RESEARCH *Beast*
IN 60 WORDS OR LESS

# Discover the A-List copywriting "secret weapon" that can give you bigger winners more often

**If you don't know where to find good research for your promos, or you're wasting time going down endless "rabbit holes" and still coming up short... then you need to know about my process, six-step process that can help you:**

- **Come up with better "big ideas" that stand out from the sea of competition...**
- **Save hours of time by making your research process more efficient and productive...**
- **Turn projects around more quickly by avoiding "writer's block" and cutting way back on never-ending drafts and edits, and...**
- **Dramatically improve your copywriting results, making you a hero to your clients (and able to charge more) or allowing you to scale your efforts to new heights!**

And Kristen Schmidt, A-List Copywriter and Copy Mentor

**Dear friend who wants to write better sales copy more easily,**

Do you remember the last time you heard about a promotion that was "killing it?"

Once you put in hours to read it over, perhaps you thought to yourself:

*"How did they come up with that crazy good headline or subject line that made it impossible not to read further?"*

*"How did they hook me or early on and make me feel they know me and that this was for me?"*

*"How did they know to speak to my biggest hopes, fears, dreams, worries, and desires?"*

*"How did they overcome my objections, ward off all the excuses, and make me believe their solution could work for me where others before them failed?"*

*"How did they know, exactly, what I need to say?"*

*"How did they make me want to part with my hard-earned money and buy their product?"*

That last one is the ultimate goal of any sales promotion—whether it's a sales page, direct mail mailing, email, Facebook ad, website, or any other kind of sales copy.

How do "they" (meaning those clever copywriters—which you likely are yourself if you're reading this) figure out how to make the sales copy they write do all of this?

## It all starts with *RESEARCH*, baby!

There's a good reason why legendary copywriter (and one of the recent guys on the planet you'd want most Gary Bencivenga) says THIS about research...

*"Great ads are built on great research. The best copywriters are tenacious researchers. Like miners they dig drill, dynamite, and chip until they have carloads of raw John Caples ankered raw ores to generate more interesting information than could possibly use."*

It's why Gary so strongly believes, "Research is the indefatigable core for writer's block."

The problem is, many determined, hard-working copywriter can find themselves wasting time surfing the Internet and social media... or collecting an ever-expanding number of studies and articles... only to feel overwhelmed, "lost" and burned for days on end, with little to show for it.

So how DO you do the focused research and "digging" that's needed to fully understand your target prospect... bring to light what's unique about your product...

...and organize it in a way that it leads you to a "big idea" that stands out from the sea of competition... while making your copy far easier to write AND much more compelling and persuasive?

How do you get to the point that you have those "curtains of valuable ore" that give you the edge you need to convince the most skeptical, seen-it-all prospects in today's most competitive markets to fork over their money for YOUR product?

## How do you do all of this research WITHOUT getting lost in the "weeds"...and knowing when enough is *enough*?

Well, that in a nutshell is why I created my process, so my **Research Beast** process.

Im not talking about a half-baked approach where you spend a few hours skimming through a bunch of surveys/testimonials/your clients sent over to you, or lose an entire day or two surfing competitor websites or lurking in forums online.

I'm talking about becoming a **Research B-A-S-T**, meaning you come up with valuable research nuggets and an overall "gem" you can use to:

- **Beat** the existing control to a pulp and become a hero to your clients...
- **Easily** come up with the "big idea" and supporting copy, so your copy practically writes itself...
- **Aim** like a rifle shooter so your prospect feels you are talking to THEM and you can be trusted...
- **Sort** all the duets and lists of your ideal customer between the obvious choice, closing the sale, and...
- **Turn** prospects into buyers, because you made them BELIEVE it would work for them!

Now, you might be thinking, "I don't have time to do a lot of research."

"My client is breathing down my neck to get the copy finished as soon as possible".

Or "I've got other projects stacked up behind this one and I really need to 'get in' done".

However, I would counter that if you don't spend enough time doing research, you'll actually take much longer to write the copy!

And I'll be more likely that your copy won't pass muster with your client, sending you back to the drawing board again and again with seemingly endless drafts.

Or it could make it more likely your copy will read like the dreaded "me, me" promo... i.e., like everything else your prospect has seen before. And you'll get nothing better than "meh" results, if you're lucky.

Worst case scenario, you write a promo that's a complete bomb...and your client decides not to give you another chance. Ever. Worse, word gets out on the street that you're not "good".

The buck always seems to stop with the copywriter... we're the ones that get blamed for everything, including expensive products that aren't right for the market, or aren't priced right for the market, or lackluster copy that fails to pull as it should.

The success of my promotion is typically due to 40% offer, 40% list, and only 20% creative—and part of that creative 20% is the design and format, not just the copy!

## But let's face it... if the promo doesn't work, YOU as the copywriter will *take the heat!*

That promo sample you were hoping to add to your portfolio is now one you can't brag about being a big hit after a successful control... making it harder to land new clients.

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And those high hopes of hitting that new income goal, landing that cushy retainer or royalty deal, or proving to your friends and family (and most importantly, yourself) that you can DO this start to fade to a distant glimmer.

AAAAAH... but how much easier is it to write strong, compelling, convincing sales copy that seems to just effortlessly flow out of you, sense your clients, and most importantly, drastically raise your odds of a huge success?

...When you've put the time in and done the research **before** you start writing copy!

Not just AAA-willy-nilly research, but a proven, six-step process put together and used by yours truly... a top A-List copywriter and copy mentor with a string of successful control promos at least a mile long!

*(Yes, if you put all the winning long-form sales pages, video sales letters scripts, and direct mail mailings I've written over the last few decades end to end, they'd probably stretch out at LEAST that long!)*

But if that isn't enough to convince you why you should listen to me about copywriting research, let me introduce myself.

My name is Kim Krause Schaefer, I'm the founder of the Get Dangerously Good copywriting training and mentorship hub. I also have over 25 years of experience writing A-list over-copy that gets killer results for my clients.

I've got strong marketing chops to back that up, too. Over the years, I worked at former direct marketing powerhouse Phillips Publishing.

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But as proud as I am about these accomplishments, what I'm most proud of is teaching what I know to the next generation of A-List copywriting superstars... and seeing their amazing results.

Which was the inspiration for my Research Beast process, which I've refined over the years. It's the time I spend on a new promotion is spent in this phase.

It's essential you know how to do research right. It often leads you to the right "big idea" that hooks your reader in and primes them to buy.

That's because I've now got all of my best, most valuable training, tools, templates, examples, and tactics together into my exclusive **Research Beast** course...

...and make it available for a price that my other A-List friends will likely think I'm crazy for offering it can hear them now. *Why are you giving away all your best secrets for peanuts?* You're making the rest of us look bad!"

But believe we get into all that, let me show you WHY you want to become a **Research Beast**. It's so you can...

## Pack sales-boosting power into every word of copy you write—*just like the late, great Clayton Makepeace!*

The marketing world lost one of the greatest direct response copywriters who ever walked the earth back in 2020 great Clayton Makepeace.

Clayton's style and copy were always easy to spot...and it helped make him truly a one-of-a-kind talent.

One of the things I've always found most noticeable is this: in every one of Clayton's promos, you can't help but be struck by his emotionally-powerful word choice.

And let me tell you... that secret just Clayton being "creative" or "good with words".

Clayton's use of emotionally-powerful words was the result of the in-depth, structured process he used in his research... before he wrote a word of copy.

To give you an example, I'm going to share the front cover of a financial newsletter control-style mailing that Clayton wrote. It's from the summer of 2005 (when I started thing great things.)

It's six-window mailers were running scared. Reviews were going as their 6% and 40% balances dropped over lower... making them afraid to take out the mailing they'd been using for years.

People nearing the end of four-to-the-decade of wealth-growth getting close to the "finish line" of retirement—were now making plans to pull back claiming that gold watch a few more years.

Meanwhile, there was an increasingly loud number of competing voices coming from all directions telling them to "diversify" into "safe" investments. Many of them were being approached with interest sales, corporate earnings, or government bonds.

On top of the stress of needing to secure their own retirements so they could finally be in control of their own time and what they like... the target prospects was becoming more and more confused, more skeptical, and less sure of who they could trust.

Honestly, it wasn't much different than things are today... perhaps not as bad... but the PROBLEM and pain points the target prospect was experiencing were deeply felt and urgent.

And Clayton knew exactly how to tap into this sense of urgency, skepticism, and frustration the prospect was feeling, as demonstrated by the front cover of this promo:

## How to masterfully push all the RIGHT emotional buttons to make prospects want to buy

As you can see, every single word and phrase Clayton uses taps directly into a specific frustration, fear, or desire that the target prospect has. And he's carefully chosen each word to pack as much raw emotional power as possible.

The copy is completely written from the point of view of the frustrated, fed-up prospect who knew all along those stinkin' scientists, CEOs, and Wall Street elite were doing them and stealing them blind.

It also, right from the very beginning, starts to serve up the solution that's going to finally put that prospect IN CONTROL (we're all selling control) and no longer be a sitting duck for those relentless rip-off artists.

Plus it gives them an answer AS soon to how they can make money when the stock market is in the toilet.

This kind of stuff doesn't just happen by accident or as the result of sheer talent. It requires doing upfront work that leads you directly to those dominant emotions that most resonate with your prospect and tie in with the solution you are offering.

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And I'm going to share with you how I achieve you'll also into as part of my exclusive **Research Beast** course that will help you figure out exactly what they are!

By doing so, you'll be exactly how Clayton was able to write such successful copy like you see on this front cover of one of his past nutritional supplement controls. It all starts with...

## The crucial differentiator that lets jaded prospects believe YOUR product will work where others failed

This direct mail mailing came out at a time when competitors QYLTYLQXYZ was becoming well-known. In fact, it was one of the biggest selling supplements, which meant there was a LOT of competition.

That also meant that many potential buyers of this particular CoQ10 supplement had likely bought and tried other CoQ10 supplements before. So the idea of spitting the possibility that it hadn't lived up to the hype or their needs... or pointing seeds of doubt that it worked at all for them... was a great way to pique the prospect's skepticism.

And the ONLY way to convince the prospect that THIS CoQ10 supplement would work for them where others had failed was to offer a unique, compelling reason why it was different or a breakthrough advertising to introduce a NEW MECHANISM.

That's exactly what Clayton did here...

See how every word and phrase is carefully chosen to pack as much emotional punch as possible?

Notice how the copy resonates with the target prospect's deepest wants, fears, frustrations, and beliefs?

And see how he teases about the solution and gives the prospect hope?

Now he introduces a new mechanism that "gives your cells up to 3 TIMES MORE" (the energizing, heart-healing, antioxidant-boosts power!

*How did Clayton DO this? How did he work this kind of magic with his copy?*

Just like I've done and all the other top copywriters I revere do...

## They approach their research in a focused, methodical way! Put simply, they have a *PROCESS*...

They use their own carefully-crafted, time-tested process again and again that helps the groundwork for writing headlines, email subject lines, bullets, "future pacing" copy, landing pages, Facebook ads, and other sales copy that get results.

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And I know my my **Research Beast** process can do the same for YOU!

But while having a proven process like you get in my **Research Beast** course can save you a lot of time, you can't buy time with it. It doesn't mean you're going to just sit down, knock the meaty hours and you're done.

Sorry, Charlie... it doesn't work that way. Like anything, garbage IN... garbage OUT.

Ask any top A-Lister how much time they spend on research, and chances are good they'll tell you it's anywhere from 40 to 60% of the total time they spend working on a new project.

In fact, the MORE you put into your research—in an organized, methodical, systematic way—the LESS time you'll have to spend writing that first draft of copy... AND (all on the usual "back and forth" with your client or editor that often follows.

But more importantly, the better your chances will be of hitting it out of the stadium with your promo and beating the existing control... racking up record-breaking sales figures... and becoming known as THE "go-to" copywriter an expert in your niche.

Yes, so research "nerds" AKA where it comes to beating the lazy, disorganized copywriters of the world—no matter how much "talent" they have. As long as you follow a proven process.

And now my brand new, exclusive **Research Beast** course can be...

## Your "secret weapon" for getting bigger winners more often!

There's a reason why so many of the copywriters and business owners who've interacted with me over the years that what I taught them about doing research was one of the most valuable aspects of my training.

It's because I've given them a proven process they can use again and again to write stronger more persuasive, and higher converting copy far faster and more easily.

It's the ultimate "secret weapon" in any copywriter or business owner's toolbox. It's easy, fast and proven copyright-free, NO-NONSENSE stuff.

Like copywriter Brian Cohanski, who went from doing $250+/poach copy jobs to booking $7-10k copywriting projects with high-quality clients in less than a year. He has this to say...

*"Kim has given me a complete understanding of how to get into the head of the audience I'm writing to. She has given me a structure that works for me so that I can outline and move quickly to a final draft that converts. It has made a huge difference in how I interact with clients and in the copy that I'm able to produce."*

Or like health copywriter Matt Ambrose, who's now working with some of the biggest names in direct response and giving speeches at DTR or more for a single promo...

*"Kim has raised my copy game tremendously. This includes guiding me in creating a rock-solid foundation of research before I even sit down to write. She has given me a process that will motivate people to buy and how to sell my copy effectively before hitting Send."*

Nothing can stop you from using "genie" to the next level like becoming a **Research Beast**. And I'm going to show you exactly how to put my proven, six-step process into place so you can accelerate your copywriting success... whether you're a seasoned copywriter or just starting out!

So let's take a look at everything you get in my **Research Beast** course to help speed you on your way to HUGE in with your new promo or other copywriting projects.

## 6 in-depth modules that give you my *exact* process for doing research that leads to sizzling sales copy...

Here's an overview of the proven, A-list-level process for doing copywriting research that I've used to produce dozens of multi-year, multi-million-dollar controls... and that I teach my copywriting mentees in my high-dollar mentoring mastermind.

I cover ALL of it in the six-in-depth training modules you get in my **Research Beast** course. It's a little bit of a "choose your own adventure" process. As you can see below, you can pick and choose which parts of the process you want to focus on, depending on your goals and what's most pressing for your current copywriting projects.

Here's a quick rundown of what you'll get in my **Research Beast** course:

**Research Beast Mindset**

Learn how to make the most of your time and how to avoid "rabbit holes" and "analysis paralysis" by using a simple, time-tested system to keep you focused and productive.

**Research Beast Foundation**

Learn how to quickly and easily find the most valuable information about your target audience, their pain points, and what they want to hear from you. Plus, how to use this information to create a "Dream Customer" profile that will guide your copy and help you write like a trusted friend who knows your prospect's deepest wants, fears, frustrations, and beliefs.

**Research Beast Competition**

Learn how to quickly and easily find the most valuable information about your competition, including what they're saying, what's working for them, what's not working for them, and how you can use this information to write your own "Dream Customer" profile that will help you stand out from the sea of competition.

**Research Beast Product**

Learn how to quickly and easily find the most valuable information about your product, including how to find the "hidden" benefits that will make your copy more compelling and persuasive.

**Research Beast Brainstorm**

Learn how to quickly and easily come up with a "big idea" that stands out from the sea of competition, and how to make your copy far easier to write AND much more compelling and persuasive.

**Research Beast Wrap-Up**

Learn how to put all of the research you've done into a "cheat sheet" that will make it easier than ever to write your copy, and how to make your copy even more compelling and persuasive by using the "voice of the customer" to write your copy.

## Ready to become a Research Beast?

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But more importantly, the better your chances will be of hitting it out of the stadium with your promo and beating the existing control... racking up record-breaking sales figures... and becoming known as THE "go-to" copywriter an expert in your niche.

Yes, so research "nerds" AKA where it comes to beating the lazy, disorganized copywriters of the world—no matter how much "talent" they have. As long as you follow a proven process.

And now my brand new, exclusive **Research Beast** course can be...

## Your "secret weapon" for getting bigger winners more often!

There's a reason why so many of the copywriters and business owners who've interacted with me over the years that what I taught them about doing research was one of the most valuable aspects of my training.

It's because I've given them a proven process they can use again and again to write stronger more persuasive, and higher converting copy far faster and more easily.

It's the ultimate "secret weapon" in any copywriter or business owner's toolbox. It's easy, fast and proven copyright-free, NO-NONSENSE stuff.

Like copywriter Brian Cohanski, who went from doing $250+/poach copy jobs to booking $7-10k copywriting projects with high-quality clients in less than a year. He has this to say...

*"Kim has given me a complete understanding of how to get into the head of the audience I'm writing to. She has given me a structure that works for me so that I can outline and move quickly to a final draft that converts. It has made a huge difference in how I interact with clients and in the copy that I'm able to produce."*

Or like health copywriter Matt Ambrose, who's now working with some of the biggest names in direct response and giving speeches at DTR or more for a single promo...

*"Kim has raised my copy game tremendously. This includes guiding me in creating a rock-solid foundation of research before I even sit down to write. She has given me a process that will motivate people to buy and how to sell my copy effectively before hitting Send."*

Nothing can stop you from using "genie" to the next level like becoming a **Research Beast**. And I'm going to show you exactly how to put my proven, six-step process into place so you can accelerate your copywriting success... whether you're a seasoned copywriter or just starting out!

So let's take a look at everything you get in my **Research Beast** course to help speed you on your way to HUGE in with your new promo or other copywriting projects.

## 6 in-depth modules that give you my *exact* process for doing research that leads to sizzling sales copy...

Here's an overview of the proven, A-list-level process for doing copywriting research that I've used to produce dozens of multi-year, multi-million-dollar controls... and that I teach my copywriting mentees in my high-dollar mentoring mastermind.

I cover ALL of it in the six-in-depth training modules you get in my **Research Beast** course. It's a little bit of a "choose your own adventure" process. As you can see below, you can pick and choose which parts of the process you want to focus on, depending on your goals and what's most pressing for your current copywriting projects.

Here's a quick rundown of what you'll get in my **Research Beast** course:

**Research Beast Mindset**

Learn how to make the most of your time and how to avoid "rabbit holes" and "analysis paralysis" by using a simple, time-tested system to keep you focused and productive.

**Research Beast Foundation**

Learn how to quickly and easily find the most valuable information about your target audience, their pain points, and what they want to hear from you. Plus, how to use this information to create a "Dream Customer" profile that will guide your copy and help you write like a trusted friend who knows your prospect's deepest wants, fears, frustrations, and beliefs.

**Research Beast Competition**

Learn how to quickly and easily find the most valuable information about your competition, including what they're saying, what's working for them, what's not working for them, and how you can use this information to write your own "Dream Customer" profile that will help you stand out from the sea of competition.

**Research Beast Product**

Learn how to quickly and easily find the most valuable information about your product, including how to find the "hidden" benefits that will make your copy more compelling and persuasive.

**Research Beast Brainstorm**

Learn how to quickly and easily come up with a "big idea" that stands out from the sea of competition, and how to make your copy far easier to write AND much more compelling and persuasive.

**Research Beast Wrap-Up**

Learn how to put all of the research you've done into a "cheat sheet" that will make it easier than ever to write your copy, and how to make your copy even more compelling and persuasive by using the "voice of the customer" to write your copy.

## Ready to become a Research Beast?

Well, that in a nutshell is why I created my process, so my **Research Beast** process.

Im not talking about a half-baked approach where you spend a few hours skimming through a bunch of surveys/testimonials/your clients sent over to you, or lose an entire day or two surfing competitor websites or lurking in forums online.

I'm talking about becoming a **Research B-A-S-T**, meaning you come up with valuable research nuggets and an overall "gem" you can use to:

- **Beat** the existing control to a pulp and become a hero to your clients...
- **Easily** come up with the "big idea" and supporting copy, so your copy practically writes itself...
- **Aim** like a rifle shooter so your prospect feels you are talking to THEM and you can be trusted...
- **Sort** all the duets and lists of your ideal customer between the obvious choice, closing the sale, and...
- **Turn** prospects into buyers, because you made them BELIEVE it would work for them!

Now, you might be thinking, "I don't have time to do a lot of research."

"My client is breathing down my neck to get the copy finished as soon as possible".

Or "I've got other projects stacked up behind this one and I really need to 'get in' done".

However, I would counter that if you don't spend enough time doing research, you'll actually take much longer to write the copy!

And I'll be more likely that your copy won't pass muster with your client, sending you back to the drawing board again and again with seemingly endless drafts.

Or it could make it more likely your copy will read like the dreaded "me, me" promo... i.e., like everything else your prospect has seen before. And you'll get nothing better than "meh" results, if you're lucky.

Worst case scenario, you write a promo that's a complete bomb...and your client decides not to give you another chance. Ever. Worse, word gets out on the street that you're not "good".

The buck always seems to stop with the copywriter... we're the ones that get blamed for everything, including expensive products that aren't right for the market, or aren't priced right for the market, or lackluster copy that fails to pull as it should.

The success of my promotion is typically due to 40% offer, 40% list, and only 20% creative—and part of that creative 20% is the design and format, not just the copy!

## But let's face it... if the promo doesn't work, YOU as the copywriter will *take the heat!*

That promo sample you were hoping to add to your portfolio is now one you can't brag about being a big hit after a successful control... making it harder to land new clients.

That limited confidence you may had before is now crumbling away to the point that you agree to lower fees or work with bad clients... because you think that's all you deserve.

And those high hopes of hitting that new income goal, landing that cushy retainer or royalty deal, or proving to your friends and family (and most importantly, yourself) that you can DO this start to fade to a distant glimmer.

AAAAAH... but how much easier is it to write strong, compelling, convincing sales copy that seems to just effortlessly flow out of you, sense your clients, and most importantly, drastically raise your odds of a huge success?

...When you've put the time in and done the research **before** you start writing copy!

Not just AAA-willy-nilly research, but a proven, six-step process put together and used by yours truly... a top A-List copywriter and copy mentor with a string of successful control promos at least a mile long!



*(Yes, if you put all the winning long-form sales pages, video sales letters scripts, and direct mail mailings I've written over the last few decades end to end, they'd probably stretch out at LEAST that long!)*

But if that isn't enough to convince you why you should listen to me about copywriting research, let me introduce myself.

My name is Kim Krause Schaefer, I'm the founder of the Get Dangerously Good copywriting training and mentorship hub. I also have over 25 years of experience writing A-list over-copy that gets killer results for my clients.

I've got strong marketing chops to back that up, too. Over the years, I worked at former direct marketing powerhouse Phillips Publishing.

While I was there, I helped launch their highly-successful Healthy Directions supplement business (which soon became the name of the entire company). I grew it to more than $25 million in annual sales—six-fold within a couple dollars—within the first 3 years.

I eventually left the company because I knew I could earn far more than the $100,000+ salary they paid me if I was willing to work for myself. I'm glad I did because I've enjoyed a fulfilling and rewarding career being a freelancer—and another kind of work-life balance that's often unattainable when you slave away for someone else.

Since making that the changing decision, I've beaten controls with more than 20 direct mail copywriters in the business. They include legends like Parris Lampropoulos, the late Jim Rutz, and several others. I've also had the opportunity to work alongside the best Clayton Makepeace and other top writers.

But as proud as I am about these accomplishments, what I'm most proud of is teaching what I know to the next generation of A-List copywriting superstars... and seeing their amazing results.

Which was the inspiration for my Research Beast process, which I've refined over the years. It's the time I spend on a new promotion is spent in this phase.

It's essential you know how to do research right. It often leads you to the right "big idea" that hooks your reader in and primes them to buy.

That's because I've now got all of my best, most valuable training, tools, templates, examples, and tactics together into my exclusive **Research Beast** course...

...and make it available for a price that my other A-List friends will likely think I'm crazy for offering it can hear them now. *Why are you giving away all your best secrets for peanuts?* You're making the rest of us look bad!"

But believe we get into all that, let me show you WHY you want to become a **Research Beast**. It's so you can...

## Pack sales-boosting power into every word of copy you write—*just like the late, great Clayton Makepeace!*

The marketing world lost one of the greatest direct response copywriters who ever walked the earth back in 2020 great Clayton Makepeace.

Clayton's style and copy were always easy to spot...and it helped make him truly a one-of-a-kind talent.

One of the things I've always found most noticeable is this: in every one of Clayton's promos, you can't help but be struck by his emotionally-powerful word choice.

And let me tell you... that secret just Clayton being "creative" or "good with words".

Clayton's use of emotionally-powerful words was the result of the in-depth, structured process he used in his research... before he wrote a word of copy.

To give you an example, I'm going to share the front cover of a financial newsletter control-style mailing that Clayton wrote. It's from the summer of 2005 (when I started thing great things.)

It's six-window mailers were running scared. Reviews were going as their 6% and 40% balances dropped over lower... making them afraid to take out the mailing they'd been using for years.

People nearing the end of four-to-the-decade of wealth-growth getting close to the "finish line" of retirement—were now making plans to pull back claiming that gold watch a few more years.

Meanwhile, there was an increasingly loud number of competing voices coming from all directions telling them to "diversify" into "safe" investments. Many of them were being approached with interest sales, corporate earnings, or government bonds.

On top of the stress of needing to secure their own retirements so they could finally be in control of their own time and what they like... the target prospects was becoming more and more confused, more skeptical, and less sure of who they could trust.

Honestly, it wasn't much different than things are today... perhaps not as bad... but the PROBLEM and pain points the target prospect was experiencing were deeply felt and urgent.

And Clayton knew exactly how to tap into this sense of urgency, skepticism, and frustration the prospect was feeling, as demonstrated by the front cover of this promo:



## How to masterfully push all the RIGHT emotional buttons to make prospects want to buy

As you can see, every single word and phrase Clayton uses taps directly into a specific frustration, fear, or desire that the target prospect has. And he's carefully chosen each word to pack as much raw emotional power as possible.

The copy is completely written from the point of view of the frustrated, fed-up prospect who knew all along those stinkin' scientists, CEOs, and Wall Street elite were doing them and stealing them blind.

It also, right from the very beginning, starts to serve up the solution that's going to finally put that prospect IN CONTROL (we're all selling control) and no longer be a sitting duck for those relentless rip-off artists.

Plus it gives them an answer AS soon to how they can make money when the stock market is in the toilet.

This kind of stuff doesn't just happen by accident or as the result of sheer talent. It requires doing upfront work that leads you directly to those dominant emotions that most resonate with your prospect and tie in with the solution you are offering.

They're what helped Clayton masterfully push all the right emotional buttons to make prospects want to buy whatever he was selling.

And I'm going to share with you how I achieve you'll also into as part of my exclusive **Research Be

## MODULE #1—Gather the Nuggets

In this module, I show you how to gather all the critical research "nuggets" available to you for the *A-Level Research Beast* (for the not you-friend to dig out on your own. I cover all that in steps two through four.)

You do NOT want to give this step short shrift. Doing the work here, you'll be amazed at how fast success with the rest of the steps.

More importantly, you'll ultimately save time when you sit down to write your copy and have it flow out in a fluid, coherent, and "written to book" style that reads well and likely be far stronger and higher converting.

I provide a video overview (and word-for-word transcript) of how I approach this crucial first step, as well as a detailed guide that walks you through my process.

In this guide you'll learned some of my best tips for digging up these "nuggets" you can't get from your client... including studies, testimonials and product reviews, credibility boosters for your product or spokesperson — and more!

In addition to the video training and detailed guide to refer to, you'll get TWO invaluable checklists that can help you be far more efficient and effective as you dig for research "nuggets":

- **Checklist #1: The Ultimate Client "Want Ad" Checklist** – This gives you a complete checklist of things you should ask your client to make sure you don't miss any critical "want ads" they can simply ask for it and get it! You'll also look more like a professional and avoid the "back and forth" of asking for questions from your client as you work.
- **Checklist #2: The Ultimate Discovery Call Checklist** – This checklist gives you a list of questions to ask your client on a discovery call to make sure you get all the critical information and stories about your product or spokesperson. This helps make you look even more professional and and able to come fully prepared to the call. You'll also find out valuable tips from using your kick-off and/or discovery call at the end of this checklist.

Both checklists are easily downloadable PDFs you can print off and put to work.

But that's not all! I also include...

- **Where to find ideas and inspiration for Your Copy: video, slide deck, and word-for-word transcript** – This eye-opening video and slide deck from a training I did a few years ago shows you where to get ideas and inspiration for your copy. I talk about how to speak to your prospect's deepest and most urgent desires, and provide proof and credibility on your copy and offer and how to do it.

  I also share some of my favorite tactics for what I do during the research phase of each copywriting project I take on that you can apply for your copy or business. Once you go through these checklists and videos, you'll have a good feel for what to look for in the "want ads."

## MODULE #2—Get Crystal-Clear on Who You're Writing To:

In this module, I show you how to get inside your prospect or avatar's head and deeply understand their life, their pains, their problem or pain point your product or service solves for them. But it goes beyond developing empathy for your prospect.

My *Research Beast* process gives you a technique I've personally used and teach my copywriting mentees called The Pronoun Shift.

By completing this exercise, you'll develop a vivid picture of your target prospect or avatar's greatest hopes, wishes, fears and frustrations... and be able to transfer their emotional side as well as their logical mind with your sales copy.

In the Complete Guide you'll get a part of this module, I do all of the following:

- **I explain each step of The Pronoun Exercise** so you understand exactly how to prepare these deeply felt emotions and desires associated with your product or the problem it helps solve.
- **I share my "Ideal Customer Representative" exercise** so you understand who your ideal prospect is and the most relevant pain point your product. This is how you'll anchor up the selling power of your copy.
- **Plus I share some valuable copywriting tips** on how to write your copy so you come across as empathetic and like you "know" them (versus sounding like someone who's preaching or lecturing to them).

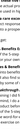
But that's not all. You also get:

- **The Private Exercise Template** – Here's where you'll find a "clean" version of The Private Exercise you can print off and use with your own clients or customers. Sometimes it's easier for a person you're doing an in-person conversation with or your sales copy... who you can visualize responding to every word as it resonates precisely with the emotions, experiences, hopes, dreams, and frustrations they're feeling right now.
- **Sample Pronoun Exercises** I've also included real-life examples of Pronoun Exercise templates that I've used in the past so you can see what it looked like put together. There's a wide range of audiences, products, and services.

Getting this crystal-clear picture of your prospect or avatar is possible when you go through this exercise (and with the above preparation and research so you can do it). And it will make things SO much easier for you as you move forward with your writing.

Now, let's move on to the next crucial step in my *Research Beast* process...

## MODULE #3—Dig Out What's Special About Your Product:



Here's where the rubber meets the road in this module. I show you how to roll up your sleeves and REALLY dig into what's special or unique about your product.

We'll go beyond your typical "two-step" features and benefits exercise to using 5-step features and benefits exercise. Why these 5 extra steps?

Because it gives you far more insights, proof and "ammo" to use in your copy so you can be convincing and persuasive... while being both intellectually and emotionally.

Just wait until you go through this crucial step of the *Research Beast* process... you'll be amazed at what comes out of it!

In the Complete Guide you get as part of this third module, I do all the following:

- **I start with reminding the 5-step exercise** that brings your product's benefits to life... and helps you masterfully connect them with your prospect's most powerful, response-boosting emotions.
- **I go DEEP into each of these five steps** and include plenty of examples along the way. I'm even sharing some of the exercises I've personally used with my own copy product(s) when doing the same and I've found it high-converting, sizzling-hot copy.
- **I also share with you a rare excerpt of an interview** I did with the late Clayton Makepeace— one of the greatest direct response copywriters who ever lived—several years ago where we talked about tapping into a prospect's emotional triggers.

But that's not all. You also get:

- **The 5-Step Features & Benefits Exercise Template**: Here's where you'll find an overview of each of the five steps of the 5-Step Features & Benefits Exercise. I also give you a "clean" version you can print off and use with your own clients.
- **Sample 5-Step Features & Benefits Exercises**: Here's where I share examples and show you how to flush them out into benefits, dimensional benefits, and tie them to a specific dominant resident emotion. You'll find these have fully fleshed out examples so you can see how the exercises put together by some of my copywriting mentees for real-life products or services.
- **Bonus Exercise: Dimensional Benefit Brainstorming Exercise**: Here's where you'll find an exclusive, two-page bonus exercise I do when I do a Breakthrough Advertising-style profile from Kurt's popular masterclass. I do a deep-dive into Gene Schwartz's introductory section about how to analyze your prospect before you sit down to write. As part of my masterclass, I provide a step-by-step training of the 5-Step Features & Benefits Exercise. You'll given tons of insights into how to do this critical step in your own copywriting and what that's looked like exactly how to approach this critical exercise on your own.

Once you go through this 5-step exercise, you'll get much greater clarity on what makes your product superior or unique compared to the competition. It will help you find your "Unique Selling Proposition" that's buried in your product (no matter how ordinary it may seem). This is essential to being able to complete the next step, the *Research Beast* process.

Even better, you'll be able to tie your most important features and benefits back to your target prospect or avatar's biggest desires, fears, and desires. This makes your sales copy so much more COMPELLING than your competition, by practically a commodity.

- **The Unique Selling Proposition Exercise Template**: Here's where you'll find an overview of the 5-Step Features & Benefits Exercise. I also give you a "clean" version you can print off and use with your own clients or customers.

  I also share some of my favorite tactics I've used in my copywriting projects for real-life products or services. This is where I share with you a rare excerpt of an interview I did with the late Clayton Makepeace — one of the greatest direct response copywriters who ever lived — several years ago where we talked about tapping into a prospect's emotional triggers.

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**Research Beast** *is a concise and precise system that covers all bases when it comes to research. I'll never have to wonder whether I've spent too little or too much time researching again. Pure gold!"*

*—Elle Kwan, Head Copy Chef, No Waffle Copy*

### *Lets you "pound out great, sales-generating copy!"*

*"All the top copywriters know: Great copy begins with great research.* **Research Beast** *gives you everything you need to conduct great research -- with maximum efficiency and focus -- so you can pound out great, sales-generating copy with ease. Clear instructions. Insider tips that you can only get from an A-list copywriter like Kim. And powerful examples. This is a fantastic package that is worth every penny. My only suggestion for Kim: Raise the price. It's worth it."*

*—Tom Ruwitch, Founder, Story Power Marketing*

### *"Your #1 secret weapon for writing A-List copy!"*

*"I'm blown away by what Kim teaches in* **Research Beast**. *As soon as I logged into the program, I realized my usual research just scratched the surface of what is possible. Since learning Kim's research methods, I feel like I'm a 'market psychic'. I'm already using it to write faster, convert more sales, and even attract higher-paying clients. This course is your #1 secret weapon for writing A-List copy!"*

*—Jody Robertson, Copywriter*

### *"A step-by-step approach that leads to fantastic copy!"*

**"Research Beast** *is awesome! It helps you define your market, gives you examples of control promos, and more. Most important, it gives you a step-by-step approach that leads to fantastic copy that kills the competition. Thank you so much, Kim, for putting this together. The program has been wonderful! I know it will help me with my copy and many other great things for my business."*

*—Sonny Tran, President, Sunsource Financial, Inc.*

### *The competitive edge you need more than ever!*

*"Research is often the part of copywriting that gets short shrift, especially when there's a time crunch. Kim's training makes a great case for why copywriters should give this crucial step a lot more of their time. Her course goes well beyond the typical Google searches and testimonial collection. Before* **Research Beast,** *I had no idea how much time and work I could save by building a comprehensive 'start kit' at the beginning of a project. And the Prism exercise challenged me to dig more deeply than ever into the hopes, fears, and experiences of my product's avatar and identify what truly motivates them — all of which makes teasing out the right unique mechanism that much easier. If you want to gain an edge in a copywriting field that's getting more competitive by the day,* **Research Beast** *will give it to you!"*

*—Carolyn Gretton, Copywriter*

**GET RESEARCH BEAST NOW!**

Don't miss this chance to see what my proven, six-step ***Research Beast*** process can do to catapult the selling power of YOUR copy...

Plus save you hours of time, let you turn projects around more quickly (or enjoy more free time), and actually make research and writing copy more FUN, without spinning your wheels or going down endless "rabbit holes".

If you write copy for a living—or you have your own offer or business or oversee any kind of copy on a regular basis—I know you'll find my six-step ***Research Beast*** process insanely valuable!

## ORDER *RESEARCH BEAST* NOW AND GET THE PROCESS YOU NEED TO START WRITING BETTER COPY FASTER AND MORE EASILY!

**[ ] YES!** I want to put a proven, efficient, A-List-level research process to work so I can write more successful, higher-converting copy faster and more easily... and accelerate my copywriting success!

Please give me full, unlimited access to Kim's new ***Research Beast*** course for just **$697** or two payments of only $379 each. I understand I'll be able to start using all of the training, videos, guides, templates, checklists, and examples that are included as soon as I sign up.

**GET RESEARCH BEAST NOW!**

**KIM KRAUSE SCHWALM** was always a marketer who could write copy. She spent more than 13 years in the corporate world in various marketing positions—from Brand Manager to Publisher to launching and running the Healthy Directions supplement business and growing it to more than $23 million in sales within 3 years—before she started her freelance copywriting career in 1998.

Now more than two decades later, Kim has built a reputation as one of the top A-level direct response copywriters in the country. She's racked up dozens of successful direct mail and online controls, beating legendary copywriters and becoming the first female copywriter to get Boardroom control.

Kim writes winning copy and creates breakthrough marketing strategies for leading companies such as Soundview, Bottom Line, Agora, Green Valley Natural Solutions, and many others both in the United States and from England to Germany to Singapore.

She holds a Bachelor of Science in Mathematics and Statistics from Miami University in Ohio, and earned her MBA in Marketing from Loyola University Maryland. Kim credits her creative and analytical mind and marketing know-how for giving her a must-needed edge in today's increasingly competitive copywriting world—and wants to help others gain the same "marketing- savvy" advantage.

She's one of the few top-level copywriting veterans who's still writing copy for clients...while being willing to share her success secrets to help up-and-coming copywriters go from "good" to "great".

## What People Are Saying About Kim Krause Schwalm...

**One of the top copywriters on the planet!**
"Kim is one of the top copywriters on the planet, and I don't think anyone in her world would disagree with that. She has beaten controls by the best-of-the-best—including guys like Jim Rutz which, if you know who he is, you know that's no small feat. If you ever get the chance to learn from her or work with her, you'd be foolish to pass it up."

*—Ben Settle, Email copywriting expert*

**One of the hottest copywriters alive!**
"Kim Krause Schwalm is one of the hottest copywriters alive. She has had many red-hot controls —both in the health and wealth fields—and her insights are money in the bank..."

*—Superstar copywriter Clayton Makepeace*

**She's the real deal!**
"I get so sick of people on the internet pretending to be copywriting gurus without one iota of major-league experience. They drive me crazy. But Kim is someone who has worked at the highest levels of this business, competed against the very best copywriters in the world, and proved herself to be a winner again and again. Kim's event was fantastic!"

*—Richard Armstrong, A-List Copywriter and Author*

**My highest recommendation!**
"I've been writing copy for my own businesses and for a handful of clients for almost a quarter of a century. And I've learned a thing or two about what it takes to be a top copywriter. And 'what it takes' is something that very, VERY few people have. That's why you can count the A-listers on just two hands. Kim Krause Schwalm is one of those very, VERY few people. If you're lucky enough to get her attention...get her interested in your project... and IF you can get on her calendar...you would be insane to not hire her. She has my highest recommendation."

*—Doberman Dan, Copywriter, Author, and Serial Entrepreneur*

**Beats controls left and right!**
"There are a handful of copywriters who have been consistent, reliable and incredibly versatile during my 35+ year career in direct response marketing...and Kim Krause Schwalm is in that elite group. Kim continues to beat controls left and right for a wide variety of marketers, online and offline...Kim always writes copy that grabs the audience's attention; and because of her extensive background in marketing and not just copywriting, she understands all of the nuances of direct response. And she is a delight to work with. Every copywriter should follow Kim's lead in paying as much attention to every aspect of a project...front end, back end, and everything in-between. And if that was the case, we'd have many more world class copywriters."

*—Brian Kurtz, Titans Marketing LLC*

**An absolutely top-level writer!**
"Kim works with the best clients out there (I know, because some of them are my clients as well!) She is one of the very few writers I recommend when someone is looking for--and can afford--an absolutely top-level writer."

*—David Deutsch, Top A-Level Copywriter*

**GET RESEARCH BEAST NOW!**

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