

From The Golden Thread Mailbag ...

The False Close *By Pat Coffey*

Hi Pat,

Just thought I'd drop you guys a note to say thank you for your great copywriting program. Using what I learned, I was able to get my first real professional assignment writing Web copy. I was able to write the material in just a couple hours and, as a result, made an obscene amount per hour. I think I'm gonna like this copywriting thing!

Thanks again.

Stephanie W.

Hi Stephanie,

Thanks for sharing your good news. Keep up the good work.

Dear Pat,

I'm still not clear about what a False Close is ... and when I should use one? Can you help me with that?

Thanks.

John B.

Dear John,

The False Close is a wonderful technique for breaking up a linear argument. Remember, if your letter is too predictable, you give your prospect the opportunity to race ahead and say, "I know what that is ... and I don't need it." So you have to change the pace from time to time ... leap around a little ... to keep him interested.

The False Close comes near the end of your letter ... just when your prospect is expecting the sale. Instead of the close, though, you switch to something completely different such as another benefit or promise your reader won't be expecting.

Don't spend a lot time on your False Close ... and come back to your real close, which will now be stronger, soon.

Hope this helps.

Pat

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American Writers & Artists Institute

220 George Bush Blvd, Suite D

Delray Beach, FL 33444

(561) 278-5557 or (866) 879-2924