

PENTAFECTA+

Even more patterns to
write pro-level copy

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PENTAFECTA+

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Z-H Pattern

Z-H stands for Zero-Hassles.

How would your prospect feel if you took right out of the equation every annoyance and hassle (s)he's fed up with?

There are two ways you can do in your copy:

1. Take away the inconvenience of the work for your prospect.

2. Compare how clients are having a good time while others are slaving away.

Let's see how this can be accomplished...

- [China letter](#)
- [Pro Model letter](#)
- [Stop hunger letter](#)



Example: from Gary Halbert's "China" letter

"[...]

It's a shame that such a rich and wonderful country like ours is losing its health because of its own richness. In an age where we are now worried so much about the ecology of our land, I think it's about time to worry more about the wasting of our bodies.

If you are an average American, chances are that you are well aware of the problem, and are seriously willing to do something about it. The only trouble is, you've dieted umpteen times, but gained back every pound you lost after you quit dieting. And who the heck wants to be on a diet for the rest of their life, anyway? You've probably tried exercising too, but gave it up before it had a chance to do any good. After all, most exercises are hard and strenuous, and most Americans really don't have the time to do them. The fact is that we are in danger of becoming a nation of weak, fat slobs.

So where is the solution to our problem? Must we give up the good things in life we have struggled so hard for? Do we have to trade in our air-conditioned cars for bicycles, and our rich foods for bland diets?

The answer is no! Believe it or not, there is a way we can have our cake and eat it, too! There is a way to be fit and trim without working for it!

[...]"

Analysis

"It's a shame that such a rich and wonderful country like ours is losing its health because of its own richness. In an age where we are now worried so much about the ecology of our land, I think it's about time to worry more about the wasting of our bodies.

If you are an average American, chances are that you are well aware of the problem, and are seriously willing to do something about it. The only trouble is, you've dieted umpteen times, but gained back every pound you lost after you quit dieting. And who the heck wants to be on a diet for the rest of their life, anyway? You've probably tried exercising too, but gave it up before it had a chance to do any good. After all, most exercises are hard and strenuous, and most Americans really don't have the time to do them. The fact is that we are in danger of becoming a nation of weak, fat slobs.

So where is the solution to our problem? Must we give up the good things in life we have struggled so hard for? Do we have to trade in our air-conditioned cars for bicycles, and our rich foods for bland diets?

The answer is no! Believe it or not, there is a way we can have our cake and eat it, too! There is a way to be fit and trim without working for it!"

Notice how he addresses the usual hassles associated with losing weight for his prospect. Giving up good things in life... Trading in cars for bicycles... Trading rich foods for bland diets...

He then comes flat out and says you don't have to do any of that. Imagine his prospect's relief!

Example: from Gary Halbert's "Pro Model" letter

"[...]

Here's a true story which explains the reason for this: once upon a time, not long ago, there was an accountant who was an expert at teaching people how to legally reduce their income taxes. This man spent hundreds of thousands of dollars on advertising which appeared in the "Wall Street Journal" and other similar publications. The ad usually had a headline that said "How to Pay Zero Taxes" and it had a photo of this accountant wearing horned-rim glasses and a three-piece suit. He was always sitting very properly at a desk with a least a hundred law books on a shelf behind him.

Well, one day a photographer friend of his talked him into putting a very exciting looking young blonde woman in the ad with him. She wasn't doing anything in the photo. She was just standing there beside his desk looking gorgeous.

[...]"

Analysis

"Here's a true story which explains the reason for this: once upon a time, not long ago, there was an accountant who was an expert at teaching people how to legally reduce their income taxes. This man spent hundreds of thousands of dollars on advertising which appeared in the "Wall Street Journal" and other similar publications. The ad usually had a headline that said "How to Pay Zero Taxes" and it had a photo of this accountant wearing horned-rim glasses and a three-piece suit. He was always sitting very properly at a desk with at least a hundred law books on a shelf behind him.

Well, one day a photographer friend of his talked him into putting a very exciting looking young blonde woman in the ad with him. She wasn't doing anything in the photo. She was just standing there beside his desk looking gorgeous."

This ad was an ad to sell modeling opportunities to women who wanted to become professional models.

Notice how in the story he weaves in the notion that his prospect can succeed by "doing nothing" and "just stand there." This strongly implies that there's no work, no hassle, no effort. It's as simple as just standing there.

How can you do the same for your offer?

Example: from Gary Halbert's "Stop Hunger" letter

"[...]

You can now purchase an all-natural (and extremely fast-acting) weight-loss "miracle" pill that literally destroys fat... even if... you refuse to diet! News of this "killer" fat- fighting pill is creating a virtual flood of letters to the small company that developed it. One doctor says it burns off more fat than running 98 miles per week.

Forces Calories To Leave Your Body!

[...]"

Example: Analysis

"You can now purchase an all-natural (and extremely fast-acting) weight-loss “miracle” pill that literally destroys fat... even if... you refuse to diet! News of this “killer” fat- fighting pill is creating a virtual flood of letters to the small company that developed it. One doctor says it burns off more fat than running 98 miles per week.

Forces Calories To Leave Your Body!"

*The verb “forces” implies that the solution produces results without you having to do anything. The client can **PASSIVELY** experience the benefits without experiencing any hassle whatsoever.*



Steve Jobs Pattern

Steve Jobs was a master of comparing his new products with things that his audience already knew. The original iPod was the size of a deck of cards. The iPod Nano was thinner than a pencil. The MacBook Air fit in a yellow envelope.

Compare your product to something the prospect already knows.

Let's see how this can be accomplished...

- [Hour by Hour letter](#)
- [NASDAQ letter](#)
- [Day Trader letter](#)

Example: from Gary Halbert's "Hour By Hour" letter

"[...]

Medical Doctors New Discovery Burns Away More Fat Than If You Ran 98 Miles per Week!

[...]"

Analysis

“Medical Doctors New Discovery Burns Away More Fat Than If You Ran 98 Miles per Week!”

In this headline, Halbert compares his solution for burning fat to running 98 miles per week. His prospects probably already have a reference of what it feels like to run 1 mile. They also have a reference for how challenging it is to them. The idea of burning more fat than if you ran 98 miles is incredibly appealing to them.

Example: from Gary Halbert's "NASDAQ" letter

"[...]

Let's say that opening price will be approximately \$35.00 per share.

This means that many brokers will make as much as \$15.00 per share on this stock...

The Very First Minute The Market Is Open!

And what will happen to the share price of Baldness Cure, Inc. right after the open? The answer is simple: It will **PLUNGE** downward in price. An intraday graph of that stock will look like the graph of a rock that has been thrown off a cliff.

[...]"

Analysis

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And what will happen to the share price of Baldness Cure, Inc. right after the open? The answer is simple: It will PLUNGE downward in price. An intraday graph of that stock will look like the graph of a rock that has been thrown off a cliff."

Notice how you're easily able to visualize the graph of the stock simply because he offers you the reference of a rock that has been thrown off a cliff.

This might seem like a simplistic pattern, but it's incredibly dramatic and impactful.

Example: from Gary Halbert's "Day Trader" letter

"[...]

I'm going to try to bring that fact home for you: The New York Stock Exchange has a daily volume of approximately 25 billion dollars. That means the FOREX is 200 times larger than the NYSE.

[...]"

Analysis

"I'm going to try to bring that fact home for you: The New York Stock Exchange has a daily volume of approximately 25 billion dollars. That means the FOREX is 200 times larger than the NYSE."

Most people have a notion that the NYSE is HUGE. Imagine a market 200 times that size. It's massive!

When you present your opportunity or product, figure out a way to draw comparisons with visual, auditory or other sensory information that your prospect already knows.

The Halbert Sting

People are usually more motivated to get out of hell than to get into paradise. That's why Gary Halbert often finished his sales letter with a reminder of the pain and of the problem.

Here's how you use it:

At the end of your message (but even in the middle), remind your prospect of the pain.

You can also poke the prospect and challenge to solve his or her problem.

Let's see how this can be accomplished...

- [Millionaire College letter](#)
- [Money Murder letter](#)
- [US Government letter](#)



Example: from Gary Halbert's "Millionaire College" letter

"[...]

It's not magic, and it's not crazy gimmicks or tricks. On the contrary, says Halbert -- there are literally dozens of ways for a business owner to deliver a high powered sales message to a large section of the population simultaneously. It's just that most business owners have a very limited knowledge on how to use these "sales vehicles" effectively.

The difference between using these vehicles correctly and not using them at all is often the reason why so many businesses fail, even while competitors thrive. And with the economic devastation now expected from the current recession, these ideas and strategies can make sure you're still around and making big money no matter how vicious the shakeout gets.

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Pay attention to what he does in the second paragraph (I've included the first one for context). Stir up the pain, the risk and the danger in the prospect's mind while they're excited about potential results.

Example: from Gary Halbert's "Money Murder" letter

"[...]"

The book will be sent to you promptly by return mail. The publisher guarantees that this book will show you how to at least double the earning power of your money.

If not, or for any reason you are dissatisfied, you can return the book for a full and immediate refund of your entire purchase price. You can't lose.

Send for the book today. Remember, now more than ever you have a real money fight on your hands and it is only going to get worse."

Analysis

"Remember, now more than ever you have a real money fight on your hands and it is only going to get worse.

Here's a chance to put the odds in your side."

These are the final paragraphs of the sales letter. Notice how he leaves the prospect with a final sting before he signs off.

After getting your prospect excited about a new opportunity, how can you bring him or her back to reality and agitate the pain one last time?

Example: from Gary Halbert's "US Government" letter

"[...]

It goes on and on. The above examples are just for openers. There are many, many other will ways (all legal) to get a check out of the government. Some of these checks are for as little as \$35 per month. But some of them are for as much as \$15,000 or \$50,000. The average, however is about \$220 per family per month.

Notice how he presents the opportunity for gain. Really low, high, super high, and then average.

This is not welfare charity. The government owes you this money. This is what you rightfully have coming to you for being a good citizen and paying your taxes. If you do not get your share of this money, you are only cheating yourself.

[...]"

Analysis

“It goes on and on. The above examples are just for openers. There are many, many other will ways (all legal) to get a check out of the government. Some of these checks are for as little as \$35 per month. But some of them are for as much as \$15,000 or \$50,000. The average, however is about \$220 per family per month.

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This is not welfare charity. The government owes you this money. This is what you rightfully have coming to you for being a good citizen and paying your taxes. If you do not get your share of this money, you are only cheating yourself.”

In the last paragraph, Halbert pokes the prospect with a challenge. “Get this money. It’s rightfully yours. It’s owed to you. If you don’t get your share, you’re cheating yourself.”

That stings! Of course, in order to get the money, the prospect must invest in the product.

A close-up photograph of a laptop keyboard resting on a white and grey marbled surface. The keyboard is silver with black keys. The text of the slide is overlaid on the right side of the image.

Set-Spike Pattern

Want to increase the impact of the benefits your product can deliver? Use this pattern.

Build up to the delivery of the biggest benefit of your product by saying what it DOESN'T DO first.

Let's see how this can be accomplished...

- [3 Stocks letter](#)
- [3 Stocks letter \(2\)](#)
- [Amazing Investment letter](#)

Example: from Gary Halbert's "3 Stocks" letter

"[...]"

Here's what my preliminary research seems to indicate: Of all stocks which gained 50% or more in one day of trading...

Only 6.2% Were Stocks Listed On The AMEX Exchange!

No AMEX stocks for me. At least, I don't spend any time researching them right now. Mushing on, I also discovered...

Only 4.9% Of The Top Daily Gainers Came From The NYSE!

So, at least currently, I don't research NYSE stocks either... because... the plain fact of the matter is...

88.9% Of All The Big Daily Gainers Come From The NASDAQ!

"[...]"

Analysis

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Halbert increases the impact of the delivery of this next section by contrasting it with this two-line section. He could have just said that he only invests in the NASDAQ, but he sets up that spike dramatically by saying what he DOESN'T do.

Example: from Gary Halbert's "3 Stocks" letter

"[...]"

Now, let's talk about price. Of all NASDAQ stocks that gained 50% or more in price in one day...

Stocks priced at \$1.99 or less represented 44% of the big daily gainers.

Stocks priced from \$2.00 to \$2.99 represented 25.8% of the big daily gainers.

Stocks priced from \$3.00 to \$3.99 made up 12.6% of the big daily gainers.

Stocks priced from \$4.00 to \$4.99 made up 3.5% of the big daily gainers and...

All Stocks Priced \$5.00 Or More Represent Only 13.9% Of The Big Daily Gainers!

"[...]"

Analysis

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All Stocks Priced \$5.00 Or More Represent Only 13.9% Of The Big Daily Gainers!"

Same sales letter: notice how he's building up the next point again. It creates anticipation, excitement and builds momentum towards the delivery.

This pattern is a fantastic way to build up suspense for a massive reveal. It's just like the build-up before the chorus in a rock song.

Example: from Gary Halbert's "Amazing Investment" letter

"[...]

The answer may surprise you. In fact, you're probably going to be amazed! This investment has performed so well that, over the last five years, it has generated almost double the profits of its nearest rival! Not only that, this investment has also outperformed all others for the last 15 years and even the last 30 years!

How good is good? Let's take a look. Here is a comparison of the performance of investment "X" over the last 16 months to the performance of other "hot" investment vehicles.

Investment vehicle	% appreciation	investment "X"
Gold	237%	214% better!
Silver	250%	202% better!
Real estate	145%	311% better!
NYSE stocks	257%	264% better!
Treasury bonds	163%	277% better!
Money market funds	178%	253% better!

Yes, it's true. In the last five years, not only has investment "X" outperformed every other investment, it has also done so by a huge margin! Quite remarkably, the truth of the matter is that, in the last 60 months, investment "X" has appreciated a staggering 452%!

And guess what else? According to the research done by Salomon Brothers, Investment "X" has enjoyed a 27.1% compound rate of inflation for the last 73 years!

"[...]"

Analysis

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And guess what else? According to the research done by Salomon Brothers, Investment "X" has enjoyed a 27.1% compound rate of inflation for the last 73 years!"

Once again, a massive, massive build-up of the investment before he reveals what it is.

Hold-It-From-Them Pattern

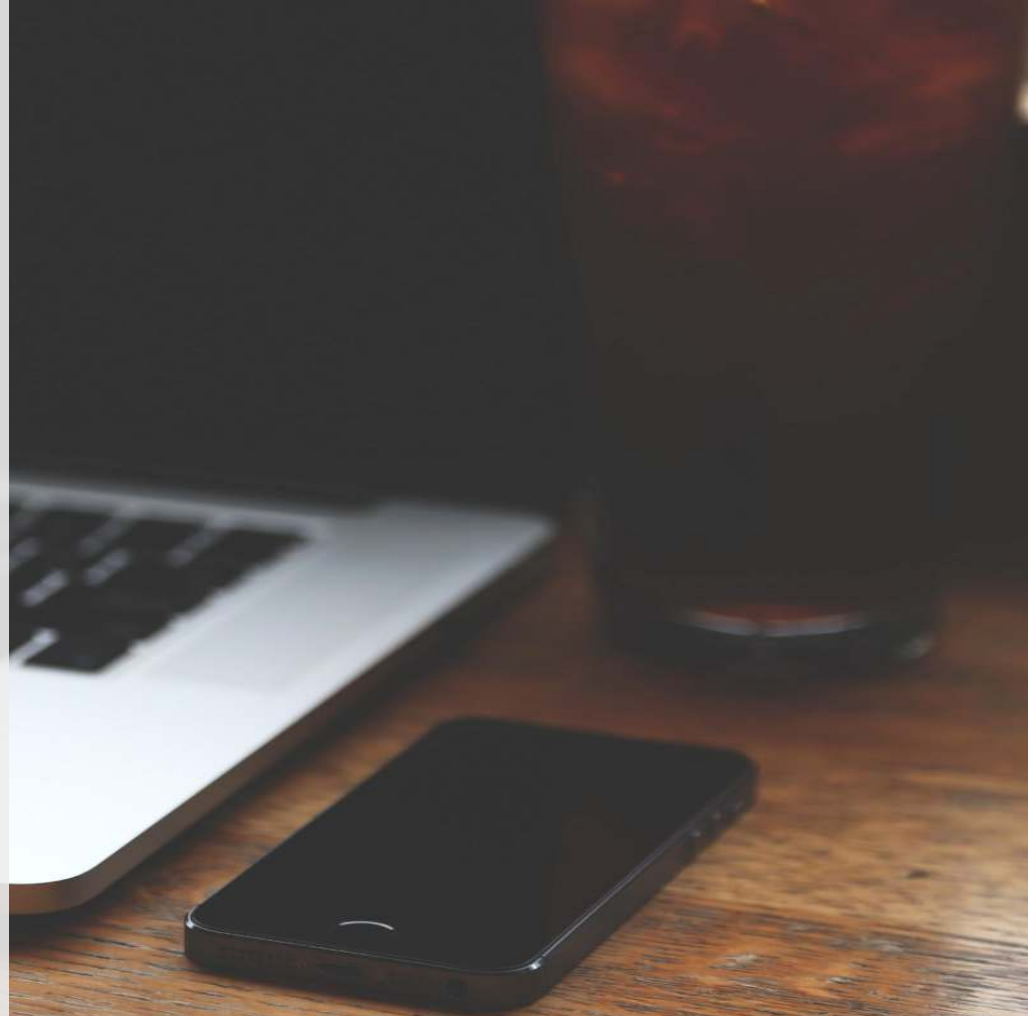
This is an incredibly useful pattern when you're sending out emails — especially affiliate promotions.

Here's what you do:

Describe all the benefits without coming out and saying what the product is.

Let's see how this can be accomplished...

- [China letter](#)



Example: from Gary Halbert's "China" letter

"[...]

Strangely enough the answer to the problem isn't new. It is over 1300 years old. The Taoist monks of ancient China had a worse problem than we do. They were very intelligent men who sat meditating continuously without hardly moving at all.

Although the meditation helped improve their minds, they realized that their bodies were suffering for it. As a result these thinking men developed a series of movements that exercise every muscle in the entire body in just a few minutes without strain. These exercises were called tai chi. They can be done anywhere anytime in just a few minutes without working up a sweat. It was the answer to their problem, and it is also the answer for as easy living Americans.

[...]"

Analysis

"Strangely enough the answer to the problem isn't new. It is over 1300 years old. The Taoist monks of ancient China had a worse problem than we do. They were very intelligent men who sat meditating continuously without hardly moving at all.

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This pattern comes from a sales letter that sold a Tai Chi program more than 30 years ago. Keep that in mind. Even though Tai Chi wasn't as widespread as it is today, people still had preconceived notions about it.

Halbert uses the Hold-It-From-Them pattern to make sure prospects don't put up their filters. If he just came out and said "Tai Chi" at the beginning of the sales letter, prospects might have thought "Yeah... yeah... yeah... I already know about this..."

By holding out on the name, he ensures that his prospect fully connects with the benefits he's presenting. That way, he's able to rewire whatever associations his prospect has with Tai Chi.

THERE YOU HAVE IT!

You have an additional 5 powerful patterns to apply to your copy.

Now, put them to good use!

Study this guide again as often as necessary and, more importantly, apply what you learned and profit from it.

I'd love to hear your feedback on this guide. Please share them with me at martin@dailyNLP.com.