

# The RMBC Method for Writing **Winning** Sales Letters

by Stefan Georgi

LESSON 1  
**Module**

**8**

Visit Me At:  
**[stefanpaulgeorgi.com](http://stefanpaulgeorgi.com)**

LESSON 1

**Writing  
Killer  
Headlines**

8

# TABLE OF CONTENTS

<b>Anyways, let's talk about headlines!</b>	<b>4</b>
<b>Headline Elements Checklist</b>	<b>5</b>
<b>Let's dive right into some examples</b>	<b>6</b>
Example 1	<b>8</b>
Example 2	<b>9</b>
Example 3	<b>10</b>
Example 4	<b>11</b>
Example 5	<b>12</b>
Example 6	<b>14</b>
Example 7	<b>14</b>

# ANYWAYS, LET'S TALK ABOUT HEADLINES!

*"GOOD COPY SPEAKS TO THE BLEEDING NECK FIRST"*

- Perry Marshall

I agree but it should also **evoke curiosity** as well.  
From my experience **dissecting a TON** of headlines...  
There are really **7 key elements** that you'll find.

## HEADLINE ELEMENTS CHECKLIST:

1. CURIOSITY
2. CALL OUT PAIN POINT
3. PROMISE SOLUTION
4. SPECIFICITY
5. SIMPLICITY
6. CREDIBILITY/ADDRESS SKEPTICISM
7. TIME FRAME TO ACHIEVE RESULTS OF PROMISE

*“I’M ALWAYS LOOKING FOR A HOOK IN MY ADS (AND ESPECIALLY IN THE HEADLINES) THAT WILL **JAR THE READER AWAKE**. I WANT EVERY AD TO BE THE ONE THING HE READS THAT STAYS WITH HIM ALL DAY LONG. HE TELLS HIS FRIENDS ABOUT IT. **IT HAUNTS HIM**, CAUSES HIM TO SHAKE HIS HEAD IN WONDER, GOOSES HIS BRAIN AND GETS HIS BLOOD FLOWING.”*

**- John Carlton**

## LET’S DIVE RIGHT INTO SOME EXAMPLES:

# EXAMPLE 1:

Want to slash strokes from your game almost overnight?

## **Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks and Slices... And Can Slash Up To 10 Strokes From Your Game Almost Overnight!**

Now you can learn to use *your* natural ability to “load” every drive with *200% more explosive power* almost overnight, getting distance you could only dream of before... while nailing shot after shot *exactly where you want it*, as accurate as clockwork... and, if you’re like most golfers, knocking a pile of strokes off your *next round*! Impossible? Not if you believe what lifelong professionals and hot new amateurs *worldwide* are now saying...

### **Curiosity:**

- One Legged Golfer

### **Call Out Pain Point:**

- Hooks and slices

### **Promise Solution:**

- Adds 50 Yards To Your Drives, Eliminates Hooks and Slices
- Slash Up To 10 Strokes From Your Game
- Load every drive with 200% more explosive power
- Nailing shot-after-shot exactly where you want it, as accurate as clockwork
- Knocking a pile of strokes off your next round

### **Specificity:**

- 50 yards
- Slash up to 10 strokes
- 200% more explosive power

### **Simplicity:**

- If a one-legged golfer can do it, so can you.

### **Credibility/Address Skepticism:**

- Impossible? Not if you believe what lifelong professionals and hot new amateurs worldwide are now saying.

### **Time Frame To Achieve Results of Promise:**

- Almost Overnight.

## EXAMPLE 2:

**"The Naked Girls All Laughed Behind The Little Pudgy Guy's Back... Until He Got Into A Knife Fight With 3 Enormous Bad-Ass Bikers..."**

**Curiosity:**

- Naked Girls
- Little Pudgy Guy
- Fight With 3 Enormous Bikers

**Call Out Pain Point:**

- The opposite sex is laughing behind your back because you're little and pudgy.

**Promise Solution:**

- Not in the headline but very early in the lead.

**Specificity:**

- 3 Enormous Bad-Ass Bikers.
- It's not "Girls Laughed Behind His back" it's "The Naked Girls All Laughed Behind The Little Pudgy Guy's Back".

**Simplicity:**

- Not in the headline but very early in the lead, a few easy-to-master-secrets.

**Credibility/Address Skepticism:**

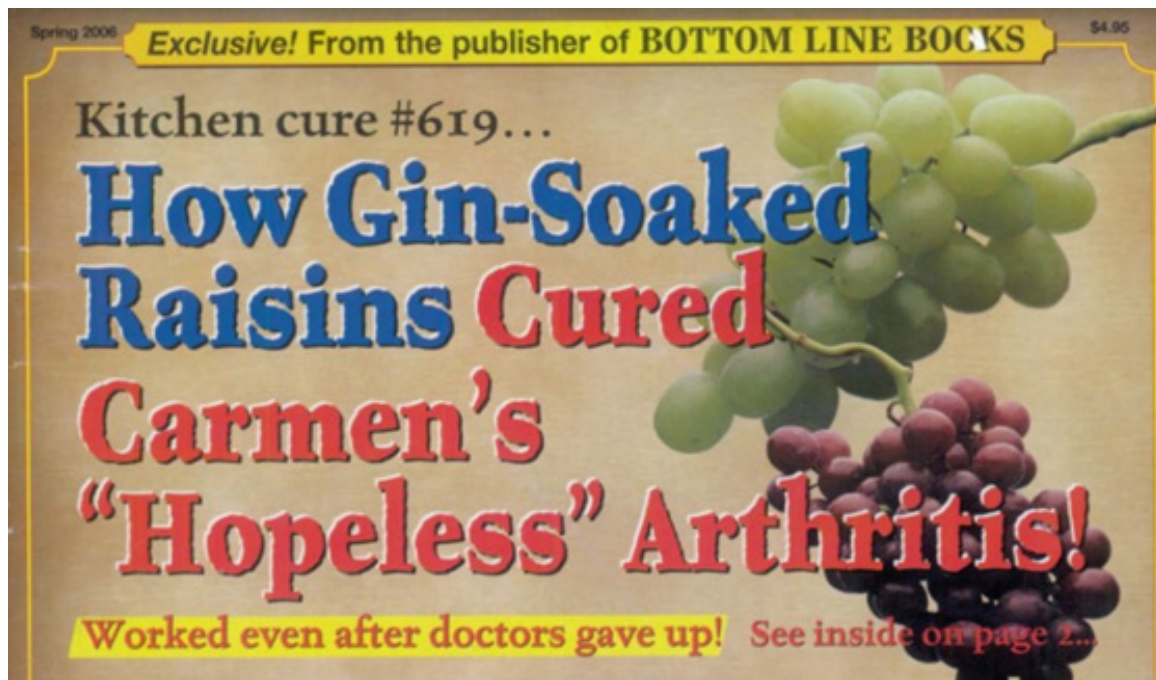
- Not really.

**Time Frame To Achieve Results of Promise:**

- No, but pretty early into the lead promise of "pretty much overnight" again.



## EXAMPLE 3:

**Curiosity:**

- Gin Soaked Raisins

**Call Out Pain Point:**

- “Hopeless” Arthritis

**Promise Solution:**

- Cured

**Specificity:**

- Kitchen Cure #619

**Simplicity:**

- Kitchen Cure
- Gin Soaked Raisins

**Credibility/Address Skepticism:**

- No

**Time Frame to Achieve Results of Promise:**

- No

## EXAMPLE 4:

**Scientists Discover Solution to  
Sexual Problems  
Hidden in 1,500-Year-Old  
Himalayan Secret**

Studies show it  
boosts **sex drive**...  
increases **stamina**  
... promotes  
stronger, longer-  
lasting **erections** ...  
and more.

**Curiosity:**

- 1,500 Year Old Himalayan Secret

**Call Out Pain Point:**

- Sexual Problems

**Promise Solution:**

- Boosts sex drive
- Increases stamina
- Promotes stronger, longer-lasting erections, and more

**Specificity:**

- 1,500-Year-Old Himalayan Secret

**Simplicity:**

- Not Really.

**Credibility/Address Skepticism:**

- Scientists

**Time Frame To Achieve Results of Promise:**

- Not really

## EXAMPLE 5:

**Curiosity:**

- Secret West African Red Tea

**Call Out Pain Point:**

- Hunger Cravings

**Promise Solution:**

- Proven to stop hunger cravings in their tracks
- Helps you shed one pound of fat every 72 hours

**Specificity:**

- Melt Away up to 1 pound of FAT every 72 hours
- West African Red Tea

**Simplicity:**

- Red Tea

**Credibility/Address Skepticism:**

- “Proven” but that’s about it.

**Time Frame To Achieve Results of Promise:**

- One pound of fat every 72 hours.

# EXAMPLE 6:



**Attention Women Over 35: Tired of Endless Dieting, Exercising and Counting Calories?**

**How a Humiliating High School Reunion  
Led One Woman to  
Discover the “BioHarmony Switch”  
and Finally Win The Battle With Her  
Waistline**

**This simple solution is being used by hundreds of women across  
the country to melt the fat away, restore their slender body and  
make their friends green with envy.**

**Curiosity:**

- Humiliating high school reunion
- BioHarmony Switch

**Call Out Pain Point:**

- Endless Dieting, Exercising, and Counting Calories
- Battle with Waistline

**Promise Solution:**

- Win the battle with Her Waistline
- Melt the fat away
- Restore their slender body
- Make friends green with envy

**Specificity:**

- Women over 35

### **Simplicity:**

- “Switch”
- “Simple solution”

### **Credibility/Address Skepticism:**

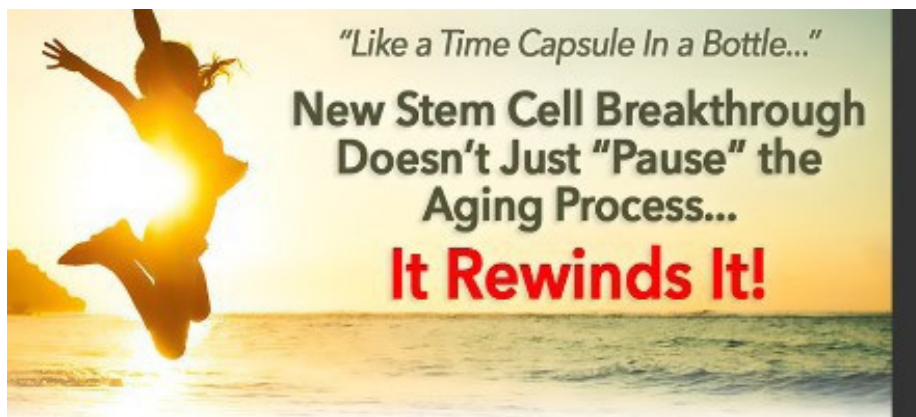
- Used by hundreds of women across the country

### **Time Frame To Achieve Results of Promise:**

- No (but intentional due to compliance).



## EXAMPLE 7:



*"Like a Time Capsule In a Bottle..."*

**New Stem Cell Breakthrough  
Doesn't Just "Pause" the  
Aging Process...  
It Rewinds It!**

**Imagine going back in time to when you were the healthiest, sharpest, most radiant version of yourself...then staying that way for the rest of your life.**

**It's not science fiction, it's the power of Stem Cell Science.**

**Keep reading this report to see why experts believe this is the closest we'll ever get to a real-life Fountain of Youth...**

**Plus the remarkable story of how 22 Nobel Prize-Winning Scientists came together to get this discovery to the public...**

**And why even though A-List Celebrities and Pro Athletes have been paying \$100,000 per year for this youth-preserving breakthrough...**

**You can try it today for pennies.**

### Call Out Pain Point:

- No

### Promise Solution:

- Rewind the aging process
- Going back in time to the best version of yourself
- A real-life Fountain of Youth
- Youth-preserving

### Specificity:

- 22 Nobel Prize Winning Scientists
- \$100,00 per year

(NOTE: I bet if I did \$103,000 per year or \$97,000 per year it would be better)

### **Simplicity:**

- Time Capsule In A Bottle

### **Credibility/Address Skepticism:**

- 22 Nobel Prize Winning Scientists
- It's not science fiction
- It's the power of Stem Cell Science
- A-List Celebrities and Pro Athletes

### **Time Frame To Achieve Results of Promise:**

- Try it today

facebook.com  
**/stefanpaulgeorgi**



facebook.com  
**/groups/1931560346918594**



instagram.com  
**/stefangeorgi**



linkedin.com  
**/in/stefanpaulgeorgi**



medium.com  
**/@stefangeorgi**



quora.com  
**/profile/Stefan-Georgi-3**



twitter.com  
**/StefanGeorgi**



youtube.com  
**/channel/UCh52opmDQjXc6pDTAHvruuA**

