The Rhino Copywriting Method

- Demand Attention
  - Headline Complex
    - **Pre-head:** “Are you Tired of PROBLEM”?
    - **Headline:** Specific and Triumphant Story of Overcoming the Problem in a few words.
    - **Sub-Head:** Accessory Benefit that came as a result of what happened in the headline.
    - Video Sales Letter (multiple ways to appeal to the user)
- Paint the Problem in THEIR Life
  - 1) Opening Paragraph that digs into the Problem and is designed to irritate the pain in a global sense for the reader (illustrating you “get it”)
  - 2) 3-5 Bullet Points that Make the Parts of the Painful Thing Very Specific. This is about Breaking the Big Problem into Chunks.
  - 3) The “It’s No Wonder People Give Up” Statement. (This ties the chunking of the problem into an emotional feeling)
  - 4) Transition into Your Story exhibiting your struggle through the Same Pain.
- Paint the Problem in YOUR Life
  - 1) “I’ve been down that road just like you” statement and story. (tie this back in with the pain points from what you mentioned above but in your life and in continuous story form)
  - 2) But Then “Something Happened that Changed Everything For Me”. (This takes you from “I’m just like you” to “I’ve moved past that into success”)
  - 3) Illustrate the “Why I’m Sharing my Solution”
- Introduce The Product that Solves the Pain
  - Give the Name of the Product
  - Give a Short Statement of Benefit (tagline)
- The FAB Complex
  - FAB Complex
    - **Feature:** Tell Them About Something the Product Has (Example: It’s Made of Silicone)
    - **Advantage:** Tell them what they’ll be able to do because of the Feature.
    - **Benefit:** Tell them Why the Advantage is Good for Them.
  - The How:
    - List as Many as Possible (if you have very little space list the top 3-5)
    - These should directly answer the Chunked Sub Problems from above (problems in their life)
    - Optional: List Values of each Feature (Value Doesn’t have to be tied with money)
- How This Helped Someone Else Too
  - Testimonials
    - Good: ReWritten
    - Better: Pulled From Social Media (verifiable with research)
    - Best: Video (instantly verified)
- Price Justification and Tease Call To Action
  - 1) Alternate Solutions Would Cost You
  - 2) You Won’t Pay that Much When You Invest Today (no buy button yet)
  - 3) Pre-justify Bonuses (“just to make sure we solve your problem I’m adding this at no charge”)
- The Icing on the Cake (Bonuses)
  - Bonus Name
  - Why Bonus Strengthens Main Offer
  - Bonus Value if Sold Alone
- The Guarantee
  - Risk Transfer from Buyer to You (seller)
  - Give As Few Conditions as Your Situation Will Allow as this makes it even easier to buy.
    - Time
    - Hoops to Jump Through
- The Recap
  - Recap all the Features, Bonuses, Guarantee Details complete with Values of Each.
  - Add Scarcity (Time or Inventory Based) and Explain why the Scarcity is there.
- Make a Hard Call to Action
  - BUY TODAY with Price and A Way to Purchase.
  - Sign Off with Picture
- The Emotional and Logical Close
  - Emotional: Play to the Pain of not solving the problem and how it will affect their life.
  - Logical: Scarcity (Time or Inventory Based)