30's, that's supposed to be for the target market, that's supposed to hit the target market, a female of that age group. And, she stumbled upon this secret, and so, it's like revealing something that's not been exposed before. This headline, in particular, was just sort of a mishmash of

old headlines that are put together that were successful in the past, and it strikes...it just gets a little intrigue going, and it establishes credibility because it's somebody, it's a woman in her 30's who's from, you know, a certain state, and it makes people feel like it's real.

And, that's hard to do on the Internet. If people don't feel like there's a real person behind the product, or they don't feel a connection, that's the biggest thing, and that's what I'm known for in my copywriting, really, is establishing a connection and putting a voice in the copy that a lot of other people don't. And, once you get that connection with the copy, the reader will continue reading on, and that's what you want them to do, because if they stop reading, then it doesn't matter how good your copy was, or how good your product was, rather, they're not going to buy.

Jerry: Did you write many headlines before you arrived at this headline, and how many headlines do you usually write?

Lorrie: Well, I did write a lot of headlines before I stuck with this one, but funny enough, they were all using the same words, but in different patterns. And, I generally write between 30 and 50 headlines, and then I hand them...I give four or five of them to my clients, and let them pick the ones that they want to test. And, this was my client's favorite one of the group, and unfortunately, I don't have the other ones I had, but 30 to 40 at a minimum, because as you know, your headline is an ad for your ad, and if you don't catch their attention right away...I think you get three to five seconds before they're gone.

There's different studies about that, but the headline is really critical. It's arguably the most important part of the copy, and if you think about a newspaper, when you're looking at a newspaper, you don't decide what articles you're going to read until you pick out the headlines. And, when it gets your interest, then you're going to read from there.

Jerry: OK, so just below your headline, you put a picture there. Is there a reason that you decided to include this picture?

Lorrie: Oh, absolutely, it's for connection, again. I'm trying to make it like a real person, and that's me, by the way.

Jerry: Oh, it is?

Lorrie: Yes, it is. I used myself as a subject of this, because I literally did use this product, and it was very good.

Jerry: OK.

Lorrie: So, what I'm saying in most of this, is my story, and of course, I've made it a little more exciting, but it's all true, and that's my picture, it's on the right. We tested it both ways. I am not sure what the results were, whether it works on the right or the left best, but this is the last copy I have of the letter, so I'm assuming it works better on the right in this particular instance. And, I have it at the top, so right away, you know that you can put a face to who's talking to you.

Jerry: I see. So, the opening of the letter, you share a testimonial in your voice, and so, why do you choose this approach?

Lorrie: Well, it's funny, Jerry. This has actually become one of my signature ways of working, but I connect with the reader right away, by using the first person, and using a specific...what I call, a *tarket*. You know, you have your target market, and I narrow the target market down to one single person, the tarket.

So, when I'm writing, I'm literally...I am one person writing a letter to another person, so when you read my copy, hopefully, you'll feel like I'm talking directly to you. And, that's something that anybody can do with their copy, and it'll make it improved 100%, if you just write to one single person from one single person.

There are other ways to use it, obviously, there other techniques to use, but this has been really successful with my clients, and it's just something that I've become known for.

Jerry: OK, so in the opening of the letter, you actually share a few details about the life of Ms. X, which is actually you.

Lorrie: Yes.

Jerry: So, why do you choose to open this way?

Lorrie: Well, I'm trying...I like using a story to get people involved, because you have to have that connection. And, what I did was, you can see at the beginning, I haven't treated my

body as well as I could have, in the past, but I try. I'm trying to connect with the other person, with the target market. I feel whoever's reading this letter is looking for more energy. They're looking for more health, for better health, and they are probably...if they're in their mid-30's, or their mid-40's, they probably haven't treated their body as well as they could have.

So, I'm trying to tap into their pain, so I can relate to them, and so they can relate to me, actually, and say, "OK, she's been where I've been, so maybe she has the solutions for my pain." And, that's why I opened it that way.

Jerry: OK, I see. And, I see on the first page, that you have actually packed a lot of benefit bullets, just on the first page, alone. So, why do you choose to arrange all the benefits right on the first page like that?

Lorrie: Well, I go through my experience, and then, I explain what I saw right away, using the Body Balance, and some of them are, for the people who are listening to the audio, and may not have this in front of them, increased energy, a feeling of health and vitality, and even feeling like a stress-reliever, a peculiar calm, elimination of menstrual cramps and PMS, a change in appetite, less cravings for unhealthy foods, and so on. It goes on.

I wanted benefits listed right away, so I would catch people's attention right away. If they don't get that there's benefits in it for them early on in the letter, they're not going to read all the way down. You know, the job of the first sentence of copy is to get them to read

the second sentence. And, the job of that sentence is to get them to read the third sentence, and so on, to be drawn into the copy. That's the idea. And, if you don't express benefits, what's in it for them right away, you're probably not going to keep them interested. They want to know how you're going to be able to help them.

And, another thing about having bullets up high, is just for the eyes fatigue. You know, people scan copy, especially online. They have studies that show that 79% of Internet users scan, rather than read. And so, it's almost like a graphic, to have bullets tapped out there in the middle, so there's white space. They almost float out at your eyes. So, even if you're scanning, you subconsciously pick up the bullets, and the white space is easier on the eyes, it's easier to absorb. So, I wanted them high up, and so that's why I did it early on like that.

Jerry: OK, I see. So, now, I'm going on to Page 2, and I see you have a Johnson box. In it, you have a statistic that "250,000 pounds of undigested vitamins and minerals are pulled out of the sewers every six weeks." So, is there any reason why you chose to highlight this in the Johnson box, rather than anything else?

Lorrie: Oh, absolutely, because that's shocking to me. When I first read that, I thought that was disgusting.

Jerry: Yeah.

Lorrie:

It really stood out to me, that you have, you know, vitamin pills that are not digested, and that really spoke to why...this is a liquid vitamin, by the way. It really spoke to how much better for you, how much more easily it could be absorbed, and it was a powerful visual to me. And, it's in a Johnson box, so, again, for the scanability, because people are going to be scanning down. If they scan, this pops out.

You know, you have to keep...you want to keep their eyes going down the copy. That's why we have...this is, I think, 14 pages. That's why we have long copy, and I'm sure you've heard the argument between long copy vs. short copy, vs. clicking away, all these things. We like them to keep going down the page on long copy, and give their eyes little things to pop out and look at, and Johnson boxes do that job very well. Bullets do that job very well, sub-heads, and headlines and sub-headlines do that very well, also.

So, people get...even if they don't read every word of copy, they get the whole picture by scanning down the page, and they don't have to break their attention. You almost go into a kind of a trance as you're going down the page. Even if you go from the very top and scroll to the bottom, this is how much it is, which, you know, we all do that, you still...your eye picks up certain things that just subconsciously, like subliminal advertising. It's subliminal, but it's there, and a Johnson box is a really powerful way to pull out a statistic like that, or something that will make impact on the reader. That's why I did it, I love Johnson boxes.

Jerry: OK, I see. So, now, Lorrie, on Page 3...I'm on Page 3, now, and there's a sentence where you say, "More than 6,000 medical professionals for over 20 years, have been recommending Body Balance to their valued patients," so...

Lorrie: Right.

Jerry: ...what's the importance of this sentence?

Lorrie: The importance of that is to establish credibility, because, again, on the Internet, people are still not trusting who is on the other side of the curtain. So, if there's 6,000 medical professionals for over 20 years who've already been recommending this, it shows the longevity of this product. And, I have to tell you, with nutritional products, you have got to be real careful about what you say, because the FDA, the Federal Drug Administration will jump down on you here in America. I'm not sure internationally how that goes, but you really can't say anything that is not true.

So, this is true, and it's totally to establish credibility, and get people to relax enough to want to try the product.

Jerry: OK, I see. Next...just a little bit down, you actually have a technical explanation of the product, and like for example, you say...you explain how the nutraceuticals are organically bound in a natural ionic liquid format, and so on. So, why did you include these technicalities, and also, how do you give these kind of technical explanations, without actually boring the reader?

Lorrie:

That's hard, to give technical explanations without boring the readers, because even people who are technical, they don't want to read boring stuff. Nobody wants to. We have a choice when we're reading online, of whether to move on or to stay and read. So, you're right, it's got to completely keep them interested and not be boring.

But, I wanted to explain a little bit more about what's in this product for the techie out there, or for people who need something a little more in depth, rather than just saying, "Wow, it's great, I don't have cramps, anymore. And, as a woman, I have more energy, that's really great."

But, this is more to deepen the credibility, and because it's again, with nutritional products, all of this is true. They extensively tested it, and so it's a good way to move the credibility and to show what the value is for people who really want to get into depth about what they're putting into their bodies, people who want to understand this.

Jerry:

OK, I see, and I also notice you actually use a few analogies like, for example, "When was the last time you had an orange that only had Vitamin C, and nothing else?"

Lorrie:

Yes, I'm trying to make the intangible tangible with what's in your mind. Everyone knows what an orange is, though they may not know, what 80% sodium, 4% calcium, 4% potassium is. That may not register on your screen, on your radar, but if I say, "orange," people have a better visual. They can actually visualize what it would be like to eat an orange. And,

that's why I used it, just to make it more impactful, and more personal for the reader.

Jerry: OK, going on, on the bottom of Page 3, you mentioned, "The ocean mirrors our cellular content," which is actually quite a fascinating fact to me, I didn't know that. So, how do you use this kind of interesting facts to strengthen your sales letter? What does it actually do?

Lorrie: Well, you have to do a lot of research with that kind of thing. My client did tell me that...let me check this out here...our bodies consist of approximately 70% of water. OK, well, that I knew just from past research, and then I went on and I got a lot of information from my client about what was in the product, as well. And, it was just a matter of doing research, and I can't give you a pat answer on how to do that for any specific product. I just knew what water was like in our bodies, and then, I went back and found out some scientific support for that, and so...

Jerry: So, is there any reason you decided to include this fact into your copy?

Lorrie: Well, I thought it was kind of fascinating, too, like you said. It was something that you didn't know, and maybe people have an idea that to actually take you by the hand and say, "Now, this is what your body is made out of, and this is what Body Balance is made out of." It made sense to me to make it, again, the intangible tangible. So, we know we have a body, and we know we're mostly made out of water, and it just took it down to another degree, so people would get it a little more clearly. So, that's why I put it in there.

Jerry: OK, I see. So, next, we go on to the offer, and could you explain, what kind of methods do you like to use to build the value and present the price in the offer, using this letter as an example?

Lorrie: Well, in this particular letter, I did a comparison. Like, I made an entire chart of what Body Balance has in it, vs. what it would cost you if you were to buy this separately from a local health store. And, I broke it down. I actually went to a health food store, and found out what each of these products, what each of the contents would cost people, if you were to buy it separately.

So, there are amino acids, there's enzymes, there's calcium, copper, manganese, there's all these different vitamins and minerals, and if you were to buy a jar of each of these, and take them for a month, I mean, I had to do more research. Yeah, it takes a little bit more time, but it's more impactful on the reader, in the long run. So, one of my favorite ways is to do a cost comparison.

For instance, we have Starbuck's here, and probably...do you have those in Singapore?

Jerry: Yes.

Lorrie: Of course, yeah, it's all so global, nowadays.

Jerry: Yes.

Lorrie: So, if you buy a cup of Starbuck's, it could be anywhere from \$2.50 to \$5.00, so you can

say, if it costs you less than a cup of Starbucks a day to buy a program that would....what would that be? Like, say, 5 x 30, I don't do math very well. But, if you have something for \$150.00, OK, well, that's less than a cup of Starbucks a day.

So, I like to make it tangible for people. You can't assume that people are going to make the connection. They're not going to connect the dots. You have to physically connect the dots for them. That's a very subtle, but very important difference in good copy, vs. copy that's not going to work, is to not assume that the reader is going to connect the dots, and to actually take the extra step and show them how that impacts them. And that's why a cost comparison is a really powerful way to do that.

Another way I like to build the value before I present the price, is to focus on the benefits, because we do think emotionally. We may know that it has certain features, and that it's...in this case, it's going to make us feel better. Well, that's a benefit. We have to focus on what the emotional impact is on the reader, and that's what's going to make them buy, not because it's in a pretty bottle, and not because it's easy to take, but how it's going to make them feel, how it's going to make their lives better.

So, to really focus on the benefits, and then, hopefully, by the end of it, they'll be nodding their head with you, and going, "Yes, I want your product."

Jerry:

OK, I see. And, a little further on, in some of your bonuses, actually, are information

products, like reports. And, you have great blind bullets. So, do you have any tips for the listeners on how to write good bullets?

Lorrie: I do, actually. Now, you talked about...let me look on the letter...in the actual offer, you're talking about bullets?

Jerry: When you talk about the health report, and the weight loss report, on Page 8.

Lorrie: Well, here are some of these bullets. And, they may differ from the bullets that I had in the beginning of the sales letter, which were very basic. Those bullets at the beginning of the sales letter were almost exclusively benefit-driven. They were very short, just enough to catch your attention, like increased energy, those sorts of things, right at the beginning. These are much longer. And, let me read a couple of them for the people who are not in front of the letter. Here is the first one, "How over 17,341 lucky people keep healthy every single day, and how you can get it without spending thousands of dollars and lots of time."

That's just the first bullet, focusing on a number, instead of saying 17,000, I say, 17,341. It sounds more believable. It sounds like a study that's already been done. All of these people that read this report got this result. So, that's why I use the specific quantity number. And, how they keep healthy every single day, and how you can get it, too. How you get it is really what's important. They really don't care, who's reading this letter, that person does not care that 17,341 people feel

better. They want to know how *they* can feel better.

So, I try and tie a benefit in with every one of my bullets, and we're talking about blind bullets, as well. I'm not sure if you said that, or if that was in my notes earlier. But, a blind bullet sort of stimulates the imagination, rather than telling you exactly what you get. It's just an overview of what it is that you'll get. And then, you can have a more specific bullet interspersed with those, with blind bullets, that gives you more impact, more benefit.

One of the ways I like to...this is a little template your listeners can write for writing bullets, and it changes, but in general, if you write the feature and the benefit together in a bullet, and think of it like this: You get blank, so that blank. If you could...you don't have to use the words, "so that," but if you think about it in you're getting weight loss in a bottle, so that you can fit into that slinky black dress.

You just take it a step further, again, connecting the dots. Don't assume that they're going to figure out, because they're going to lose weight, that they're going to feel a certain way. Paint a picture for them. And, you can do that in your bullets, because that's where the scanability comes back to. Their eyes are going to pick up certain benefits and register them quickly, whether they realize it or not. So, you definitely want to keep focused on benefits, and if you use that template, again, like, "so that, you get blank, so that blank," the benefit just comes out all on its own. So, does that answer your question, or confuse you more?

Jerry: Yes, it does. So, what you basically do is you start with a template that mentions the feature and the benefit.

Lorrie: Right.

Jerry: And then, after that, you can rewrite that however you want to, to try to stimulate the imagination.

Lorrie: Yeah, exactly, that's it. You want to keep working on that connection with them, and getting into their psychology so they're getting the benefit. They're sort of talking themselves into it. The more benefits that they see, the more that they realize they're going to get something out of it. The more you paint a picture, the better.

Jerry: OK, I see. And, further on in the copy, you mentioned about getting the autoship discount, kind of like sending them the... autoship means, sending them the supplement every month, and just billing them for the cost.

Lorrie: Exactly. Well, that's what the client wanted, ultimately. That was the way that the client was going to make the most money, was to get them on auto ship. And, the truth is, people do get busy, and they do forget to reorder, and so, it was also a benefit to the customer. And so, we wanted to make sure that was clear there at the end. And, let me get to that part of the copy, so I can just follow along.

Jerry: Page 10.

Lorrie:

10, thank you. So, on Page 10, then, I list how you can qualify for more free bonuses with Life Force's 100% hassle-free auto ship program. Here's why choosing auto ship is the only way to go. Life Force found over 79% of the customers reorder Body Balance every month. Once you try it, you'll understand. Here's what happened, and they get calls every month.

So, I painted a picture of what happens, about how Life Force has all this unnecessary administrative billing cost, how customers miss their regular doses of Body Balance, and then, that reduces the effectiveness in your system, so sign up for auto ship, that it's better for you, and it reduces the hassle. I go on to have more bullets about how you save money, how you have flexibility, fewer hassles, and no risk, because there's a money-back guarantee.

So, yeah, I was definitely trying to push that portion of them to sign up. And, it's important because it makes it...from a client's perspective, it's the constant cash flow every month. One person stays in their pipeline, and from a customer's standpoint, it truly is easier on them, because they don't have to think about it, and they don't want to run out of their Body Balance. Believe me, I actually don't want to run out of my Body Balance, because I know it's true, I know it happens to work.

So, it's a win-win situation, and that's why.

Jerry:

OK, let me bring you to the part where you explained that Life Force has a lot of

unnecessary administrative and billing costs for doing the same job over and over again.

Lorrie: Yes.

Jerry: So, at first glance, this does not seem to have anything to do with the customer, so is there a reason why you include this, this part?

Lorrie: Well, yeah, because it's not an efficient use of their time, which means that it's going to be more expensive for you, in the long run, or for people buying Body Balance. And, you know what? You bring up a really good point. Like I told you, this is an old sales letter, and that would have been a great place for me to actually connect the dots for them, rather than to assume, so that would have been an improvement that I would have made to that letter. I would have put, "that keeps the costs down to you."

Jerry: OK, I see, so it's justifying the discount.

Lorrie: Yes, that's right, it is, and that's exactly what it is.

Jerry: And, now, we go on to the end of the letter, the P.S.'s. So, what do you usually try to achieve with the P.S.'s? What kind of information do you usually include?

Lorrie: Well, in general, you know, people read the headlines first, and the P.S. second. Those are the two most read parts of any sales letter, which I thought was pretty shocking. But, even in direct mail, when people get a letter in direct mail, studies show that that's the first place they go, is the P.S. So, the most

important thing that you want someone to know, should be reiterated in your P.S., and it's just sort of the last "ta da," just to make sure that they really get what it is that you're offering.

So, it's a place to reiterate your benefits, and I did that here in the P.S., "Once you experience the vitality, energy, and peace of mind Body Balance provides you, no one will be able to pry it away from you with a crowbar. Don't let this opportunity for maximum health pass you by. Take action now."

Now, again, if I were doing this letter today, I would have added another place to click for an order, right there in the P.S. Say, "Take action now," that might have been a hyperlink in the actual letter, it's not in this one. But, at any rate, I would have a hyperlink and an option to buy right here at the very bottom. The next P.S., which is P.P.S., and these could go on, you could go P.P.S., P.P.P.S., and you can keep adding benefits and reasons to take action now.

The next one is reminding them that they're going to get these great bonuses, and they need to order right away, so I have the call to action to get them going, and let them know that they're going to get free bonuses just for trying them, place your order now. And, again, I would have a click button, as the final letter probably did, so that it would make it easy on them to order right way.

So, the P.S. is basically to reiterate what it is that they're getting, to focus on the benefits one last time, and make a final plea for them

to actually bite the bullet, and order your product. And so, it's anything you want to stress that's important in your sales letter, if you do it in your P.S., it's much more powerful, because it's one of the most highly read parts of your sales letter.

Jerry: OK, I see. OK, Lorrie, now, I'm going to put you on the spot here.

Lorrie: Oh, no.

Jerry: OK, this is the Lorrie Morgan-Ferraro challenge.

Lorrie: OK.

Jerry: So, suppose you're given an assignment to write a piece of copy, and it has to succeed. If you fail, you will never be allowed to go shopping again.

Lorrie: That is so unfair!

Jerry: Yeah, OK, so what are the most important things that you would do or focus on, to make sure that this piece of copy succeeds?

Lorrie: Well, wow, that is kind of...it's really not tough, actually. It starts from doing your research, because like I was saying earlier, if you don't get your target market down pat, it doesn't matter how great your copy is. If you're giving it to the wrong person, it's not going to work. I'm not going to read about golf. I'm sorry, you know, people are fanatical about golf. I hate it, I'm not going to read about it. So, if you're writing to me, then you wasted your time. I don't care how good your copy is.

And that, you really have to do your homework, you've got to spend...I spend more time doing research on my target market, on the features and benefits, and what their internal conversations are, what the frequently asked questions would be in their mind, that would stop them from buying, than I ever do on actually writing the copy.

So, I would...if it were up to me, and I had to give up my shopping if it doesn't work, then research, research, research, and then, the copy practically writes itself. So, that's my answer, and I'm sticking to it.

Jerry: OK, I see. We're reaching the end of the interview, so do you have any final tips for the listeners who want to learn how to write better copy?

Lorrie: Well, when I learned how to write copy, it was through complete immersion, so I would absolutely read all the material you can find on copywriting. I would save direct mail that you get, that's your junk mail that you throw away. I have a stack right here of things from Google, from United Farm Workers, from Dragon-Door Publications. I have copy that caught my eye, or the way that things were packaged, that I saved, and then, I'll go back through when I get stuck, and see how other people do it, that have already been paid a ton of money. What are they doing that works, and what doesn't work, or what clicks with me and what doesn't click with me.

So, I would absolutely read other peoples' copy that's in your mail, and I would read books by

the masters, like Claude Hopkins. I would read, "Scientific Advertising." It's in the public domain. You can get it anywhere for free. I actually have it as a part of my workbook as a bonus.

My workbook, "Red Hot Copy To Woo Your Target Market," is a really great basic copywriting layout that takes you from A to Z on how to write your copy step-by-step. It's for somebody who knows nothing about copywriting, can take their workbook and sit down and figure out what it is to do. If you know how to copywrite, you might want to get it for someone who's on your staff, or somebody that who wants to get their copywriting up to speed. Because, honestly, copywriting is the one skill that reaps more money into your business, and it also is the one skill that loses you more money if it's bad. So, however you do it, I would definitely get your copywriting up to snuff.

And, my Website, at www.Red-Hot-Copy.com, I'd love for you to sign up for my e-zine there. It's right on the home page, and I pour my heart out into my e-zine. I have tips and resources that come out twice a month, and that's at red-hot-copy.com. So, that's what I have to say.

Jerry: OK, so for the benefit of the listeners, I understand you have a couple of resources. I think you're holding a teleseminar on copywriting.

Lorrie: Yes, I am. I wasn't sure if that was appropriate to say.

Jerry: OK, so could you give us more information on the resources and products and services that you offer, and your Websites, and how can people get in touch with you?

Lorrie: Absolutely. I love to hear from people, especially, it's fun to get global e-e-mails, too. It's so cool. I have friends now in Singapore, and Australia, and New Zealand, and Canada, like everywhere. It's such a global society. So, please check out my Website. It's, again, www.Red-Hot-Copy.com. It's got dashes in between the red, hot copy. And, sign up for my e-zine there, which comes out twice a month. That's called Copywriting T&T, for tips and tactics.

And, if you could see the people who are on my subscriber list, some of the top Internet marketers read what I have to say, which I have to pinch myself, because it's really exciting. I'm also listed at GuruDAQ.com, that's www.GuruDAQ.com, one of only four women listed in the Internet marketer's index.

And, just , if you sign up for my e-zine, you'll know what's going on. I do hold a class that is a very intensive, higher study class, called the CopywritingIntensive.com at www.CopywritingIntensive.com. The next class begins on August 12th, so I don't know...but, I have ongoing classes, so it's definitely worth checking out, and whether you want to be a copywriter, or just write like one, it definitely gets your copywriting up to speed, because I kick you in the pants until you make it work.

Jerry: OK.

Lorrie: So, Jerry, I want to thank you, too, for having me on your program. It's an honor to be interviewed. It must be the middle of the night there for you, right?

Jerry: Oh, yeah, well, it was your job to make sure I don't fall asleep.

Lorrie: I hope I did it OK, you seemed to be awake during the whole call.

Jerry: Yeah.

Lorrie: I just am very honored, and it's been a lot of fun.

Jerry: OK, so Lorrie, thanks for taking the time to share your wisdom with us today.

Lorrie: It's my pleasure.

Jerry: OK, take care, Lorrie.

Lorrie: OK, Jerry, thank you so much.

Lorrie Morgan-Ferrero, Red Hot Copy™

Lorrie is one of the most sought after copywriting experts in the country. A freelance writer and journalist for over 25 years, Lorrie attributes her creative background as an actress with helping to develop her

signature style of conversational writing coupled with sales

persuasion techniques that make

her clients thousands of dollars. Her words have sold products in a variety

industries including, nutritional supplements, professional speaking, seminar business, hypnosis, health & fitness, biz op, real estate and entrepreneurial services.



of

Her top shelf list of clients includes Mark Victor Hansen, Les Brown, Loral Langemeier, John Childers, Alexandria Brown, Kim Castle and Tom Antion, among many others. In 2004 Lorrie's copy for one speaking seminar generated \$31,497 in just 6 days. She is the author of the highly acclaimed workbook, ***Red Hot Copy to Woo Your Target Market*** and coaches the ***Copywriting Intensive*** teleseminar, (www.copywritingintensive.com). Bi-weekly she distributes a highly acclaimed newsletter called "**Copywriting TNT - Tips N Tactics**".

(Are you signed up yet? If not visit, www.red-hot-copy.com/ezine.htm).

Learn more about her products and services at www.Red-Hot-Copy.com.

Appendix: The Object of the Deconstruction

The Amazing Story of a California Woman In Her Mid-30s Who Stumbled Upon the Greatest Health and Nutrition Secret of All Time!

Dear Friend,

I haven't treated my body as well as I could have in the past, but I try. My name is xxx and I'm the mother of two young, growing boys. I'm in my mid-30s now and have always been interested in health. I take vitamins everyday and work at eating well and exercising. I've found that the older you get, the harder it is to get results quickly. Which is why I'm so excited about discovering Body Balance, a liquid vitamin solution that's absorbed 98% more than any vitamin in pill form.



My Experience

Face it, there are scams everywhere you look that want to separate you from your hard-earned cash. I completely understand how difficult it is to tell fact from fiction. That's why I want to share with you some of the benefits **I felt right away** using Body Balance:

- ✓ Increased energy
- ✓ Feeling of health and vitality

- ✓ An “even” feeling like a stress reliever – a peculiar calm
- ✓ Elimination of menstrual cramps and PMS
- ✓ Change in appetite – less cravings for unhealthy foods and increase desire for health foods
- ✓ Regulation of bowels
- ✓ Improved skin condition
- ✓ Increased hair and nail growth

Other customers have reported these benefits as well (results of effectiveness vary from person to person):

- ✓ Reduction of unpleasant menopausal symptoms
- ✓ Decreased cholesterol levels
- ✓ Decreased blood sugar levels
- ✓ Radical reduction of many symptoms associated with MS & Chronic Fatigue

Body Balance actually makes my body feel nourished round the clock. I lie in bed before the morning alarm clock goes off and am surprised by how **great** I feel. I don't need coffee anymore to get me going because I wake up refreshed. Other vitamins never did that for me.

I used to wake up in the morning just as tired as when I went to bed. I'd be sure to set the clock extra early so I could hit the snooze alarm a couple of times and feel like I was stealing some extra sleep. After forcing myself out of bed, it would take a long hot shower to get the blood flowing enough to fix my morning pot of coffee. I'd start waking up around the second cup of coffee, especially those days when I would have a sweet muffin or Danish to pump up the energy. Problem was I would crash from the sugar high about an hour later, feeling more tired and miserable than ever. The rest of the day didn't go much better and by nightfall, I was overtired, making it difficult to fall asleep.

Since taking Body Balance, I **feel** like I'm getting all the nutritional requirements so I'm actually eating less! This healthy feeling is addictive. I actually crave healthy foods and snacks. I wouldn't go back to the way I used to feel for a million bucks.

Here's why...

Money Down The Toilet



I was stunned to learn that The Physician's Desk Reference says that only 10-20% of vitamins in pill form are absorbed! Imagine my surprise to find out all my good intentions were literally being flushed down the toilet! All the pills I was taking to make me healthy

ended up as very expensive urine. Of every \$100 I spent on "vitamins," \$90 ended up in the sewer. It goes on to say that only liquid vitamins are absorbed 98%! Hmmm. So all those muscle magazines I read about athletes drinking vitamin packed shakes were for a reason! Liquid vitamins also quickly go into the blood stream without having to pass through the digestive process.

In Tacoma Washington, 250,000 pounds of undigested vitamin and mineral pills are pulled out of the sewers every six weeks. And in Salt Lake City, over 150 gallons of vitamin and mineral pills show up in their filters every month.

[Click here to compare the cost of Body Balance to regular vitamins.](#)

What's In This Stuff?

More than 6,000 medical professionals for over 20 years have been recommending Body Balance to their valued patients with great success. Body Balance delivers power-packed absorption of 121 nutrients in every ounce. And it's 100% organic. In fact it's a food that tastes so great, my sons gulp it down. Thousands have already benefited immensely from this **revolutionary product**. And just why is that??

Well, Body Balance is harvested from both land and sea. It's a whole food supplement solely crafted from nine distinct Sea Vegetables, pure Aloe Vera juice, Black Cherry Essence and a touch of Honey. This synergistic combination naturally provides over 121 documented essential nutrients (including vitamins, minerals, amino acids, fatty acids and enzymes) in every serving. It even provides dietary fiber. No artificial or synthesized ingredients are ever added. These essential "nutraceuticals" are organically bound in a natural ionic liquid format, making them completely bioavailable for immediate assimilation and use at the cellular level.

In other words, it's pretty awesome!

When is the last time you had an orange that only provided Vitamin C and nothing else, or a carrot that only contained Vitamin A? Obviously, nature doesn't work that way. Unlike the foods we eat, most vitamin and mineral supplements are isolated and then synthesized in a laboratory setting. These manhandled supplements are difficult for the body to digest and use. In contrast, Body Balance draws from the most nutritional foods on earth to provide the body with the kind of whole nutrition it is designed to digest & assimilate.

The Ocean Mirrors Our Cellular Content

Our bodies consist of approximately 70% water. Not ordinary water, but salt water. The human body contains the same salts that exist in the ocean in almost the exact proportions. Both the ocean water and the water within us contain 80% sodium, 4% calcium, 4% potassium and 12% sulfur, right down to almost the same exact mineral concentrations as the sea. **Unlike minerals from the ground, nutrients from the sea are recognized by our cell receptors and are allowed access into our cells.** This is why there's a surge of interest in using vegetables from the sea for our health, like Body Balance.

Mineral deficiencies can cause problems from leg cramps to heart disease, but the proper intake of minerals can boost both

physical and mental health. The minerals in sea vegetables are in a colloidal form, which means they retain their form while remaining in liquid suspension.

I really believe that you can't get all of your vitamins from the food available today. Look at all the pesticides that are used which undoubtedly reduce the quality of nutrition in the food you eat (by the way, salt in the sea actually protects vegetation from pollutants!) As fresh produce and meat sit on the shelf, they lose more and more of their nutritional content. That means that one head of lettuce doesn't necessarily have as many vitamins as one sitting next to it. How can you be sure? To be healthy, you must supplement with other vitamins.

** Note **Actual time to experience **noticeable** results will vary by individual from just a few days to a little longer largely depending on how in tune you are with your own body. But whether you notice it right away or not, be assured that your **body** will notice the difference. The point is that by feeding your system Body Balance, you are helping every cell in your body function optimally by providing them with ALL the essential vitamins, minerals and nutrients possible in the most efficient format you'll ever find.

So How Much Is This Incredible Product Going To Cost You?

The real truth is, Body Balance isn't going to cost you...it's going to **save you tons of money** while improving your health like nothing you've ever experienced.

Body Balance Cost vs. Local Health Food Store

I did a little experiment to find out just how much money I was saving by using Body Balance. Here are my findings. Body Balance has all of the ingredients listed below. Your local health food store also has most of these ingredients, but not in the convenient form that Body Balance provides, with an unbelievable 98% absorption rate. And certainly not in the cost-effective form that Body Balance provides...

Item/Brand	Supply/Price	Price/Day
Sea Vegetation- Futurobiotics Aqua Green	120tabs \$14.95/2/day	\$0.25/day
Aloe Vera Juice-Alvero	(not 100% pure 32.0z/\$8.49 (1/2oz./day) Preservatives added)	\$0.13/day
Vit A-Allergy A Twinlab	100 caps/\$3.71 (1/day)	\$0.12/day
Beta Carotene- Kol	250SG/15.99 (1/day)	\$0.12/day
Vitamin B6- Twinlab	100cap/\$5.21 (1/day)	\$0.17/day
B-Complex-Schiff	100SG/\$12.14 (1/day)	\$0.40/day
Vitamin C – Twinlab (liquid C)	16ounces/10.46 (1/2 ounce/day)	\$0.34/day
Vitamin D- Twinlab	100SG/\$3.67 (1/day)	\$0.12/day
Vitamin E- Schiff	100SG/\$12.07 (1- 2/day)	\$0.40/day
Vitamin K- Twinlab (liquid)	16ounces/\$6.71 (1/2 ounce/day)	\$0.22/day
Bioflavonoids- Nutritional Dynamics	90tab/\$7.92 (3/day)	\$0.26/day
Amino Acids- Twinlab	60tab/\$51.71 (2/day)	\$1.72/day
Enzymes- RC Gardens Quadro-Zyme plus	180 cap/\$39.96 (3/each meal)	\$1.33/day
EFA- Source Naturals	100SG/\$8.41 (2- 3/day)	\$0.28/day
Bee Propolis- Country Life	100cap/\$13.20 (2- 3/day)	\$0.44/day
Calcium-		
Copper-		
Iodine-		
Iron-		
Magnesium-		
Manganese - Vitamin Shoppe	100 cap/\$4.50 (2- 3/day)	\$0.15/day
Phosphorus-		
Potassium-		
Selenium-		
Zinc-		
Trace Minerals-Source	16ounce/\$30.38 (1/2	\$1.01/day

Item/Brand	Supply/Price	Price/Day
Naturals	ounce/day)	
Fiber- Fiber Force 6	100caps/5.37(2-3days/day)	\$0.17/day
TOTAL # OF PILLS EACH DAY		35 PILLS
TOTAL OUNCES OF LIQUID NUTRIENTS/DAY		2 OUNCES
TOTAL DAILY EXPENSE		\$8.04/DAY

COMPARE TO BODY BALANCE

Total # Of Pills Each Day		0 (ZERO) PILLS
Total Ounces of Liquid Nutrients/Day		2 OUNCES
TOTAL DAILY EXPENSE		\$1.40/DAY

**Your Daily Savings
\$6.64/day**

That's a savings of \$199.20 a month!

The equivalent of almost 5 bottles of BODY BALANCE!

Do you have an extra \$199.20 a month? Do you have the time to take 35 pills a day necessary to equal all of the ingredients found in only 2 ounces of BODY BALANCE? I know I don't!!! It's your Choice... You can spend \$8.04 per day for a handful of horse pills your body won't even recognize as food with only a 10-20% absorption rate. Or spend \$1.40/Day for all the convenient benefits of Body Balance...The most powerful WHOLE FOOD nutrient known to man, in nature's perfect balance.

Incredible FREE Bonuses Guaranteed When You Order By 11:59pm @ Today's Date

Ok, here's the deal...

If you take me up on my 100% guaranteed offer of these fantastic products, I'll include **4 exciting bonuses** after you place your order as a sincere token of my deepest gratitude for simply TRYING the product. I know firsthand that this product works incredibly and if you just try it, you will understand why I'm such a big advocate of Body Balance.

Click here now if you are **NOT** interested in learning about the **FREE Bonuses**.

FREE BONUS #1

FREE Preferred Customer Lifetime (PCL) ID Number - \$39.97 value

Incredible Savings, Unlimited Usage, and Complete Access! No monthly or yearly renewal fees! Order not only Body Balance, but have access to **a wide range of proven high-quality health and nutrition products at factory-direct, wholesale prices**. Many companies make similar offers -- but they only allow access at certain inconvenient times. You can use your PCL ID Number 365 days a year, 24 hours a day - and this number will be good for your lifetime. (Please note: Only 1 ID number can be issued per household.)

FREE BONUS #2

FREE Vacation Certificate - \$297 Value

Your choice of 23 world-class destinations for a 3 day/2 night vacation including:

- Las Vegas, Nevada
- Cancun, Mexico
- South Padre Island, Texas

- Lake Tahoe, Nevada,
- Honolulu, Hawaii
- Atlantic City, New Jersey
- New Orleans, Louisiana
- Palm Springs, California
- Daytona Beach, Florida...

[Click here to see entire list.](#)

You **also** have your choice of these sunny exotic 4 day/3 night vacation packages:

- Orlando, Florida
- Puerto Vallarta, Mexico
- Mazatlan, Mexico

Click here to go directly to the order form now!

FREE BONUS #3

Exclusive Health Report - \$17 Value

This report reveals yet another incredible breakthrough substance that tastes great, is very inexpensive and easy to get. **It may be in your household right now!** This simple ingredient can solve MANY of your health challenges including weight loss, lack of energy, digestive problems, skin conditions, and many other health-related issues. It's powerful, yet safe, but many people are completely unaware of its usefulness. In this exciting report, you will learn about this substance and why you should make it part of your daily diet.

Click here to go directly to the order form now!

FREE BONUS #4

Exclusive Weight Loss Report - \$49.95 value

Discover the secrets you **MUST** know when trying to lose weight. With this report you will be utterly prepared to make this weight loss effort your **last diet ever!!** Find out:

- The **deadly mistake** made by 92.7 % of the people trying to lose weight and keep it off.
- The absolute **WORST** foods to eat while trying to lose weight.
- All about a **non-profit group** that will help you in your quest to lose additional weight.
- What you **MUST** know before taking any weight loss products.
- Where to get a list of great tasting foods that will aid in your pound shedding efforts.
- The one key to losing weight that almost everyone forgets about.

Click here to go directly to the order form now!

FREE BONUS #5 - \$19.95 value

Audio Research Report titled: "What You Don't Know Can Be Devastating To Your Health."

In this incredible and shocking report you will discover:

- ✓ How over **17,341 lucky people** keep healthy every single day, and how you can get "it" without spending thousands of dollars and lots of time.
- ✓ The surprisingly simple reason why you might have problems sleeping at night and get up feeling tired in the morning (it's not what you are thinking).
- ✓ What foods you are eating on a daily basis that may be **SERIOUSLY dangerous** to your health.
- ✓ The shocking reason so many healthy people die every year, and what questions you can ask yourself to determine if YOU are at risk.
- ✓ An amazing discovery that a very brave doctor made and reported (but has been kept under wraps by the medical establishment that didn't want YOU to know about it)!

This discovery can dramatically improve many of your health problems safely, quickly and best of all inexpensively.

- ✓ A little mistake that could ruin your health almost instantly, and what you can do about it.
- ✓ What the most nutrient-dense food on the planet earth is, and how you can avoid the thousands of dollars in fees that it usually costs to get it.
- ✓ Something so sinister, it almost seems to be straight out of the movies! Discover, for the very first time, what a leading researcher predicted could have the same health impact as the **fall-out from 72,500 Nuclear Bombs**. This part of the report is downright scary. Schools certainly don't share with you this kind of information, and neither does the government.
- ✓ The findings of a secret, confidential Senate correspondence with the Department of Agriculture. This part is **TERRIFYING, but what you don't know CAN hurt you!** Knowledge is power!!

And much, MUCH more!

Click here to go directly to the order form now!

How You Can Qualify For More FREE Bonuses With Life Force's 100% Hassle Free Auto Ship Program

Here's why choosing auto ship is the only way to go! Life Force found that **over 79% of customers reorder Body Balance every single month**. (Once you try it, you'll understand why). But here's what happens when they get calls every month from the same people to order the same product:

- Life Force has a lot of unnecessary administrative and billing costs for doing the **same job over and over again each month**. That's not an efficient use of time for anyone!
- Customers may miss some regular doses of Body Balance by waiting for the next delivery, therefore reducing the build up effect in their system they worked so long for.

So as an incentive for customers to get their product without any lapse in delivery or extra paperwork on the part of Life Force, they make it almost dummy-proof to order any other method besides their FREE, no hassle autoship program and pass the savings back to you.

Here's why you should get on autoship today:

- **Save up to 16%** each and every month;
- **Flexibility** of being able to change your order each and every month if you want or even skip certain months;
- **Fewer hassles** for you! You don't have to bother with placing orders each month or wonder when and if your order will show up;
- **Absolutely no risk to you.** You can cancel at any time.

To get the full effects in the quickest time possible, I recommend starting out with a half-gallon each month and increasing your dosage as you see fit. If that sounds like a lot, let me assure you that you **will** use it (and wonder how you ever got by so long without it!) I know this because as I've said, I use this product myself and found that when I started out, taking it twice or even three times a day really kicked my energy level into high gear.

In fact, what I do is get several small 8-ounce plastic bottles with tight caps and funnel my Body Balance into them. Then I transport the bottles to wherever I spend my time that has a refrigerator like my office, my gym and my upstairs bedroom. Then I have Body Balance available to me in a convenient form to take no matter what time of day. I even take it on trips and vacation by packing it in an insulated thermal bag in my carryon luggage. It sure beats stuffing a dozen pill bottles in my suitcase!

Trust me, **one-half gallon autoship is the simplest, easiest, most cost-effective way to go.**

If you have any more questions, click here for answers to the most frequently asked questions about the autoship program.

Here are the FREE Bonuses we guarantee if you order using the simple NO risk autoship program.

FREE BONUS #6 - \$49.95 value

Subscription To The Fat Burning Tips Newsletter

You'll get 39 incredible, immediately useable tips for burning off more body fat than you ever dreamed possible. This is not available anywhere else and is only being offered to new enrollees in the autoship program.

Here are just SOME of what you'll discover with this incredible resource:

- The ultimate fat burning snack.
- How to burn 27% more fat in the morning.
- What you should never drink if you want to lose fat.
- How to eat junk food and still burn fat.
- Why diet pills don't work and what to take instead.
- Which fat free foods will make you fat, and why.
- The secret substance to add to water and burn fat.
- How you can eat foods all day and still burn fat.

FREE BONUS #7 - \$59.95 value

Subscription To The Health Tips Newsletter

Think you know all there is to know about getting and staying healthy? Subscribers to this newsletter tell me they are amazed every month by the information they get here! They haven't even seen these tips in the most up-to-date health articles and magazines!!

- **Hidden dangers** (that almost nobody dare talks about) lurking in your kitchen and how to avoid them.
- A four letter word that can spell **trouble for you**...learn it and how to avoid its deadly consequences.
- What you absolutely need to know before you go out in the sun again (learn this or else).
- What you should never ever drink if you want to lose fat.
- Why **fat may be healthy** for you.
- New ways to quit smoking naturally.
- Proven formula to naturally improve your memory.
- Which fat free foods will **make you fat**, and why.
- The secret formula to sleeping better.
- How to reduce your stress naturally.
- How to make your skin look and feel great using the latest natural secrets.

and TONS more exciting BRAND NEW health tips, tricks and secrets.

100% IRON CLAD "NO QUESTIONS ASKED" GUARANTEE!

Still have lingering doubts? Well Life Force doesn't want that! That's why they make trying Body Balance or any of their products **TOTALLY RISK FREE**. So if Body Balance isn't living up to this special report, send it back for a complete, **NO-QUESTIONS-ASKED REFUND** of the purchase price (*less shipping and handling*). If you are not totally satisfied, simply return the bottle (even if it's completely empty) and you will be issued a courteous refund. NO questions asked! And, there are NO strings attached to this guarantee!

Concerned About This Company Being Reputable?

Click here to review the Better Business Bureau Reliability Report on Life Force International.

1000% Better-Than-Risk-Free Guarantee

If you aren't 1000% satisfied, let me know and I'll issue you an immediate, no-hassle refund right on the spot. You have a full **45 days to try Body Balance**. If for some reason you return the product, **ALL** the **FREE** Bonuses are yours to keep regardless, just for your trouble. This offer is better than Risk **FREE** because even if you are disappointed for some reason, you will still walk-away with incredible bonuses.

Don't you think that is completely fair?

Powerful People Should Be Required To Try Body Balance For At Least A Month!

It's amazing to me that more people don't know about this stuff! I was truly stunned that I had been feeling so run down and **didn't even know it until I felt the difference with Body Balance!** I think it should be a requirement that everyone try this for at least a month. If people in positions of power, would take Body Balance, I know from my own experience they'd be better rested, have more energy and be able to think more clearly. Imagine how much better our world would be.

That's why I'm sincerely hoping you'll take me up on this offer **today** so you can start feeling better now! I'm so sure that you're going to love this stuff that I recommend you go for it and start out on a half-gallon auto ship. Remember, you'll also get the FREE bonuses I told you about just for trying it! So now you know how you can have increased energy through the roof, less cravings for fat-loaded garbage, as well as nourish your body unlike it's ever been.

Don't wait another second! Place your order right now, while the idea is fresh in your mind. You have absolutely nothing to risk at all. @Order now by clicking here.

Sincerely,

Xxx xxxx

P.S. Once you experience the **vitality, energy, and peace of mind** Body Balance provides you, no one will be able to pry it away from you with a crowbar. Don't let the opportunity for maximum health pass you by. Take action now and use this product every day for the rest of your life. You will not be disappointed. I promise!

P.P.S. Remember, you get **4 FREE Bonuses** for ordering by **11:59pm @today's date** and **2 ADDITIONAL exciting bonuses** for getting on the autoship program. You get a revolutionary product for your health with Body Balance and these **FREE** bonuses worth hundreds of dollars. This is an offer you cannot afford to pass up. Why have you waited this long?? Place your order right now!