



JAMESSCHRAMKO

How to Create Holy Grail Offers with Kenneth Yu

What if there was a copywriting framework that made your product the obvious solution for prospects? A-list copywriter Kenneth Yu has that framework.



Kenneth Yu

James: James Schramko here. Welcome back to my podcast. This is episode 938. Today, we're going to be talking about copywriting. We're doing that with Kenneth Yu. Welcome to the show, Kenneth.

Kenneth: Thank you so much for having me, James.

James: Well, we have a little bit of history, we actually had a meal together at Manly when I lived there once. And you came to my event, which is great, I appreciate that. And you and your partner both spoke on stage, we had little mini segments. And I remember yours was very powerful. It sort of explained to people how they could use the same sort of tools that, I think, religions use to convince people to do things.

It was fascinating. We've recorded that, and I think it's still in our membership. So for members, they can log in and check that out. When we talk about copywriting, first off, I'd like to know how you view the definition of that. Because most people listening to this are at an intermediate to advanced level, but there could be a couple of new listeners who think well, what is copywriting? Is that like writing a book or something, how do you explain it?

Kenneth: Copywriting is basically salesmanship in print. So it just means that instead of sales that are verbal, sales that are either typed or written. So salesmanship in words, is probably the most precise point. And whenever you use words, certain words connote certain emotions that lead to certain buying decisions. Because a lot of buying decisions is driven by emotions, and copy helps you trigger those emotions in order to send your prospects over the hurdle into being customers.

Why Kenneth knows what he's talking about

James: I love it. And in this industry, they call really good copywriters A-list copywriters. It's kind of like Hollywood actors, right? So you would be classified as an A-list copywriter. You've worked with clients like Agora and Mindvalley and McDonald's.

Now, I'm really interested about this. I mean, Agora, a big publishing company, a lot of people have heard about that one. Mindvalley, certainly a very progressive and done a lot of great things in this space in a short time, and I've had Vishen Lakhiani on an episode before. McDonald's though, what great copywriting are McDonald's writing, I'm fascinated about this one.

Kenneth: So this is an alternate application of copywriting. It wasn't for their sales per se. It was actually for their own internal stuff.

James: Oh right, so like the Hamburger University.

Kenneth: Yup. So what happened with McDonald's, it was basically their own staff had issues with the brand itself. And they needed to start to sell themselves on the McDonald's brand.

James: Gotcha. Okay.

Kenneth: So yeah, it was an interesting experience, mainly because it wasn't just copywriting. It was an integrated media experience that we needed to onboard the ground staff and everything, because they had 110 percent attrition rate at that point for ground staff. That means you're losing 10 percent of your staff every year. So that's devastating. So we helped them reverse that.

James: Yeah, that's great. That brings up a great point, you know, about how to use these tools. Often, you see the sort of caveat on copywriting training, like, oh, you know, be careful how you use this, this is powerful, you've got to promise me you're an ethical person, blah, blah. But no joke, you can really actually get people to do things if you want to.

So you can use this as a business owner to get customers to buy your things. You could use it as a business owner to have a customer. So your team members are excited about working for you. I imagine you could use some of the principles on yourself, once you learn the way to think about this.

Kenneth: Yeah, or you can use it on kidnappers. Want to hear my kidnapping story?

James: I think we'd be remiss if we left that one out.

Kenneth: Yep. So about 20 years ago, I got kidnapped.

James: Did you survive?

Kenneth: Yeah, I survived, I survived. And I'll tell you how I survived. That's when I realized that copywriting and sales has a superpower. So it was me and my friend, we were walking to the food court to have a meal. It was in college days. It was after class. And then a car rocked up. This car rocked up and said, Hey, we want the directions to the nearest mall. And we told them the directions to the nearest mall.

They were like, We don't understand your directions. Can you get into the car? Being young and stupid, we both went into the car. The doors were shut. They drove us all to like some rural location, and they brought out a knife and everything and basically robbed us.

But where the copy story came in was, I had a conversation with the kidnapper, and I basically convinced him to give me back my wallet, to give me back my mobile phone, and to give us even money for the train back. So they dropped us at the train station. I managed to convince him, instead of throwing us into the field, to drop us at the train station, so we could actually make our way back. So we were relatively unscathed.

James: I didn't think we'd be talking about that today. So, of course, I'd be interested to know what you said to him.

Kenneth: Yeah. I don't precisely know, but all I know is I managed to persuade him using a sequence, because all copywriting is a sequence, in order to get him triggered with a desired response.

James: Do you remember the gist of it? What would compel him to do that? Was it something about him not wanting to be caught as a kidnapper? Or did you tell him about powerful parents or influential friends or whatever, or anything else, or that he was on CCTV camera?

Kenneth: I just told him that I was harmless. And that it wouldn't hurt for him to throw in a few extra bucks and to give back my wallet and phone, because what can I do? Your face is generic enough. You know, you've already done this and everything. You already made your money. Now it's time to give back. So I used the power of reciprocity.

James: Interesting.

Kenneth: Yes.

James: Yeah. I mean, gosh, it's a frightening situation to find yourself in. And I've been in difficult situations as well where I've had to think on my feet. I really feel like the first part of my career where I was involved in debt collection and repossessions helped me craft my selling skills, because I had to convince people to pay me even though they already had the goods and services.

And sometimes, they were really unfriendly when I wanted to take their car back from them, they would threaten me with a gun or a knife. And so I had to talk my way through that. And I was only, gosh, I was like, 21, I was 21 years old. And there's a guy with a knife, you know, glistening a knife, and he's poking it in his pocket, and I can see the tip of it. And he was really, really upset because we're taking the car back from him.

And I was in a video store where he was an attendant, and he's like, I'll effing kill you, man. I'll effing kill you. And he's just looking at me like with these, like nothing-to-lose eyes. And I'm just looking back at him. And I said, Listen, if you pull that knife out of your pocket, make sure you know how to use it, because most people who die of knife wounds are the owner of the knife. And then I just didn't say anything. I just walked slowly backwards and left the building.

And then after we put his car on the tow truck, I instructed the tow truck driver to drive past the front of the shop, and then I called him from my cell phone. I had this big, like, it was a suitcase-type phone, very early days, called the shop, and I said, Hey, look out the window, and he looks out the window and the tow truck goes past the window with his car on the back. And then I drive past and I gave him the bird. And I felt just adrenaline pulsing through me.

But you know, you have to think on your feet sometimes. But as copywriters in business, probably, most often, you're not in a life-threatening situation. But I do remember one of the greats, like [John Carlton](#) often talks about the gun-at-their-head technique to come up with ideas.

Kenneth: Yeah, that's true.

James: Is it possible that without pressure or deadlines that most of us have great potential copy in us that's just not going to come out?

Kenneth: Yeah, I think we're, a lot of the time, extrinsically motivated. That means we're motivated by external circumstances. Very rarely, we have internal deadlines. And we found people do. I'm not sure if you do, you may, but basically, for a lot of us, we are externally motivated.

So when it comes to copy, I find that with a deadline, then I start to come alive. I think it was last week, someone paid me like, \$50,000 for a sales letter. They say delivery in three weeks, and then suddenly I come alive, suddenly, Wooh! I'm all happy and stuff.

James: I remember this cycle. I remember in the early days of me helping [Kevin Rogers](#) build Copy Chief. When he came to me, he said the challenge as a copywriter is you're stressing really bad about trying to win a job and get a job. And then when you get the job, you're stressing like crazy to meet the deadline and deliver and meet expectations.

And then there was just this continual cycle of stress to stress to stress to stress. We solved that, of course, with the membership model. And it's one of the great success stories that I can look back on and think, well, that was a good fit for the problem.

Okay, so we've made a little bit of progress here. We've talked about what copywriting is, we've talked about how you can learn some of the instinctive natural skills through the course of life. But if not, lucky for you, we've got this episode. So we're going to go through some of the finer subtleties of it.

Now, you have won lots of awards. You've worked at Ogilvy. You've done particularly well with your own multimillion dollar businesses. And you've put together lots of offers, especially on some of the marketplaces like ClickBank, one of them, for example, where you've had some top offers.

So I have no doubt you're good at this, we've established that, and it's probably important too, you know, from a copywriting perspective, that's sort of in the area of why should we bother listening to the Kenneth section? We can tick that box and move on.

Kenneth: Yes.

What's so special about holy grail copywriting?

James: We also, I think, as online business owners, we know why we need to compel people to buy, but I tell you, as a coach, this just comes up a lot. I teach people that not much is going to happen until you find your [offer that converts](#), right? Like, what is that thing that someone will pay you for, that you can actually deliver? That's the core of your business.

Everything else, you know, your mindset around it, the scaling of the team, getting different traffic channels, all the stuff people have told you, that doesn't really matter until you've got something that actually sells. And the biggest place I see people struggle is the offer creation and compelling people to buy, like 9.9 out of 10 times that a student shows me their page or whatever, that they're having trouble with their business, I'm like, Seriously, dude, like, it's awful.

It's not even the basics. There's no proof. It's like, 17 different fonts. I don't know who they're talking to. I don't know what the thing they're selling is, like everything's missing. So there's a huge gap out there. And I'm sure you're keen to solve with your holy grail offer strategy. So let's just cover first of all, what's different about your holy grail copywriting than all the stuff we've ever heard before?

Kenneth: My copywriting strategy is predominantly about talismans. It's about talismans. What are talismans? Talismans are an object you outsource your belief to because it can produce a benefit or a result. So the holy grail is a talisman in itself, right? If you look at King Arthur's legends, it's when you drink from the holy grail, a cup here, it was the cup that Jesus drank from, supposed to give you immortality.

King Arthur and his knights of the Round Table went to find the holy grail, and they all died in the process, because it was so precious to them to have this one cup. And the key is basically, can your product or service be this cup, this holy grail?



“When a person believes in your object, they will pay a great price for it that goes beyond what its actual market value is.”

- KENNETH YU

JAMESSCHRAMKO

When your product, your service, your personal brand is the holy grail or a talisman, then results become a lot quicker and a lot faster. Because when a person believes in your object, they will pay a great price for it that goes beyond what its actual market value is.

So I mean, you see it in the movies all the time. Like, you know, the MCU, the Marvel Cinematic Universe, it's all about a talisman. It's all about the Infinity Gauntlet, and the Snap, right? So it's always about a quest for a certain object. And the key to why holy grail is different is we actually delve a lot more into the offer psychology of the thing.

So how do we position your service or product as a talisman so that it sells itself or that when you sell it with all the copywriting strategies, everything, the result is amplified?

James: Love it. It's great. So it's essentially, people say, if I just have this thing, then I'm going to be so much better off. This is the thing. I'm thinking in surfboard context, there are certain surfboards that are so desirable they have year-long waiting lists. They're like a trophy. It's like, everyone wants one. They're well-revered. They're well-known.

I mean, look, even this one in my background. That's a special board. That was hand-shaped by a four times world champion, you know? And he came along and he learned from some of the masters in Hawaii, he combined a few ideas. And he took this new concept of the type of surf craft, and he won four world championships in a row, straight up, you know, just as a young kid, and just set the world on fire. Like, Mark Richards is his name, and he's still extraordinarily sought after. Anything that he makes is going to sell well, and is desirable.

We, as surfers, would like to think that if I have this board, I'm going to surf better, right? So he doesn't have to do any special sales or promotions. People just come to him wanting this thing, you know? It's quite the process. You have to deal directly to buy this board. You can't even buy it in a shop, you have to deal directly with him. And you have to wait until it's ready. And they're numbered, and very exclusive.

So there's a lot of things going on there. But I can relate to this thing. So essentially, you make your thing, your offer, so desirable that people feel like that will be the big difference for them compared to anything else out there. Is this sort of along the lines of putting yourself in your own category?



Kenneth: It can be, and I think it is, because the hallmark of a good offer is actually relevancy plus novelty. So it's always two hands, so it's relevancy plus novelty. And we often don't talk about novelty in copywriting, always talk about swipes. We talk about looking in the past.

But on the macro level, what's happening is we live in a world where if you're a coach, there's a hundred different coaches; if you have a surfboard, there's a million different surfboards; if you're a copywriter, there's a million different copywriters. It's basically a red ocean economy almost wherever you turn. And so we need that novelty to stand out in that marketplace.

Does your offer address a bleeding thumb?

So you have relevancy, which is really, what is the desire of the market? What is the, what I call the moving pain of the market? Not the moaning pain. So moving pain basically means the pain point, the kind of urgency that will drive you.

James: Is it just like relatability? It's like they recognize, oh, this is a solution for the pain that I have. So now it's a potential choice they could make. But we still haven't got the novelty to stand out from the others.

Kenneth: Yeah, sure. That's true. So let's do a baseline, like basically - can I give you a slightly gory illustration of a pain?

James: Look, we've already done kidnapping and debt collection, I think we know no bounds. Get in there.

Kenneth: Okay, yeah, sure. All right. So again, when I was young and stupid, that was pre-meeting my wife. So I had a bunch of burger patties that were frozen. So they were all like, you know, stacked on one another. And me being an idiot, right, I took a meat cleaver, and I tried to pry it open, and I nearly chopped off my thumb.

So in the process, it flicked, and then it got my thumb, you see the stitches here, I could see blood, bone and then there was just blood everywhere. And the thing was, when I had that bleeding thumb, when my thumb was nearly sliced off, there were a few thoughts that came into my head. And none of them were, let's go Netflix, let's play a video game, or even, let's go to my favorite doctor.

It was, let's go to the doctor that's below my house, because you have this urgent problem. You're not thinking about any other things. You're not even thinking about the doctor you're loyal to, you're just thinking circumstantially, who is the nearest person I can find to fix that issue? And we managed to go to the doctor downstairs because it was such an urgent problem.

So when it comes to relevancy, it's basically all about, what's the moving pain of the market? What's the bleeding thumb that your market, your audience is facing? The thumb, when it's almost sliced off, they go into a frenzy. So let me give you a less gory example, a marketing example of that. I'll tell you more later. So I'll show you the combination.

James: Just on that point, I wanted to check in here, because a lot of the time, especially like, if you sell a membership training, or you can even give it away these days, and people have this idea they want to go out and make a membership around it. And I'm like, Well, hang on, is it something that people actually have a problem with?

I see a lot of people trying to sell things where there's no bleeding thumb. Pretty common. So would that be a first rule of thing to check? Is there even enough pain in this marketplace? I mean, suppose people are coming into it from different angles. Some people want to go and sell something. Other people have discovered a solution to bleeding thumbs that they just want help to get out there.

Kenneth: Yup. I think when it comes to bleeding thumb, especially for membership sites, it's, do the people have that ongoing problem? Because sometimes, it's a one-off problem, and you're creating a membership. And then that's an issue, right? Like, it could be a one-off thing. So that's something to consider for.

James: Well, so I imagine after you fix your bleeding thumb, you probably go back to dealing with the doctor you prefer in your own time and stuff. So like, they got their one shot. They're in an emergency one-time market, like the emergency plumber, or the divorce lawyer, you know, the people who hopefully, it's a one-time thing.

Kenneth: Yup. Although I do know, people who have made bleeding thumbs their whole career. Like, I have a friend who does IT support for Facebook and Google and all these people, and Google and Facebook have all these emergencies that they cannot afford to go to Global because everything goes to Global first, and Global takes three months to approve.

So they're like, We can't do that. We need to give it to some smaller company to get it done. And she charges whatever she wants. And they're like, Sure, get it done. I'd rather do this than go to Global.

Giving people a solution they don't expect

James: Nice. So we want to make sure that our offer is relevant. And we want to make sure that it's novel.



Kenneth: Yup. It's novel. So novelty is basically, it's based on a premise you give people what they want, in a way they don't expect. So give people what they want in a way they don't expect. And novelty falls in many different categories, but it's always, you either look to the past, to the present or to the future.

So depending on your products and programs as well, because they're also contextual. So what I mean by that is you look to the past, if you have a supplement kind of business or you have a business that's about personal development everything, you can look to the past. That means you look to ancient times because ancient times, there's almost this fascination with the ancient, they're superior to modern times.

Let me give you an example. One example is one of my bestselling ClickBank offers. It's a product that teaches you the secrets of Babylon. So it's a personal development secret, the manifestation secrets of a Babylonian scripture. So Babylon in the old times. So basically, you pair it together with the relevancy.

Relevancy is I don't know how to manifest well enough. The novelty is give people in a way they don't expect. You use it by chanting Babylonian scripture. What's the number one product of its kind in the market two or three years ago?

Or even at the most macro level, if you look at mindfulness, look at mindfulness, mindfulness, relevancy is I'm really stressed, I am so stressed I want to kill my boss. And the novelty is the secrets of the Indian yogis, that the ancient Indian yogis, in terms of meditation, everything, you combine it, becomes the mindfulness practice that Western audiences crave.

And then there's the past. You look at the present, the present is whatever are the contemporary things that are happening right now. And again, let me give you an example of that. So I have an immunity supplement. And in my immunity supplement, I look at current trends, and I create the holy grail offers based on current trends.

So for instance, yesterday I was giving you something I might do, I might not do, but I found it very interesting is that kids around the world now are suffering from something called immunity deficit. And immunity deficit is because of all the restrictions from COVID, the sanitizers, the mask-wearing and everything.

James: Being locked inside, like little prisoners.

Kenneth: Yeah, being locked inside. And while basically the flu season has skipped two years. The flu season has actually skipped two years, which means when something skips, it comes back with a vengeance. And especially if you're a young kid who's like, zero to one, at the time of the lockdown, you haven't developed your immunity system.

So one of my friends, the kid got sick, every two weeks, she gets sick. I believe her doctor says she's going to be sick another 12, 13 times this year.

James: Yeah, that's right. They get like 20 something colds in the first five years, the doctor said. It was pretty surprising, like every parent who's ever put a kid into child care knows that you're going to get every flu for the next year. And that's just immunity system building.

Kenneth: Yeah. But now it's compressed, because she didn't do that for two years, right? But apparently, it's happening to adults as well, because we haven't gone through, so flu has come out with a vengeance. So again, my offer is immunity supplement, relevancy, which is, so you don't get sick. And the novelty is immunity deficit is happening. So you need something to bridge that divide.

So in business, we also look, let's say, we're writing financial copy or something, we always look at what the US president is signing off on, like, it could be a new rule, a new bill and all those things. Like oh, the Fed is raising rates again, okay, these are the kinds of investments you should do. So you know, again, relevancy is you want to invest stocks and make money, and the novelty is, oh let's do it in a way that matches whatever the Fed is doing.

So that's one of how we use the present. The future, for certain things like crypto, uses the future a lot like, you know, the Metaverse or Web 3. So again, crypto is about greed, right? So the relevance is, you are greedy, you want to 10X your gain. And you do it by investing in Web 3 coins, very simply.

Or the biggest offers in the market right now for crypto is the plan, it's like a \$40 million or \$80 million giant right now, it's just webinar-based.

James: Is that the crypto bot?

Kenneth: The Crypto bot, yes. That's the crypto bot.

James: They get their vitamin D while they can.

Kenneth: Yeah. They get their vitamin D while they can. Forty, fifty million. Yeah. So again, crypto bot and investing, right? So the future. So if you see successful offers, it's actually all about that, over and over again, like the number one product on ClickBank right now is a weight loss coffee. So again, weight loss, fast, relevancy, novelty, coffee or tea. They are both coffee and tea, and they're both crushing it in the market.

James: Wow, that's an ages old thing. Slimming tea and stuff. Wow, let's just change it to coffee.

Kenneth: Yeah, let's just change it to coffee, boom. Suddenly, it's a \$20 million business, you know?

James: I was thinking about that in the last week. I lost about four kilos last week.

Kenneth: Oh wow. What did you do?

James: Exactly. I was thinking, that could be a multimillion dollar offer if I was a marketer and wanted to publish exactly what - I've never experienced results like that in anything else that I've tried, but I did like a very specific protocol, and it was amazing. So anyway, we'll circle back on that one for another episode. We might have to talk about ClickBank offers.

But in any case, once we've got the past, the present, the future, we're looking at the relevance and the novelty, where do we go from there?

Creating an offer by riding the waves

Kenneth: Then you create the offer, or you position your service. The funny thing is you talk about surfboards, right?

James: A lot, like an awful amount. I had a nightmare the other day, someone stole my surfboards and I was devastated. But I'm so pleased now, my nightmare is cycled up because my old nightmare used to be that I'm working in a car dealership. So I've now replaced my nightmare with a new, better nightmare. This one, I could, you know, with a small amount of capital, I could fix that nightmare. But there's no fixing working in a car dealership.

Kenneth: Yeah, I realized that a lot of offer creation, or even product or business, or building a business, a lot of them is you build a surfboard business. That means you ride the waves. So where the economy is heading, you just position yourself there.

James: That's what I've done my whole life. You know, in the recession, early '90, '91, global, there was a real recession in Australia, I was a debt collector. As it came good, I went into prestige cars, and then luxury cars. And then in 2008, I moved into the online business, as it was just all crashing around, you know, luxury was not where you wanted to be.

And through the pandemic, my business went great, because all of my clients are online businesses and had already been doing what the rest of the population was about to discover, for at least five to seven years. So I think it's absolutely worth riding the wave. And as you know, just not going against the grain. I've had people, like I've got a client in the trade show market.

There's not a lot you can do if you're in the trade show market in a pandemic, you can't force that one. You just got to ride it out. Or if you're selling, there's a lot of seasonal businesses. I mean, I live in a seasonal town here. In winter, it's a little bit quiet. But if you lived in a snow region, and in summer, it's sort of mountain biking or whatever, you can't sell the snow skis and rent snow gear when there's no snow.

Or if you have an ice cream stand in summer, but no one's buying it in winter, like, you have to be aware if your market's on. And one thing I learned promoting affiliate offers is that the offer fades at some point. It'll eventually fade. So I'm wondering, how closely tied is the novelty to fad or trend?

Kenneth: It can be. I think trends and fads give you the greatest amount of leads in the shortest amount of time, or the greatest amount of sales in the shortest amount of time. But you still need to rethink it when the trend fades. Because trends fade, right? So let me give you an example. I've never seen results like this ever since, it's insane.

So, again, novelty and relevancy, right? So I'll just use these two. So yeah, during the pandemic, when we first shut down, so there was one week after when we met in Sydney, I came back, shut down. Laura, my wife, missed the shutdown, the borders, by five hours. If she were not to meet it, I would have met her the year after because it took 12 months for sponsors to come back into Malaysia.

But anyway, so it shut down. I was bored, because I didn't know what to do. So I created a course creation course. So it's a course on creating courses, which you know, no big deal. Like there's a lot of course creation things out there. So that was the relevancy of it. Actually, that's not the relevancy.

So I created a course. But so high relevancy and novelty together was I realized that a lot of trainers, a lot of consultants in the Asian region prefer offline. Like, webinars never did well in Malaysia and Singapore until maybe the last two years, because people just don't bother to show up for anything online.

Everything is face to face. They don't Zoom. They'd rather drive, brave the traffic and sit down. So basically, what happens is all these traders that their, you know, two years' worth of training sessions, whatnot with different companies all shut down. Basically, you know, every single person had their schedule canceled. And so that's a moving pain, right? That's a bleeding thumb, right? Everyone's thumbs are sliced off.

So basically, my relevancy was, look, all of you who have your offline businesses automatically dying, the novelty is basically, I can give you an online stream of income that can help you supplement or even replace your offline income. And by doing so, we created an offer that when the cuts opened, we made about \$187 per email lead.

We made like, six figures off a 200-person group, pretty much, and it was because of novelty plus relevancy. And it created the hottest offer. But the thing about the pandemic was, we ran it for two years. I thought, I'll run it for six months. And to my horror, two years later, it's a relevant offer. Like, how is the pandemic still here? Yeah. But now, of course, we have to switch gears already. Yeah.

James: I mean, I did endless case studies of people who switched from offline to online to educate my market. But one of the ways I reacted was, I created a safety net product. I thought, okay, for people who are panicking or fearful, I'm going to create that trampoline underneath the trapeze high wire, and I brought along a \$10 per month subscription program where people could ask anything they want.

Every single day, I'd answer it. And I ran that for about two years. I validated that you can start a membership with zero content. I incubated clients who moved up into my regular membership. And it was really great success. And it was critical, also, to learn the platform. Of course, I was using [Kleq](#), and I wanted to get to know it. And so it was a really great opportunity.

I learned a lot too about the way that fear drives people and the way they react. A lot of people on monthly subscriptions immediately panic. People on annual subscriptions held the course because they're kind of in for the ride. So that was quite an interesting thing.

What comes first, the market, or the product?

I'm wondering, so it sounds like one of your greatest strengths, Kenneth, is coming up with great angles, offer creation, because that's where I see people get stuck. They just don't feel like they're creative people. I mean, you've worked for brands like Heineken, The Economist, DHL, and just coming up with these strategy after strategies, do you have, like, a checklist? Or is there is a methodical process? Or are you just ad hoc?

Kenneth: There is a methodical process. It's a five-step holy grail process. It's three days' worth of content. So it's actually a huge - because I've done it so much, basically, I was just downloading, like my entire mental framework, but I usually shortcut the process.

So really, I just look at novelty, relevancy. And the trick is, I don't try to retrofit the product most of the time, I create the product based on the relevancy and the novelty, because I can.

James: Is it the ideal way, do you think, to start with the market and then create the product to fit instead of trying to find people to sell your product that you think's a great idea too?

Kenneth: Yup, so it's a Z to A approach for me, and I use Z to A for everything. Like, if I'm creating a product for ClickBank, let's say, a ClickBank product, I actually look at what the ClickBank affiliate lists are. So what really sells to those lists, and I create a product that actually matches those lists. And I mean, ClickBank is predominantly Midwestern women in their 50s, conservative, white, that's the ClickBank list, right? And then we go, That's okay. We know the demographic already.

James: I always thought it might be like, 25-year-old Lambo cash gun people.

Kenneth: Yeah, that's a bizopp list. So the bizopp list will be something like that, but predominantly, everything else is the white, female, Midwestern, Trump-supporting, and you just write accordingly.

James: Whenever I had the products on there, my affiliates always get to the cart, see that it's ClickBank, and then go and get their own affiliate link and purchase it through themselves. It was so educated and so sophisticated.

Kenneth: Yeah, yes, yes. That's ClickBank for you, hasn't changed that much, it's a lot bigger now though, it's so much bigger.

James: I actually coach someone who's big on ClickBank, and it's fascinating seeing behind the scenes. We will put a link to your [holy grail program](#) here, and I'll send a couple of emails about it as well. Because I think what's exciting about it is I think the process, it allows you to come up with angles and ideas that get you to the offer. I mean, offer really is everything.

The matter of getting it on the page

I'm curious, like in terms of the boring stuff, like okay, you've come up with your offer and your angle, and you've got an idea, where people tend to get stuck next is how do they get it on the page. Formatting, templates, services. How do you approach that? Do you start with a blank computer screen? Do you have a layout that you like to follow? Do you have someone you pay to do it? What's the advice there?

Kenneth: So we still test our written templates, I will always use my own. So I created a whole bunch of holy grail templates that's proven to work really well. I'll give you one example now. It's a variation of scalable parable I shared on stage, actually. So it's just salvation, heaven, hell.

James: There you go. So use a framework.

Kenneth: I use a framework.

James: So let's run through an example of that, and you can pick something you're familiar with that might be everyone's familiar with.

Kenneth: Let's do a weight loss offer. That's easy.

James: Okay. 50 percent of us are overweight, right? Something like that.

Kenneth: Yeah, and after COVID, the numbers shot up. So if you're actually thinking about relevancy, then you're looking at weight loss, blood sugar, mental health, all those are going to crush it in this recession. And bizopp, bizopp is going to crush it, as well.

So basically, it's salvation, heaven, hell. Basically it's, sin is the problem, salvation is the solution, heaven is the offer and hell is the consequences.

James: Of not taking the offer.

Kenneth: Of not taking the offer. So if you actually look at it from let's say, even a Christian conversion context, it's sin, all of you are sinners who fell short of the glory of God. Salvation is, accept Jesus as your Savior. Heaven is if you accept Jesus, you go to heaven and have all these privileges. And hell is if not, you go to hell.

So you know, very basically, that's the gospel message as well. And then, if you do it for weight loss, it'll be like, sin - sin is, are you overweight and you have an urgent timeline because you want to fit into your wedding dress that's coming in two months? Salvation is, yes, we can, with this weight loss coffee. If you drink it, you lose five pounds a week with this protocol.

Salvation - we did salvation. Heaven, so heaven is, okay, this is the offer, this is for \$37, you can get this coffee, and we deliver it to you on a monthly basis. Hell, if you don't take it now, how are you going to fit into your wedding dress in two months?

James: Love it. And where does proof sit into it? What do people do if they're trying to create an offer but it's new, and they don't have case studies or testimonials yet? Does this ever happen?

Kenneth: Yeah, it does. So usually what I do is I give stuff out for free so that I get a testimonial. Or what we do as copywriters, sometimes, we tell them, Look, if you don't have a testimonial, because it's like extracting blood from a stone, sometimes, people are just so lazy, right? You write the testimonial for them, and they sign off.

So you basically write a testimonial, and then they sign off. So that's what I might do for a certain - I mean, not weight loss and not medical products, medical products, I will collect testimonials. The other way to do it is you do Zoom calls with them, because people tend to act better in real time.

So say let's do a quick call, in the next five minutes, you do a call, you interview them. And I usually call it the T three testimonial process, which is terrible past, try product, a terrific future. So we talk about the terrible past, what's life like without the product, the more emotional, the better. Then try the product, where you actually try the program. And then terrific future is after one, the after effects, what are the kinds of things that you're doing now that is exciting?

James: Good. I've heard that described as, once I was lost, now I'm found.

Kenneth: Oh, yes, that's a good one.

James: Yeah. I'm actually developing some playbooks at the moment in my own membership, which will just give people frameworks for all sorts of things like that. But I do love a good framework.

I actually use the Zoom calls as podcasts, I like to get my clients on just talking about where they were at before and what sort of challenges and problems they were having and how that affected them and then what we changed, what sort of results they got, what kind of advice they would have for anyone else.

And these days, the best thing is I've been able to generate 10-year client case studies, like people have been with me for a decade. And I've got a whole cohort of nine-year people that are about to click over to 10, and so it's just getting more powerful because it's sort of irrefutable. It's very hard to dismiss that.

And what I've found is people take a longer timeframe, and they're willing to work with me over that period. They can have absolutely profound changes, like from when we started, when I look back at our old notes, I'm like, oh my god.

Like, I've got this guy who was making 130 grand a year as a solo consultant. And now his business is pushing on \$3 million a year. And he hardly even works, he's literally got someone running the thing. And like, I think that's a seven or eight-year case study. I haven't published that yet. But I'm excited to do those ones.

So thank you for the framework on the Zoom call. Thank you for the sin, salvation, heaven, hell framework. I imagine you've got a whole bunch of other stuff in your holy grail program templates, etc.

Who should be learning from Kenneth's stuff?

Who do you think should be learning from Kenneth?

Kenneth: So I think everyone.

James: [laughs] Isn't that the marketing? Where you can't serve everyone, like, isn't that like, the first step?

Kenneth: Yeah, true, true, true. Predominantly, I think business owners, I think for business owners, especially online business owners are copy-driven anyway, like, it's not face to face or referral, you need the copy freelancers, service providers need the copy, and anyone that needs to create a holy grail offer for themselves needs it, like whatever it is, so all those people fall into that category.

And what's interesting, one of the biggest buyers of my programs is men above 51 reinvention. I don't know why, but that seems to be.

James: I know why, maybe, well, I mean, I fit the category age-wise. But in terms of my peer group, it's really, really common that I hear them say they're burnt out, bored, feel like they've achieved everything, or the thing they were doing stopped working, because all these new kids have come through and just doing it all different. And they've just lost touch or they're feeling irrelevant.

And on the positive side, maybe they've got time and money freedom that they didn't have before. And now, they like to learn things. Like, I'm doing courses ongoing. I did a video course recently, I'm doing a learning course at the moment. I actually go through courses and learn new things, because I have a duty of care to my clients to be on point, I have to have my finger on the pulse.

You know, I still see you posting there in some Facebook groups here and there and comments, I keep an eye on stuff. I'm actually a classic lurker on social media. I now know not to make the mistake of wading into other people's arguments or trying to show everyone that I'm correct. I just let it go and I just observe now. That is the best way for me to consume information in those platforms.

I'll let other people do the heavy lifting. So, fascinating. All right. Well, I really appreciate the sort of overview. If I'm getting this right, the holy grail concept is really positioning your offer as a standalone, absolutely have to have, it'll make all the difference type thing that they really desire, that will make everything else you do much easier.

And you're doing that by being relevant and having some novelty. And you're preparing for that by just having a look at the past, the present, and the future and seeing what angles you can come up with to make it special.

Kenneth: Yup.

James: Yup. Have I missed anything?

Kenneth: Yup, that's it. No, that's great. That's great.

James: Thanks, Kenneth. We'll put a link over to your website on this episode. This episode is episode 938. So if you check that out at JamesSchramko.com, we'll put a summary. My team will lovingly curate this episode into something more digestible that you can have as a PDF, and we'll link off to [Kenneth's program](#).

And I appreciate you coming to share. Always good to catch up. I learn a lot when I chat to you. And your track record and the results you're getting, I think you do bring a unique angle. I mean, you're from a different country, you're in Malaysia there, than a lot of the other experts we've heard before.

Typically, we're hearing a lot about copyrighting from the North America region. I love to hear from different cultures, different ways of looking at things. I think it's a huge advantage, just quietly, when you're outside that world. It's awesome. And I look forward to the next time we can catch up for a nice slimming coffee.

Kenneth: Yes, we'll do that. And just a bit about where the link is driving you to, it's actually to a free five-day copywriting masterclass where you get to learn the basic step-by-step on basically holy grail copywriting, how do you write copy for a hyper-competitive market.

And then after that, you decide whether you want to join me or not for the journey. We call it the journey to El Dorado. You can join me on a caravan to El Dorado after that, but just first, I just want you to evaluate and to see what I'm talking about.

James: I need to ask too if you could just give us some context on your T-shirt there. It says, They will ignore you...

Kenneth: They will ignore you, let me see if I can...

James: Until they can't. There you go.

Kenneth: Until they can't. Yes. Mantra of my life.

James: There you go. Thank you so much, Kenneth.

Kenneth: Thank you so much. This is awesome to chat with you, and thank you so much for having me on the show.



JAMES SCHRAMKO

Up your
marketing game
with help from
James

[CLICK HERE](#)