



TO: 3 Days To Success Members/Coaching Clients/Private Clients
FROM: Dave Frees (Lisa: 610-933-8069)

RE: Force Multiplier Tip #3 STRATEGY WITH EASY, FIELD TESTED, AND SUPER EFFECTIVE TACTICS YOU CAN USE RIGHT NOW.

MORE EASY WAYS To Leverage What We Give/Teach and Sell To You
For Even Greater Opportunities and Success

FORCE MULTIPLIER STRATEGIC TIP #3 –

Copy writing and creation systems and formulas mean that you can create more headlines, titles, bullets, guarantees, videos, ads, offers, blogs, articles, reports, checklists, and TO DO Lists (for clients/ customers) faster, more effectively, and more profitably than your competitors. This means that you can also test and find out what really works and get it working sooner and more profitably than anyone else. In short, you stay ahead of the curve and in a dominant position with less stress and all the while using fewer resources than others.

So in my own practice and for my own companies, I create headline formulas to get real leverage. These formulas are real force multipliers wherever and whenever I use them. And in a minute, I'll give you some amazingly valuable formulas – for free. But first a few ideas....

I keep a running list of headlines (and also bullets, offers, guarantees and more) that I add to whenever I see, write or notice a headline that works.

I keep these in an easy to update word document.

FORCE MULTIPLIER TACTICAL TIP #3 –

So how much would it be worth to you to have a couple of my formulas all ready to go and to get them working for you?

Well here they are. Enjoy. Implement and use these to create headlines, titles for blogs, and/or report titles and more.

Finally, if you want at least 23 more of these formulas and force multipliers as well as the chance to learn the secrets of spies, interrogators and Special Forces operators, and how to apply them to success in your business or practice, join us this fall for <http://www.3DaysToSuccess.com>.

Force Multiplier Fast Copy Formula 1 -

I started this from a headline I noticed: "How To Survive A Plane Crash"

Then I adapted it to the following formula:

"How to survive/thrive _____"

NOTES: "How To" headlines are engaging and very effective when they are about a fear, danger, or situation that is of concern or importance to YOUR desired client/patient/customer demographic.

In this formula, you're identifying something that people don't like or are uncomfortable with, (or in the case of thrive, something that they want but they are at a seeming disadvantage) except now, instead of telling them how to get out of it or avoid it, you're telling them how to get through it. The secret to this formula is to find things that are unpleasant, but unavoidable when they have the secret!

And here are a couple of examples of how you might apply it:

"How to survive your spouse's family reunion"

"How to survive the upcoming holiday/hurricane/gardening/summer heat season"

"How to thrive in your _____ business or practice when the economy goes bad"

"How to survive and thrive with a weekend warrior sports injury"

Force Multiplier Fast Copy Formula 2 -

Headline Formula:

"Turn your __PROBLEM_____ into __DESIRED SOLUTION _____ ... in ____short time-frame____ or less."

____ Tips from a _____ expert or "the authority" or specialist.

Here are a couple of ideas regarding how you might profit from it: Report titles, an article title, or in a press release/a pitch to a radio, television station or other media,

Here are a few examples of how you might use it:

"Turn your lackluster but stressful practice into a thriving stress free profit center in 90 days or less. 5 tips from a professional practice marketing and management expert"

"Turn your sports injury into a performance enhancing transformation ... in 12 minutes or less each day. 7 tips from a sports performance medical expert"

"Turn your simple headline ideas into cash and profits faster than ever." 9 Tips from Marketing Success Expert Dave Frees

"Turn 24 hours of networking and mastermind into a 32% or greater net profit explosion." 23 Secrets - any one or two will work - at www.3DaysToSuccess.com

Not too pushy...right?

Rick Frishman - who taught me this one, called it the "extreme makeover" formula, and it can be applied to virtually anything.

As Rick said, "Just tell people how to turn a bad situation into a good one, a bad thing into a good thing, and you're good to go. Very simple, and very effective."

I've used this formula for years and in both my practice (trust and estate planning) as well as in my businesses of publishing, real estate, and coaching lawyers, doctors, and business owners.

It has always worked (even if it took a few tweaks to get the perfect versions).

This also reminds me. If you've never read my Article on Headline Formulas from Cosmo. Here's the link. It's great and it works.

<http://www.successtechnologies.com/2013/06/quick-fun-easy-genius-process-creativity-problem-solving/>

Dan Kennedy recently said "Money has a mind of its own. One of the things that money expects YOU to do is to TAKE YOUR BUSINESS SERIOUSLY."

Do you? It's time to.

Have a great week!

Dave Frees

P.S. In other words "HOW TO BOOST Your ROI in anything! Guaranteed."

[TIP and Invitation - Teleconference on me and bring a "team member"](#)

Now, as you know, if you got the email, I want to limit the number of people on the call to serious implementers so that we can have a real conversation, and so the folks listening in get real results.

But, I am happy to have you "bring" a marketing assistant, intern, or guest who inspires you, and helps you to get stuff done.

The whole training/event is "on me" so there's no cost for you or your team member(s). Just call Lisa at 610.933.8069 and tell her you want to be on the list, get the dates and times, and you're in (until the call gets full - the first 50 to register and their teams are in)

P.S. Do you take your business or practice seriously? Do you train and develop your staff/team (and retrain and retrain)? I have created the ultimate version of 3 Days To Success for this fall. You do not want to miss it (and it's almost full). And, if you're like me, you might want to bring a team member or two.

This event is great training and development for the right person. So if **you're** not registered yet do that – right now.

But, if you have a partner or team member who should be there let us know and we'll add them for half off the already great price.

Why? We want you to maximize your success and bringing team members has done that for lots of members.

Just call Lisa at 610.933.8069.