

# A secret I discovered after writing over 10,000 advertisements during the past 18 years

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*Want to know one of the biggest mistakes you're making right now in your marketing?* To be honest, it's a very small mistake. But costing you BIG money.

I've written copy for over 153 different industries. That's why I can safely say you're making this mistake right now. Doesn't matter what you're selling.

Maybe it's a product. Maybe it's a service. Don't care. The strategy I'm about to give you now WILL put thousands of dollars in your pocket for sure. And quite possibly tens of thousands. All depends on scale.

Here it is: hey, don't you hate it when you tell your prospect about what it is you do and sell, yet most of them don't buy? Most conversion rates are 1% if you're lucky. Doesn't it piss you off? You know your product or service is good. You know it works.

Yet, when you tell people about it in your marketing, most click off... or turn the page. Aren't you frustrated about WHY this happens?

One thing you need to realize is the power of words. Words can truly change you in an instant. Change how you feel. What you do. And where you go. Just a few words can make all this happen in a split second.

For instance, if I was to say these words to you, "Terrorists have just attacked." 4 words only. Yet those 4 words cause an instant emotional reaction in you.

Powerful.

It's your words which are MAKING your prospects look elsewhere. It's not your product. Your personality. Your looks ... voice ... education ... past ... location ... or any of those excuses.

It's your words. Whatever words you are using in your marketing right now are telling the majority of people to look elsewhere. Think of your prospects like birds landing on a fence. It doesn't take much to scare them and make them fly away. Well what scares your prospects away is the words.

Right now your marketing is missing 2 words in particular. Just 2 words. And adding these 2 words immediately to your marketing WILL increase your sales.

Like to know what they are?

Write these down right now: "**which means.**" Now here's what I want you to do with them. I want you to take 15 minutes out from your day. Go to one of your marketing messages. Look for the section where you talk about your 'features.' Maybe it's a section of bullet points. Or a few paragraphs where you talk about the features of what it is you sell.

Features are "WHAT IT IS." But what the customer is looking for is benefits - "WHAT IT DOES." And guess what ***pulls out*** the benefits in your features? Those 2 little words, "**which means.**" Writing "**which means**" after any feature forces you to write down the benefits of your product or service.

And like magic your marketing comes alive. It suddenly "talks" to your prospect. Tells them what they REALLY want to know. Go and look at some of your marketing right now. Then do what I've just suggested. You won't believe what it will do for your sales.

Warmly,  
Brett McFall