

Choosing Your Tone: Classic Copywriting Series



Comparing two classic sales letters:

Trout Spoken Here
Quite Frankly

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Choosing your tone: comparing two classic sales letters

Fly Fisherman jumps right in, pronouncing:

Trout Spoken Here

ALSO BASS

SALMON

AND BONEFISH

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Choosing your tone: comparing two classic sales letters

Trout Spoken Here

ALSO BASS SALMON AND BONEFISH

If you don't care about trout, think bass is a sort of guitar, salmon is a colour and bonefish sound disgusting, you won't be reading any further.

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But, that's OK because Fly Fisherman hasn't lost anything. This person was never going to subscribe to their magazine.

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However...what if things went a bit differently?

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Trout Spoken Here

Bass? Yes,
bass too

ALSO BASS

Ahh, yes, I know
about those
beauties a well

SALMON

AND BONEFISH

*Bonefish? That's more unusual.
These people must know
something. I'll read a little
more...*

Hehe, yes, I *spea*
trout

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ALSO BASS SALMON AND BONEFISH

These aren't conscious thoughts, of course. It all happens on a subconscious level. And this reader is, if you'll excuse the pun, hooked.

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What has the tone contributed?

Trout Spoken Here

ALSO BASS SALMON AND BONEFISH

- ◆ The tone is no-nonsense. Short and practical; only key words are used.
- ◆ The patient fisherman doesn't waste words. He knows chatter scares the fish.

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Choosing your tone: comparing two classic sales letters

CRAZY FOR FLY-FISHING?
SEND FOR YOUR COMPLIMENTARY
ISSUE OF FLY FISHERMAN —
THE BEST THERAPY FOR VICTIMS OF
THE “INCURABLE MADNESS”
DESCRIBED BELOW.



The tone is speaking to the devotee.



Words like *crazy*, *victim*, and *incurable madness* tune into the idea these men are drawn to fishing.



It sounds fun, special. Again, this copy speaks to the fisherman who loves his hobby.



The offer is in there, too. Upfront. This prospect won't waste time; they have fish to catch.

What do we make of this?

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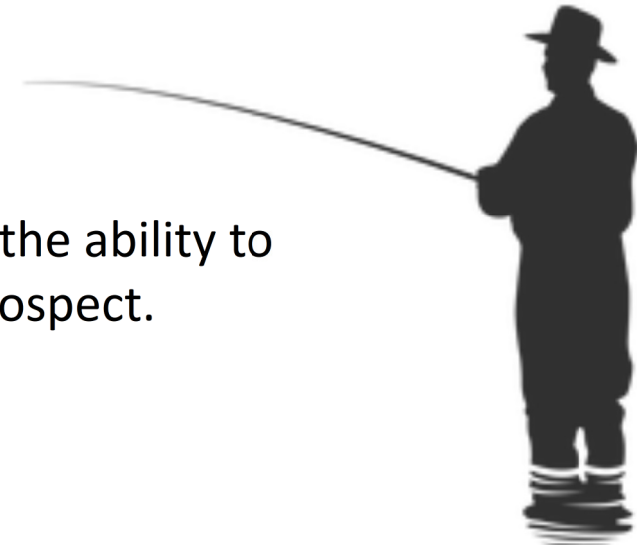


Choosing your tone: comparing two classic sales letters

Can you see who the letter is talking to?

Good tone will tell you everything about the prospect because the ability to use the correct tone comes from deep knowledge *about* the prospect.

As you read, you can see this man coming into focus.



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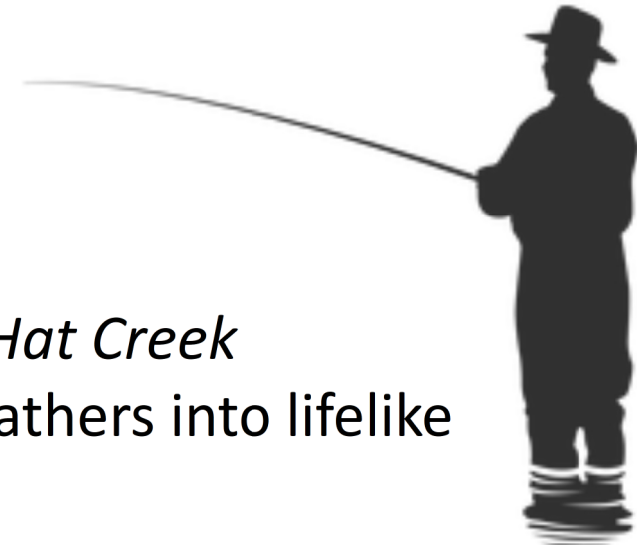




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Can you see who the letter is talking to?

- ◇ By the end of the copy, you can see him clearly
- ◇ You want to experience what he does
- ◇ See what he sees
- ◇ Stand with him when he's *hip deep in California's Hat Creek*
- ◇ Watch his clever, artistic fingers working ostrich feathers into lifelike insects



And, *if he is you*, it's even better.
Because you sound great.

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Choosing your tone: comparing two classic sales letters

Do you want to live the good life, guaranteed and underwritten by experts?

Then maybe you got this American Express letter delivered through your letterbox

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Choosing your tone: comparing two classic sales letters

Dear Mr Brown:



Immediately formal.



Do you think it's stuffy?
Wondering which bill you haven't paid?



Maybe you don't turn a hair.
You're used to being addressed formally.

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Choosing your tone: comparing two classic sales letters

Quite frankly, the American Express® Card is not for everyone.

Can you start to see the prospect?



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Choosing your tone: comparing two classic sales letters

Quite frankly, the American Express® Card is not for everyone.

Are they coming into focus a bit better now?



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And not everyone who applies for Cardmembership is approved.

How about now?



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Choosing your tone: comparing two classic sales letters

And not everyone who applies for Cardmembership is approved.

Read that line again... have you noticed American Express have created an **in-group**?

Cardmembership

American Express has invited a group of high-flyers into an elite circle.

Notice, they've even separated their Cardmembership from a standard card membership by making a new word.

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The Card is:

special
honoured
prestigious

So if you've received a
special invitation:

You must be, too



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Choosing your tone: comparing two classic sales letters

To be a successful copywriter,
you must plan your tone carefully.

Find out the language of your prospect,
listen to the music of their lives and values,
and sing it back to them.

Both of these classic copywriting letters are
covered in greater detail on my website, so...

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If you would like to read the full article, please
drop by and visit me at my website

<https://cmarianne.com/>

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Thank you for
watching.

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