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6 Tips for Writing “Holy Grail” Copy

1. Make your product or service a talisman.

A talisman is an object you outsource your belief to because it can produce a benefit or a result. Take the holy grail. People risked life and limb to attain it because of the immortality it was said to bestow. If your product can become a sort of holy grail, people will pay a great price for it, beyond what its actual market value is.

2. Relevance - address the bleeding thumb.

One of the hallmarks of a good offer is relevancy. How does your offer address the desire, the pain of the market? A profusely bleeding thumb is a medical emergency - all things fade in importance beside the treatment it needs. How can your product or service be that relevant to your prospect?

3. Novelty - offer an unexpected solution.

Another thing that characterizes a good offer is novelty. This is where you deliver the result people want, in a way they don't expect. And typically this can be done by looking to the past, the present or the future. Some examples:

Past - Mindfulness achieved by looking to ancient times, specifically meditating like the Indian yogis.

Present - An immunity supplement, aimed at treating the immunity deficit suffered by kids as a result of COVID restrictions.

Future - Crypto, fueled by greed, aimed at achieving future wealth by 10X-ing one's gains.

4. Ride the waves.

See where the economy is heading, and position yourself there. An example is the boom in all things online during the pandemic. Online businesses and online courses really crushed it during that time.

5. Consider the market, then create the product.

This goes back to number 2 and 4. Beware of creating a product just because you want to, then trying to convince the market to buy it when there's no real need. Do not lose sight of 1, relevancy and 2, novelty.

6. Apply the gospel format.

One of the templates Kenneth Yu recommends is a play on the Christian gospel message. It runs, sin, salvation, heaven, hell.

Sin - This is the problem. Are you, for instance, overweight and need to fit into your wedding dress in two months?

Salvation - The solution: Drink this weight loss coffee, and you'll lose five pounds a week.

Heaven - This is the offer. For \$37, you can get this coffee delivered to you on a monthly basis.

Hell - If you don't take the solution, how will you fit into your wedding dress in two months?

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