

The Secrets of
Emotional,
Hot-Button



COPYWRITING

*How to employ
the 7 key
copy drivers
that make
people act*

**By Denny Hatch
and Paul Bobnak**

Afterword by Jeffrey G. Thomas

**DO NOT BEND
SAMPLES ENCLOSED**

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Saint Paul, Minnesota

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By Denny Hatch & Paul Bobnak

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Jeffrey G. Thomas
Goldmine Marketing
2015 Morgan Avenue
Saint Paul, Minnesota 55116

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“You-Gotta-Have-It” Rave Reviews by Direct Marketing Copywriters:

Here’s a tragedy you can benefit from. Denny Hatch is the only person I know who’s been in this business longer than me. This would not worry me if a) he didn’t know far more about what works and what doesn’t in marketing than me. And b) I’m too old to catch up with him. A previous version of this book has been a goldmine for me over the years. I guarantee it will be for you too.

—*Drayton Bird, Bristol, England*

Denny Hatch is a treasure... and *The Secrets of Emotional, Hot-Button Copywriting* cements him as the master archivist, historian, raconteur and ultimate student/professor of direct marketing.

The man who made "steal smart" his credo (or as I like to say, "stealing is a felony, stealing smart is an art") has stolen our intellectual curiosity with his latest treatise.

Success leaves clues...and inside this book you will achieve success by following an icon like Denny as he walks you through 54 letters that were "...mailed in the millions for three or more consecutive years...some were mailed for decades, proving they worked like gangbusters."

Yes, Denny is a treasure... as is this book.

—*Brian Kurtz, Titans Marketing, serial direct marketer,
and author of Overdeliver and The Advertising Solution*

I’ve long admired Denny Hatch, his columns in Target Marketing magazine, and the books he’s written on the art and science of creating direct response copy. This one — co-authored by Paul Bobnak — is packed with engaging insights and ideas.

Whatever you do, don’t miss Denny and Paul’s answer to the question, ‘Why bother with direct mail in this digital age?’ on page 179.

—*Pat Friesen, direct response creative strategist & writer, columnist for Target Marketing and contributor to Inside Direct Mail Weekly.*

Only Denny Hatch and Paul Bobnak could put together a book like this. *The Secrets of Emotional Hot-Button Copywriting* delivers a double-whammy. It's loaded with creative rules that not only make sense but, as Denny and Paul present them, are easy to implement. And it's chock-full of examples, some of which most of us have heard about but have never been able to see. Thanks, Denny, thanks Paul. We owe you.

—**Herschell Gordon Lewis**, copywriter of several long-standing control mailings (such as for *Omaha Steaks* and *Red Cooper*) and author of *Direct Mail Copy That Sells*

You've heard of the Seven Deadly Sins... now let Denny Hatch and Paul Bobnak introduce you to the Seven Key Copy Drivers That Make People Act!

Successful advertising appeals to the wants and needs of our 'hungry hearts' — and they reveal (in juicy language) the reasons why a product or service will uniquely meet those needs. This book provides not just the how-tos, but also the proven-winner examples. It's a creative marketer's treasure trove!

—**Susan K. Jones**, Professor of Marketing at Ferris State University and direct marketing consultant and copywriter, *Susan K. Jones & Associates*

If you're writing direct mail pieces, you need to know what worked before.

Why? Because it'll work again... all you have to do is "steal" it.

And if you want to know what worked before, there's NOBODY better placed to tell you than Denny Hatch. Inside *Hot Button Copywriting* you'll discover 54 Grand Controls — packs mailed for three or more consecutive years. All of them making the marketers who mailed them vast sums.

Dig in and find the things you need to steal.

—**Gerald Woodgate**, Hemel Hempstead, England

Denny Hatch has collected and studied more sales letters than anyone else. Inside this book he breaks down the best sales letters to push your prospect's emotional hot buttons. These secrets are even more important online today.

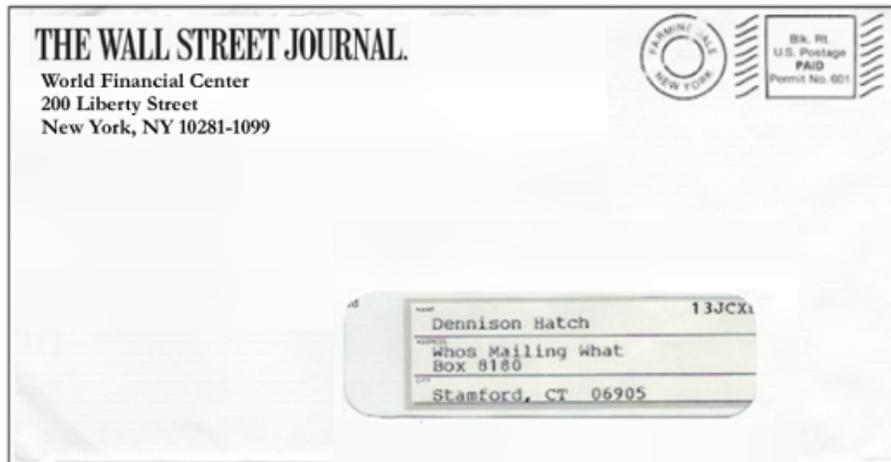
—**Rick Peterson**, Direct Response Copywriter, Wisconsin

What you're getting here is proof. Fifty-four real sales letters that were mailed in the millions, year after year, because they made sales happen. Inside these pages are the keys to evergreen copywriting principles that ring the cash register in 2026 and beyond.

—**David Newman**, author of *Do It! Selling and Market Eminence*

YOUR SURPRISE \$2 BILLION DOLLAR BONUS

**The Most Successful Advertisement
In the History of the World.
(No Kidding!)**



Over the 23 years Peggy and Denny Hatch ran their newsletter, WHO'S MAILING WHAT!, they collected many thousands of mailings from correspondents all over the country. This tiny (4" x 10-1/2 ") plain Jane envelope kept coming in month-after-month, year-after-year. The story:

Written and designed in 1974 by freelancer Martin Conroy, the 750-word letter offered a one-year subscription to THE WALL STREET JOURNAL for an average of \$99/year. It was mailed in the millions for 25 years. Denny went over the numbers with circulation manager, Paul Bell, and they agreed this little gem brought in \$2 billion.

The Secrets of Emotional, Hot-Button COPYWRITING closes with this 750-word 2-page little letter that is absolutely the most successful advertisement in the history of the World. Certified!

“Go thou and do likewise.” :)

Thank you,

Jeffrey G. Thomas
Publisher

INTRODUCTION

This Special Report is about how to write copy.

Not just any copy, but great copy. Copy that persuades people to change their behavior:

- Order a product
- Donate money to a cause
- Send for more information

In order to change behavior, it is imperative to use one (or more) of the seven key copy drivers identified by two of the greatest marketing gurus, the late Swedish entrepreneur Axel Andersson and Seattle direct marketing agency founder Bob Hacker.

The seven key copy drivers are:

- Fear
- Greed
- Guilt
- Anger
- Exclusivity
- Salvation
- Flattery

They can come under other descriptions and variations. But these are the basic seven. The only seven.

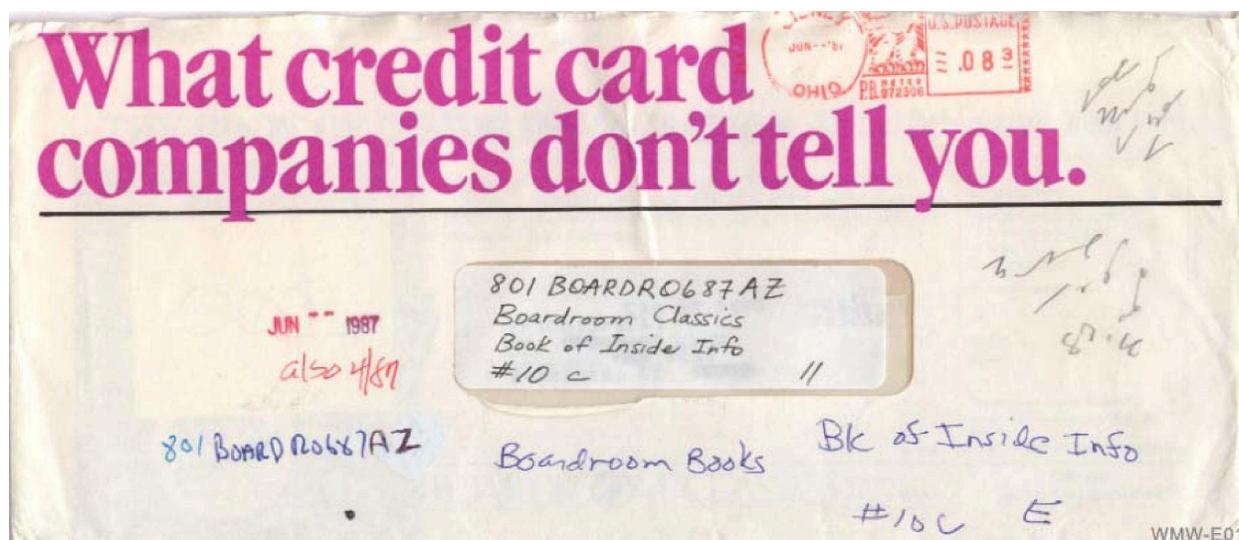
“If your copy is not dripping with one or more of these,” said Bob Hacker, “tear it up and start over.”

This Special Report brings you examples of actual copy pinned to these seven drivers from mailings that generated millions of dollars in revenue.

Chapter 1

FEAR

Boardroom's "Book of Inside Information"



Mailed 1985—1989

The late Mel Martin was one of the greatest direct response copywriters that ever practiced the craft. He was also the slowest, sometimes taking a week or more to create the teaser on an envelope.

Important lesson here: If you are sending out email offers and your writer spends 30 seconds on subject lines, fire the writer. When the subject line is weak — not thought through — the recipient will not click on your offer.

Unlike direct mail — which must be handled — your email effort is one click away from oblivion.

It was Mel Martin who dreamed up "Fascinations" — intriguing one-liners that grab readers' attention and have them salivating for more. An example is this envelope teaser: "What credit card companies don't tell you."

Fear

Martin's letters were filled with these nuggets. The problem (or opportunity) was that he never gave you the answer. Instead he cited the page of the book that contained the answer.

To find out, you had to order the book.

It was Mel Martin who turned Marty Edelston's fledgling publishing company — Boardroom — into a \$125 million-a-year business.

Note: Mel Martin always specified Courier type. This is the traditional typewriter font and gives the sense that this came directly to the reader from the sender's typewriter.

LETTER COPY

What hospitals don't tell you. Page 421

- Quick look at sticker price plus simple arithmetic tells how much dealer paid for car and minimum figure he will accept for it. Page 349.
- How auto repair shops pad their bill. Inside strategy for getting honest total. Page 362.
- You walk into an empty self-service elevator late at night and press the button. Before the door has a chance to close, you get back out fast. Why? (Nine ways to outwit a mugger.) Page 380.
- Insider's guide to new-style mortgages. Comparison of adjustable mortgage loan, variable-rate mortgage, lease-buy agreement, interest-only mortgage, land lease, equity sale, balloon mortgage, and more. Page 258.
- How to read a condominium prospectus. Tip-off that floor plan is deliberately misleading and costs will escalate fast. Page 264.

What hospitals don't tell you. Page 421

- Quick look at sticker price plus simple arithmetic tells how much dealer paid for car and minimum figure he will accept for it. Page 349.
- How auto repair shops pad their bills. Inside strategy for getting honest total. Page 362.
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- How to read a condominium prospectus. Tip-off that floor plan is deliberately misleading and costs will escalate fast. Page 264.
- Mistakes the phone company makes in its bills. How to spot them on yours. Page 306.
- What never to eat on an airplane. How insiders bend the rules on carry-on luggage. When not to fly first class. And more. Page 367.

Did anybody ever explain all this to you before? Your accountant? Your travel agent? Your mechanic? Mine never did.

Consider the question of exercise. Did anyone ever tell you that three widely recommended forms of calisthenics can ruin your back and knees? See page 453 for this and a lot more you may never hear at your health club.

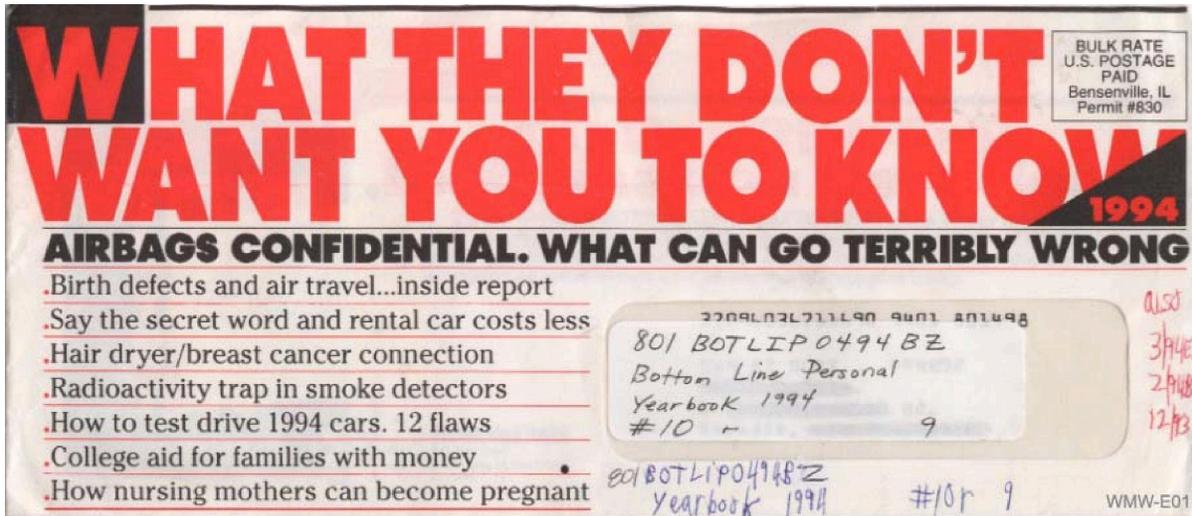
THE BOOK OF INSIDE INFORMATION comes with a one-year money-back guarantee.

I'm betting you never ask for a refund.

- A simple exercise you can do in the house gives you all the benefits of jogging and works three times better. Page 460.
- Best real estate profits are in Sun Belt, right? Wrong. Where to buy property instead. Page 49.
- Inside life insurance. Five signs that life insurance salesman should not be trusted. Questions to ask about any insurance company before you take out a policy. Formula for calculating how much life insurance you really need. Life insurance bargain for husband and wife who both need coverage (not likely to be mentioned unless you specifically ask about it.) Page 136.
- How to prepare for insurance physical when not in best shape. Page 138.
- Homeowner mistake permits fire insurance company to give you 20% less protection than you're paying for. (Page 267.) What not to tell an

Fear

Boardroom's "Bottom Line Yearbook"



Mailed 1992–1994

LETTER COPY

You're on the operating table, and they've opened you up. Guess who calmly walks out of the room? (For this and lots more that hospitals don't tell you, see page 262.)

- Shopping '94. A "Seal of Approval" that doesn't mean what you think it does. Page 277
- Canceling a credit card can hurt your credit rating - unless you use three magic words. Page 65
- Dirtiest trick in the banking business. Information they're required to reveal but disguise as junk mail so you won't read it. Page 65
- Smoke detectors contain radioactive material. Be very careful when you throw them away. Details on page 210.

Fear

- Agent Orange in your home? You could be living with a dangerous chemical closely related to Agent Orange -- and even scarier. Page 206
- Diseases you don't need treatment for. (If your doctor says you do, get another doctor.) Page 3
- Criminals disguised as highway police. Before you stop for a cruiser with flashing lights, read every word of page 259.
- How to read a supermarket sale folder. Where to look for the real bargains. Page 62
- The yeast infection that isn't. Most women being treated for this chronic vaginal syndrome really have a much different problem. The treatment they're getting can make their condition worse. Details on page 250.
- College financial aid for families with money. Parents' assets don't count if they know the secret on page 201.
- How to tell if your company pension is in trouble. Documents you're entitled to see, and exactly how to read them. Page 137
- How to get 25% more when you sell your old car. Page 230
- Men can get breast cancer. Tens of thousands are at risk now. Details on page 250.
- Nursing mothers can't get pregnant, right? Wrong! Details on page 243.
- Motor oil additives that can turn your car into a death trap. (They're sold as engine protection agents, but see page 235.)

Fear

**You're on the operating table, and they've opened you up. Guess who calmly walks out of the room?
(For this and lots more that hospitals don't tell you, see page 262.)**

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- Nursing mothers can't get pregnant, right? Wrong! Details on page 243.
- Motor oil additives that can turn your car into a death trap. (They're sold as engine protection agents, but see page 235.)
- How to stop hackers from accessing your computer. Page 271

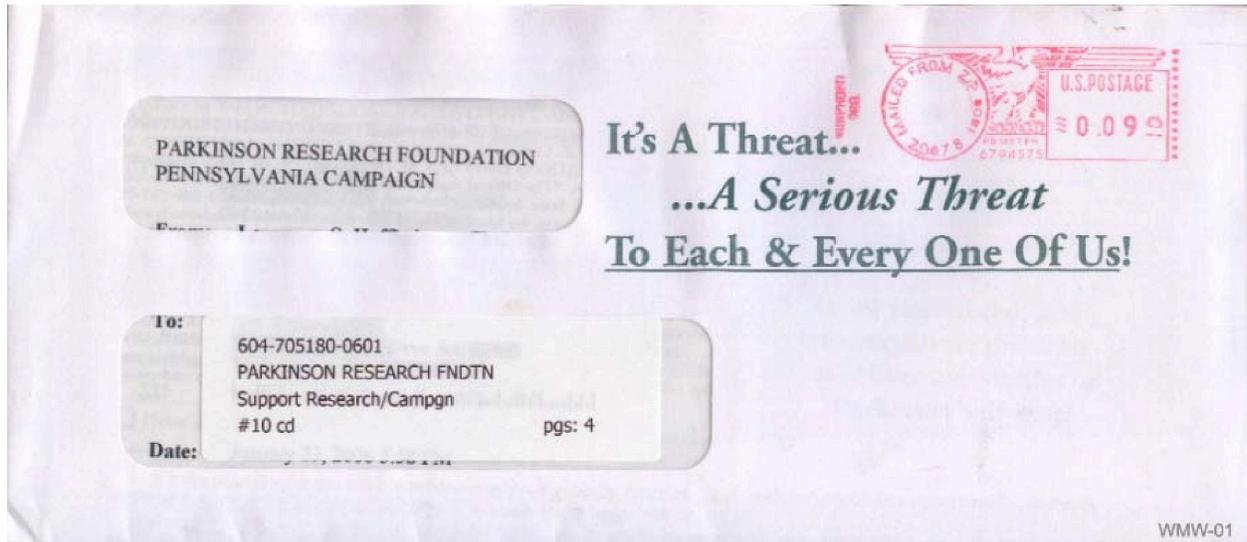
-2-

(continued...)

WMW-L02

Fear

Parkinson Research Foundation



Mailed 2006—2009

LETTER COPY

From: Lawrence F Hoffheimer, Chairman

To: Ms Dorothy [LAST NAME]
[Address]
[City, State, Zip]

Date: November 16, 2006 2:59 PM

It's the second most epidemic neurodegenerative disease in America. And, with our population aging rapidly, and with 10% of those over 65 already affected by it, it's only going to get worse!

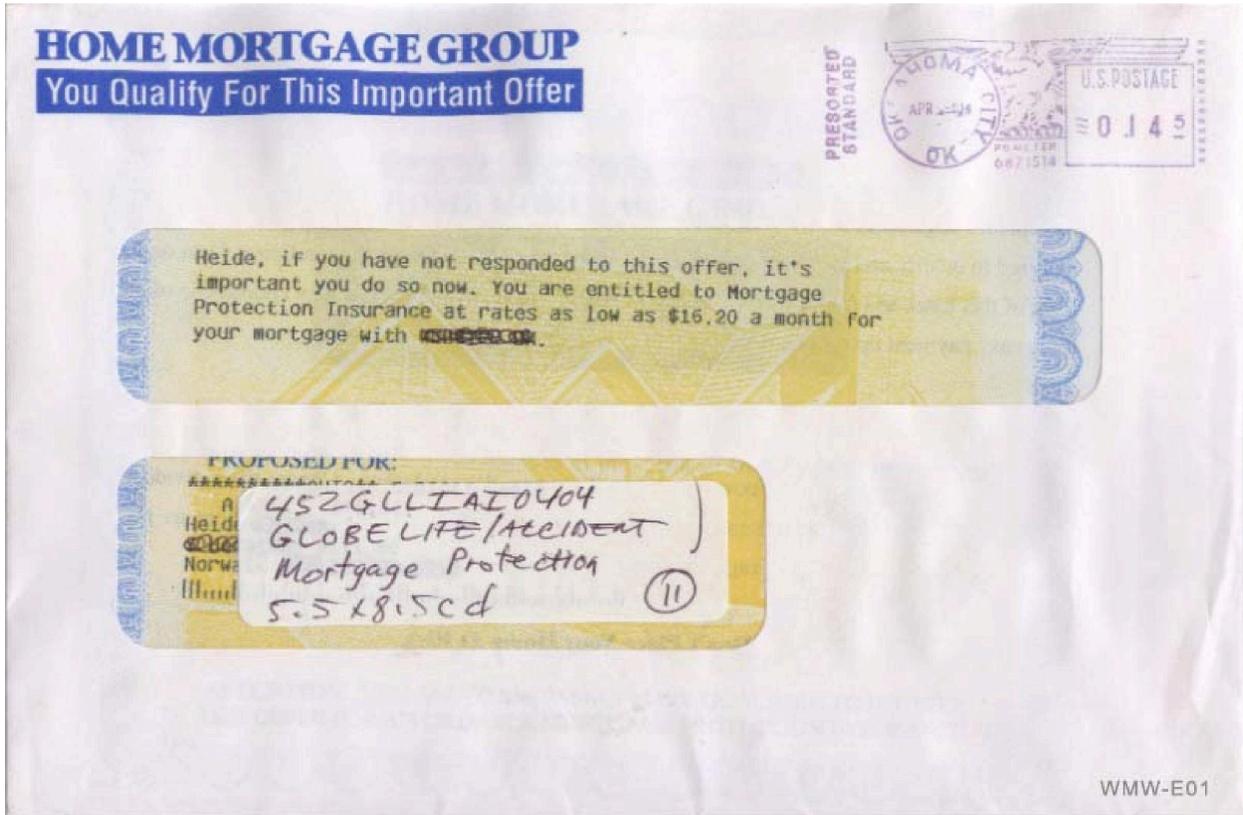
You or I or our loved ones ... even your friends and neighbors, could be among the 135 new victims diagnosed with Parkinson's disease today, joining over one million Americans already in its inescapable grip.

Parkinson's assaults the brain. Relentlessly. Slowly working its havoc on the nerve centers that control movement, walking, even speech.

Fear

Note: It is cheaper to send an attached reply device rather than spending money to burst the two pieces and insert separately. The question: Why make the respondent do the work of separating the two elements? This should be tested.

Globe Life Mortgage Protection



Mailed 2004–2007

Identical package was mailed by First United American Life in May 2006

Note: The late guru Dick Benson said, “A letter should look and feel like a letter.” This letter’s format — with the certificate and no salutation — breaks this rule. The copy is pinned to fear. Also, dark blue copy surprinted on a light blue background is difficult to read and therefore breaks a basic design rule.

Fear

GLOBE LIFE AND ACCIDENT INSURANCE COMPANY
HOME MORTGAGE GROUP

Heide, if you have not responded to this offer, it's important you do so now. You are entitled to Mortgage Protection Insurance at rates as low as \$16.20 a month for your mortgage with ~~USA MORTGAGE~~.

PROPOSED FOR:
 *****AUTO** 5-DIGIT 06850
 A 6561 325134
 Heide ~~Heide~~
~~Heide~~ Hill Rd
 Norwalk ~~06850-0000~~
 |||||

YOUR RESPONSE DUE BY:
 June 11, 2004

ATTENTION: YOU AND YOUR FAMILY HAVE QUALIFIED TO RECEIVE THIS OFFER FOR AFFORDABLE MORTGAGE PROTECTION INSURANCE.

As a homeowner, it's important to do all you can to protect your home and your family if an unexpected accident prevents you from paying your mortgage. If you are not prepared, your home and everything you've worked hard for can be taken away.

You Are Eligible For Mortgage Protection Insurance

Don't make the mistake of thinking an accident can't happen to you. Accidents can happen anywhere at anytime. That's why having the security of this coverage is so important. Right now, you are eligible for Mortgage Protection Insurance, an accidental death insurance plan that can give your family security in their home for just a fraction of your monthly mortgage payment.

Premiums Never Increase

Choose an individual plan for yourself or choose the family plan and your entire family will be covered. Your affordable premium will never increase for any reason, regardless of changes in health or occupation.

| Mortgage Amount | Individual Plan Premiums | | Family Plan Premiums | |
|--------------------|--------------------------|------------------|----------------------|------------------|
| | \$135,000 | Monthly: \$16.20 | Semi-Annual: \$93.60 | Monthly: \$22.70 |
| Quarterly: \$47.70 | | Annual: \$180.09 | Quarterly: \$66.80 | Annual: \$251.91 |

WMW-001

Fear

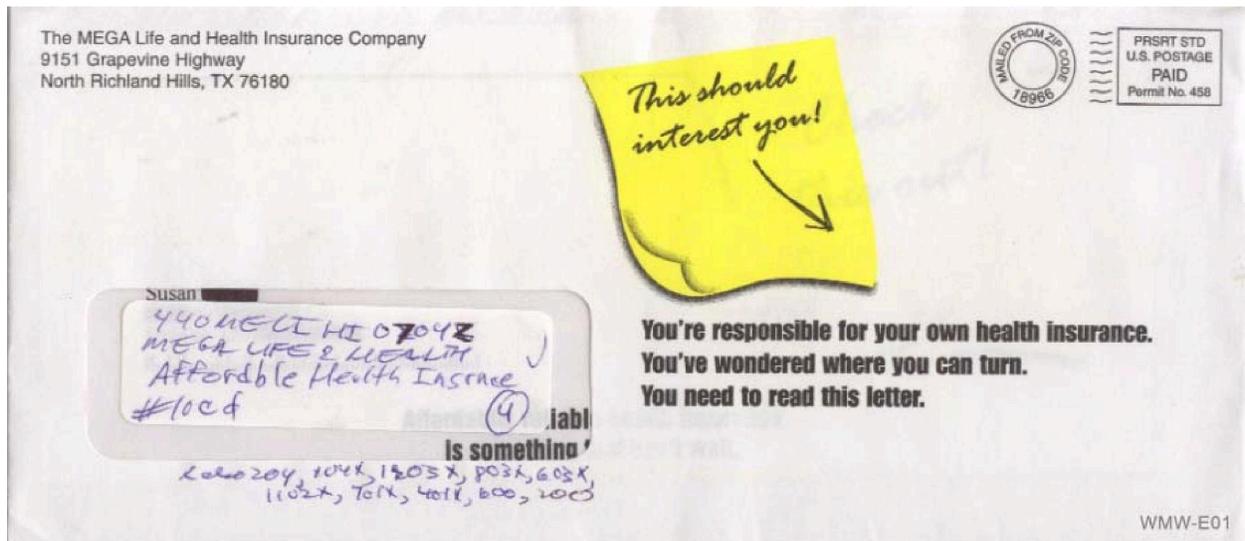
LETTER COPY

As a homeowner, it's important to do all you can to protect your home and your family if an unexpected accident prevents you from paying your mortgage. If you are not prepared, your home and everything you've worked for can be taken away.

You Are Eligible for Mortgage Protection Insurance

Don't make the mistake of thinking an accident can't happen to you. Accidents can happen anywhere at anytime. That's why having the security of this coverage is so important. Right now, you are eligible for Mortgage Protection Insurance, an accidental death insurance plan that can give your family security in their home for just a fraction of your monthly mortgage payment. ...

MEGA Line & Health Insurance



Mailed 2000—2004

Fear

Make a note of the fear element in the envelope teaser:

**You're responsible for your own health insurance.
You've wondered where you can turn.
You need to read this letter.**

Letter with Detachable Reply Mechanism at Bottom

Susan [redacted]
S [redacted] Cir.
Denver, CO [redacted]

**Affordable, reliable health insurance
is something that can't wait.**

Dear Susan [redacted]

Let me pose a question to you:
Some day, you or someone you love will need medical attention. What then?
It's easy to drift along, thinking everything will always be all right. And then, when health problems strike—and they seem to without warning, often when you're least able to afford it.
At MEGA, we understand. That's why we've made available an affordable health insurance* package for people who are responsible for obtaining their own health insurance.
If that includes you, and you're under 63, here are the basics:

- Flexible plan options to match specific coverage needs and/or budgetary restrictions.
- No restrictions on doctors, hospitals or other service providers.
- Specific rights and protections that prevent singling out of participants for cancellation or rate increases, regardless of the number or dollar amount of claims.

I'd like to provide you with more information so that you can evaluate this program and decide for yourself if it provides the health care answers you've been looking for.
Can you afford to wait any longer for affordable health insurance? Please, complete and mail the enclosed information data card today.

Sincerely,
The MEGA Life and Health Insurance Company

P.S. If you're under age 63 and responsible for obtaining your own health insurance, this may be the plan you're looking for. Return the information data card today—or call 1-800-827-9990 for rush processing—and we'll make sure you receive everything you need to know to evaluate this exciting program.

Insurance Plans are underwritten by The MEGA Life and Health Insurance Company. Home Office: Oklahoma City, OK. Benefits may vary by state. Offer not available in all states. A licensed agent will contact you with the details including the exclusions and limitations. MCCA/B0257 Exp 02/04

— INFORMATION DATA CARD —

Please provide the information requested and return this card to us today to receive complete information on our remarkable health insurance* package.

For more information, go to our website: www.comparemega.com

Your age? _____ or Birthdate _____

Number of family members? _____

Your name _____

Please make any necessary changes to your name and address below - please print clearly.

00-088-052-508 37632 0 DENVER

Susan [redacted]
S [redacted] Cir.
Denver, CO [redacted]

Are you responsible for obtaining and paying for your health insurance?
Yes No

Are you self-employed? Yes No

If Yes, the name of your business _____

Is your business and home address the same? Yes No

Number of full-time employees including yourself/owner? _____

Are you currently covered under a health insurance plan? Yes No

How long have you been covered under this plan? Years _____ Months _____

Home phone: () _____

Business phone: () _____

Do you have an email address? Yes No

If yes, please list here: _____

Mail to: The MEGA Life and Health Insurance Company, PO Box 54127 • Hurst, TX 76054
Insurance Plans are underwritten by The MEGA Life and Health Insurance Company. Home Office: Oklahoma City, OK. Benefits may vary by state. Offer not available in all states. A licensed agent will contact you with the details including the exclusions and limitations. MCCA/B0257 Exp 02/04

WMW-001

Fear

LETTER COPY

Affordable, reliable health insurance is something that can't wait.

Dear Susan [LastName]:

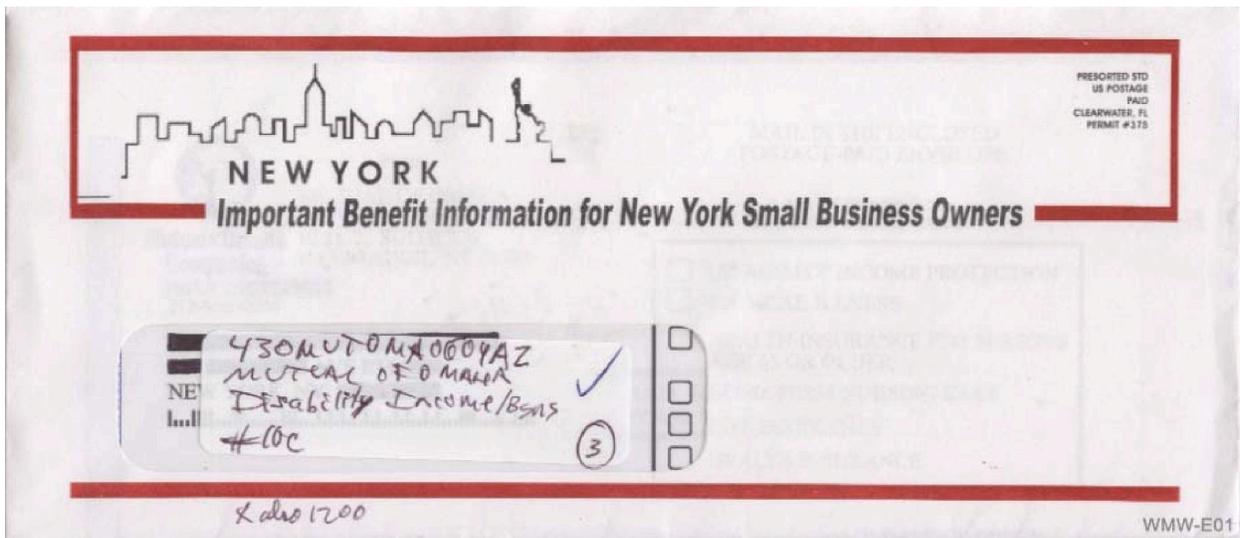
Let me pose a question to you.

Someday, you or someone you love will need medical attention. What then?

It's easy to drift along, thinking everything will always be all right. And then, when health problems strike — and they seem to without warning, often when you're least able to afford it.

At MEGA, we understand ...

Mutual of Omaha Disability Income Insurance



Mailed 2000—2004

Fear

Note: This element is a hybrid. It is not a letter in that it has no salutation and no signature. But it is a letter with a P.S. at the bottom. The reader's eye homes in immediately on the fear headline in the middle of the page. The message stays with the reader as a threatening undercurrent while the piece is being read.

ARE YOU SELF-EMPLOYED? IMAGINE LIFE WITHOUT A PAYCHECK!

GE Capital Nursing Home Insurance



Mailed 1996—2003

Fear

LETTER COPY

Dear Mr. [Last Name]:

As a responsible citizen, you have paid taxes most of your life, and that's why I think you have a right to be deeply concerned by what I am about to tell you.

More than half of all women and a third of all men who survive to age 65 are expected to spend time in a nursing home during the remainder of their life. The cost is high... the nationwide average cost of nursing home care is approximately \$60,000 a year and home costs can range from \$50 to more than \$200 a day.

Until recently there was considerable confusion over who pays the high cost of nursing home care... Medicare, Medicaid, or you???

With the passage of the Health Insurance Portability and Accountability Act of 1996, our federal government made it clear who is primarily responsible for the cost of long term care, and it is you! The law set new standards for long term care insurance and provided the tax incentive for the purchase of plans that qualify.

But most importantly, this law clearly sent the message that the federal government has neither the intent nor the resources to fund a national long term care program, and that individuals looking to help protect themselves against the costs of long term care must look to the private market.

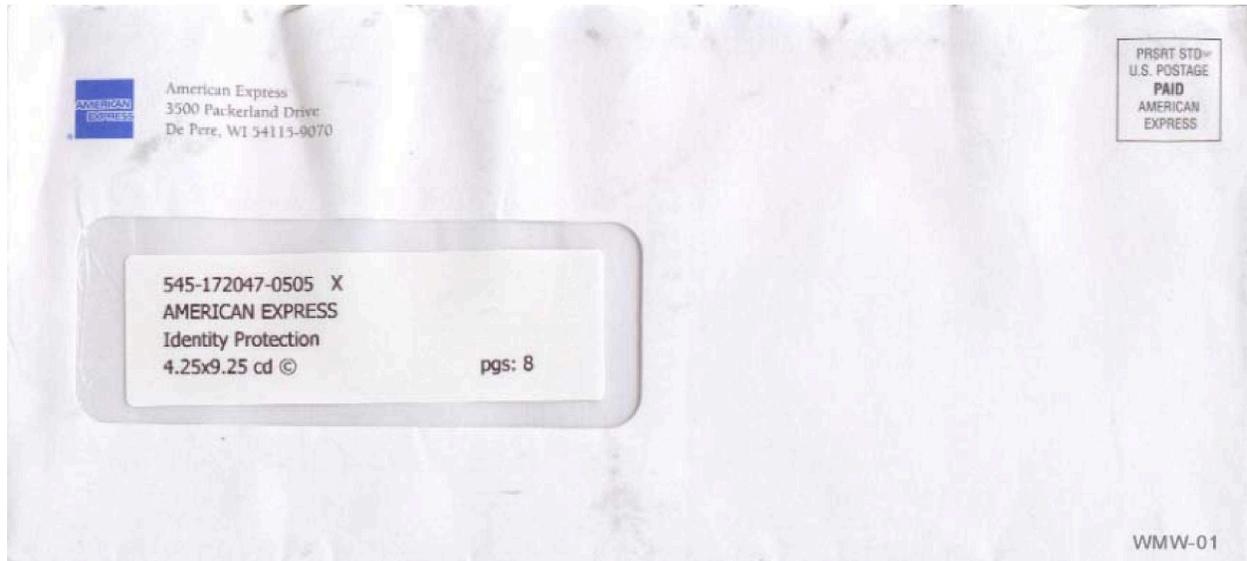
Don't take chances with your future. The Medicare you've paid for won't help much. Most long term care is considered custodial care – Medicare doesn't pay for custodial care. And Medicaid won't pay until many of your hard-earned assets have been depleted.

Fortunately, this doesn't have to happen to you. ...

Fear

American Express Identity Protection

Note: The plain outer envelope has no teaser copy. The Cardmember might open it thinking it is a monthly bill.



Mailed 2003–2008

LETTER COPY

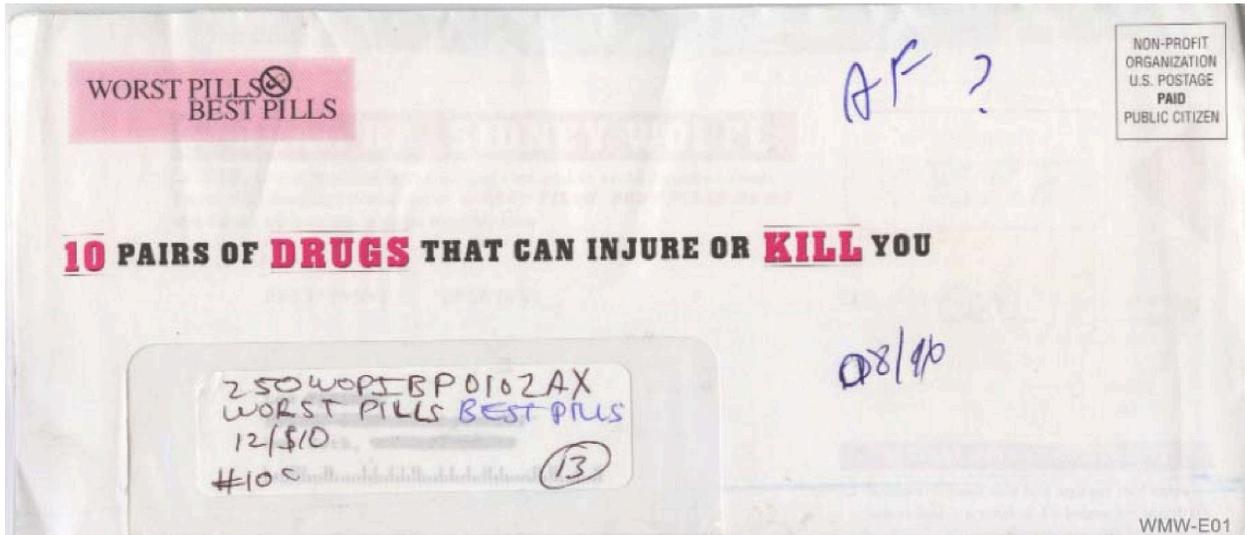
Dear Nancy [Last Name]:

Identity theft is a rapidly escalating crime that can potentially damage your credit and good name — costing you time and money. In fact, the Federal Trade Commission's annual consumer report has identified theft listed for the fifth year in a row as the top fraud-related consumer complaint* and that consumers reported approximately \$547 million dollars in losses from fraud.** Identity thieves use your social security number, address, even your medical records, to run up thousands of dollars worth of debt — in your name.

Clearing up identity theft isn't easy. Hundreds of hours and dollars, and even legal assistance, can be required to win back your credit standing. That's why there's ***Identity Protection***, brought to you by **American Express**. . . .

Fear

Worst Pills Best Pills News



Mailed 1996—0220

LETTER COPY

Dear Friend:

Larry's doctor told him he was getting old.

"Parkinson's disease," the doctor said. Then, the doctor prescribed a powerful drug, adding one more pill to the arsenal of prescription drugs Larry took every day.

For seven years, Larry took the pills his doctor prescribed, and his health didn't get any better. Then a neurologist recognized the real cause of his problem - one of the other drugs he was taking was inducing parkinsonism. He took Larry off the drugs and within months, his severe, disabling symptoms cleared up completely.

Fear

WORST PILLS
BEST PILLS

Limited-time offer:
Get 6 issues

FREE

Remove sticker and place on reply form

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Drug-induced illness is a leading cause of preventable death and disease in older people, and it disastrously affects younger people as well. These days, you need up-to-the-minute information about the most dangerous drugs and drug interactions.

That's why, as a concerned physician, I started **Worst Pills, Best Pills News**, a monthly newsletter that gives you lifesaving information about dangerous drugs and what you can do to protect yourself, your family, and loved ones.

And right now, you can subscribe at the special price of just \$10 for 12 monthly issues. Compare that to the regular price of \$20 for 12 issues -- you're getting six issues free! To take advantage of this special offer, simply remove the sticker above and put it on the reply form enclosed.

You'll pay just 83¢ an issue -- less than the price of a box of Band-Aids. And you'll get real solutions and practical advice about the medical treatment you and your family depend on.

We'll tell you about drugs that have been withdrawn and drugs that should be. And we'll inform you about which drugs should never be taken in combination.

If you have questions about your own use of prescription drugs, or are concerned about pills being taken by a loved one, you won't want to miss a single issue of this monthly newsletter.

(over, please)

PUBLIC CITIZEN 1600 20TH STREET, NW WASHINGTON, DC 20009 <http://www.citizen.org>

WMW-L01

Fear

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A Very Brief History of the Lift Note

The lift letter was invented in the late 1950s by a guy named Paul Michael, who worked for John Stevenson at Greystone Press. The Greystone book series (car repair, gardening, etc.) always offered a free volume as a starter — absolutely free with no obligation. They wanted to get a book into the reader's hands and then home that inertia would take over whereby it was easier to pay for the books than go to the trouble of shipping them back.

Michael included a lift note — designed to “lift” response — a small piece of paper folded once. On the outside was the following line of copy:

**Read this ONLY if you have decided
NOT to respond to this offer.**

Inside the headline in script:

Frankly, I'm puzzled...

The letter goes on to say that Michael can't understand why the person is not going to send for the free book when it is really, really free and there is no obligation to buy anything ever.

The idea was to push the fence-sitter off the fence, and it worked.

The lift letter has been a staple in direct mail marketing ever since.

To see the lift note Worst Pills, Best Pills News used to play off prospects' fear, see the next page.

Fear



A MESSAGE FROM PHIL DONAHUE

Dear Friend:

America has a drug problem, but it's not the one you think.

We are one of the biggest drug consuming countries in the world -- of prescription drugs, over-the-counter drugs, legal drugs.

The druggies in our culture are not necessarily the 17-year-olds you imagine. They're our parents, our grandparents, us!

That's the shocking truth I learned from Dr. Sidney Wolfe, Director of Public Citizen's Health Research Group and Editor of WORST PILLS, BEST PILLS NEWS.

Every time Dr. Wolfe appeared on my TV show, the audience response was phenomenal. Viewers wanted to know how to protect their loved ones -- and themselves -- from the dangers of adverse drug reactions.

That's why Dr. Wolfe started this newsletter, filled with the latest lifesaving information drawn from hundreds of published medical references and sources.

In WORST PILLS, BEST PILLS NEWS, you'll learn which popular drugs not to use, adverse effects of new drugs, and the combinations of medicines you should never, never take!

You don't know when you or a loved one will be affected by this constantly changing situation and...

WORST PILLS, BEST PILLS NEWS is
the only way to stay up-to-date!

Believe me, this is a non-profit group with nothing to gain but your well-being. Why not try a risk-free subscription now. You'll thank me for it.

Sincerely,

PNPDN3
WMW-N01

Fear

LIFT NOTE COPY

Dear Friend:

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Three Quickie Thank-yous from Denny Hatch

Dear Reader,

I want to share some sincere thanks to those who made this possible.

Thank you, Jeffrey G. Thomas, for chasing down this oh-so-rare title... and for discovering its ancient author in a country of 340 million people and where four million books are published annually. Wow!

Thank you, Paul Bobnak who took over the reins of Peggy's and my quirky direct mail newsletter when we sold it to become the editor and publisher of *Target Marketing* magazine. By reading and analyzing thousands of mailings a year and isolating the "Grand Controls" — those that were mailed from three to 25+ consecutive years that brought in billions of dollars in sales revenues, donations and inquiries. You, Paul, are unquestionably the world's foremost authority on what works in advertising.

Thank you, thank you, Peggy, for making our one-of-kind, fascinating joint career possible... and for being the love of my life.

Denny Hatch
Philadelphia, Pennsylvania

P.S. I purposely used a bland salutation — "Dear Reader."

The most successful advertisement in the history of the world started with "Dear Reader" — The Wall Street Journal's "Two Young Men Letter" by Marty Conroy generated a \$billion dollar\$ in subscription revenue over 18 consecutive years in the mail. You can savor it on the final two pages of this book.

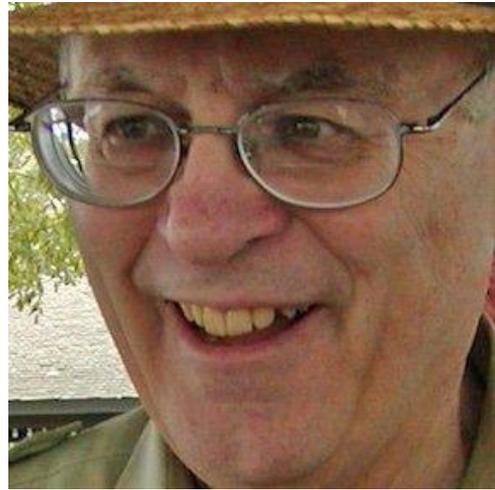
BTW it was mailed for another 10 years, increasing the gross revenue to \$2 Billion.

Yum, yum.

About the Author

Since 1976, Denny Hatch has been a consultant, copywriter and designer in the field of direct marketing.

In past lives, Denny has been a book publicist (Prentice Hall), book salesman (Franklin Watts) and advertising salesman (Library Journal), run book clubs (Macmillan, Meredith, Grolier) and been a copywriter for a direct mail agency (The Weintz Co.).



Denny Hatch, author

In 1984, with his wife Peggy, he launched the newsletter *WHO'S MAILING WHAT!* out of their home in Stamford, Conn. It was based on his massive library of direct mail samples.

To create the newsletter, Denny scanned 3,000 to 4,000 direct mail packages a month in more than 200 categories — business, consumer, non-profit and catalogs — and presided over a library of over 200,000 direct mail samples; for a fee, subscribers could get copies of any of these mailing packages.

In 1992, his company was acquired by North American Publishing Co. in Philadelphia, where he continued to publish the newsletter, as well as edit *Target Marketing* magazine, which was on life support. After five years with *Target Marketing*, the publication was once again highly profitable.

He went back on his own in 1996 and continued to write columns for *Target Marketing*.

On September 25, 1989, Denny was the subject of a front-page article in *The Wall Street Journal*, has been quoted in *Time*, *Newsweek* and *Forbes*, and has appeared on NBC's *Today* program. Denny has been a frequent speaker at direct marketing seminars and conferences in the U.S., the U.K., Canada and the Far East.

He is the son of biographer Alden Hatch, author of more than 40 biographies including the first life story of Dwight D. Eisenhower as well as Franklin D. Roosevelt, Clare Boothe Luce, Popes Pius XII, John XXIII and Paul VI, the Mountbattens, and many others. Denny is the nephew of 1930s screwball comedy writer Eric (“My Man Godfrey”) Hatch.

Other nonfiction works by Denny (Denison) Hatch include: *Million Dollar Mailings* (1993, 2001), *2,239 Tested Secrets for Direct Marketing Success* (with Don Jackson, 1998), *Method Marketing: How to Make a Fortune by Getting Inside the Heads of Your Customers* (1999, 2023) and *PRICELINE.COM: A Layman’s Guide to Manipulating the Media* (2003).

He edited the nonfiction book *Jack Corbett, Mariner* (by A.S. Hatch, 2002).

Denny also wrote the following fiction books: *Cedarhurst Alley* (1969, 2005), *The Fingered City* (1973) and *The Stork* (1976).

Denny can be reached at dennyhatch@gmail.com and dennyhatch.blogspot.com.

Post Script

When I began running *Who's Mailing What!* in the late 1990s, I spent a lot of time getting the details right as boxes of mail from our panelists around the country arrived on my desk. Details like format (envelope, postcard, or folded self-mailer), industry category, mailer name, and use of premiums all flowed easily into my database as I reviewed each piece. It was easy, even in those less-automated times, because most marketers and fundraising pros relied on the tried-and-true in their campaigns.

Or so it seemed.



Paul Bobnak, co-author

The more mail I read every day — I read a lot (and still do) — the more I came to understand that creating successful direct mail marketing is both an art and a science that depends on how you tap the emotions in your audience. People are not machines or the supposedly-100% rational Vulcans from *Star Trek*. A prospect, customer, or donor whose emotions are engaged subconsciously responds to how a product or service might make them feel, then looks to tangible factors like cost, availability, or impact to back up their actions.

I began putting together an Excel worksheet where I listed all of the *Who's Mailing What!* Grand Controls — the 3-years+ greatest hits of direct mail — and included the emotional drivers I identified for each winning campaign.

The pieces masterfully analyzed by Denny Hatch here in this book are a small sampling of at least 2000 campaigns that have achieved longevity because they worked in delivering great response, ROI, or some other measure of success.

Take a look at how Denny makes the connections between the letters, headlines, subheads, etc. and the 7 main drivers that make up the backbone of this report.

Listen to his stories about how direct mail (and by the way, other print and digital channels such as email) uses words to open hearts and win minds, resulting in millions of dollars in revenue every day.

And finally, think about how you can “steal smart” from the best examples from the past to inspire your own work today and far into the future.

I wish you success!

Paul Bobnak
PB Communications
Paoli, Pennsylvania
<https://www.PaulBobnak.com/>

For almost 20 years, Paul Bobnak read or reviewed thousands of direct mail pieces every month as the archivist of Who's Mailing What! Today, as a content creator for Who's Mailing What!, he hosts the site's "Meet the Mailers" video podcast and writes for the site's blog. He also writes about direct mail and print for Printing Impressions, and creates written and video content for printers, manufacturers, and marketing agencies. Bobnak is a frequent speaker for marketing and printing industry live events, podcasts, and webinars.

Paul Bobnak welcomes conversations about mail and its importance in the marketing and print ecosystem. Contact him at his website, PaulBobnak.com, or on LinkedIn at <https://www.linkedin.com/in/PaulBobnak/>

Afterword

You're holding in your hands an amazing collection of work that has earned hundreds of millions of dollars in sales.

Don't take it lightly. These emotional hooks work equally as well online today as they did when these Grand Controls brought in millions of dollars via direct mail.

When I started studying and writing direct response copy in 2016, the mantra was — and often still is — benefits, benefits, benefits.

But benefits alone don't always get someone to take action. Action means change. Sometimes, big change. And people like the comfort of the status quo.

And so to overcome that status quo, your sales copy needs to light an emotional fire.

Somewhere along my journey, I had read this book demonstrates how to do exactly that, by categorizing the winning pieces in a powerful, *human* way.

As you know, there's no better way to learn than to study success.

That's what you'll find here.

Dozens of examples of highly successful sales copy and envelopes that drove recipients to open the letter, read on it, and act on it. All categorized across seven different emotions.

Which emotion fits your next campaign?

I learned a lot in reading, studying, retyping, editing, and assembling this new edition — and I hope it serves you well, too.



Jeffrey G. Thomas, copywriter

I'm beyond grateful for Denny's lifetime of work collecting direct mail, the wisdom he's shared, the books he's written, and his assistance in republishing *The Secrets of Emotional, Hot-Button Copywriting* for you.

I also want to thank Paul Bobnak for his contributions to this edition. His deep knowledge of, and insight into, the history of direct response marketing has strengthened this work beyond anything I could have hoped to have accomplished on my own.

This isn't just a book. It's a map to greater response. Study it. Apply the lessons within. And go make some money!

Jeffrey G. Thomas
Direct Response Marketer and Copywriter
Saint Paul, Minnesota
<https://Goldmine.Marketing/>

Jeffrey writes sales copy for information products, consumer goods, health supplements, financial services, insurance, and others. His books include Change State (2019), Inside Marketing Secrets for Explosive Growth (2020), The Starving Artist's Survival Marketing Manual (2021), and he co-authored the children's book Hoover and Boon: Two Ghosts in Search of a Real Human (2021). He hosts the Persuasion Play Podcast and lives in Saint Paul, Minnesota with his beautiful young wife Hanni and their two children, Ruby and Sam.