

The 'No Frills' Guide to

“Two words that will
transform your
advertisements or
other marketing
copy.”

Ask yourself these two words, and your advertisements
and other marketing are guaranteed to get results!

By Paul Graham.

This e-book is published by Paul's Advertisement and Marketing News.

The 'No Frill' Guides' are a series of e-books that are designed to inform you and educate you with information which you can read and use immediately to help you succeed in your business.

"No Frills", means they will not entertain you with fancy graphics or pretty pictures or colorful pages.

They may look rather plain, perhaps a bit old fashioned, but you will get just solid information without all the other stuff which wastes your time and does not help you succeed.

Disclaimer

This e-book has been written for information and educational purposes only.

Writing good copy is a big subject. This e-book is brief, and is not a complete education on this subject. It describes the basics only, and is a guide to get you started.

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Two Words.

This ebook is so brief it isn't really an ebook!

But this information is another crucial piece that will help you create advertisements and other marketing that gets you the results you want and need, and to fulfill the goal of any piece of marketing.

And the two words are not anything you write or publish, they are what you ask yourself as you are creating an ad or a sales letter, or any marketing materials at all.

And they are : "So What?" Yes, so what!

Let me explain.

For the most part, you will be trying to communicate with people who are naturally skeptical; they have an inbuilt resistance or disbelief in anything they read or come across, and your job as the writer of your ads and other copy is to overcome this resistance.

And the easiest way to do that is to ask yourself "So What?" after everything you write.

You see, because the person who reads your ads or marketing is going to ask himself that anyway, so when he does, he will get the answer.

So when you ask yourself that, put yourself into the mind of your (skeptical) reader, and see what the answer is – see if conveys anything meaningful to him, if it adds to the power of your ad, or if it is likely to destroy it.

And if you cannot come up with a good answer, rewrite that sentence or piece or headline until you do have a good answer, or else leave it out altogether.

For example, you might say that you have 'been in business for 20 years'. Well, so what? Does that mean you can help me better, or solve my problems better?

If you want to say that, explain why it helps the reader, so he will understand that it is an advantage.

You might say that all 'our products are of the highest quality'. So what. Everybody says that. Well it is a bit of a cliché, but say something that will convey to your prospect how that will help him. Otherwise leave it out.

You will likely see many more examples in your own marketing; review it with this question in your mind and see how it will transform you marketing into a hardworking, responsive, money-making asset for you.

All the best,

Paul.

Where to go from here.

The subject of advertising and marketing, including website copy, is a very big one, and does not end here.

My mission is to help you get the biggest response, and the best results from your advertising and **all** your marketing, by focusing on the awesome power of words to persuade your reader to do what you want him to do.

This e-book is part of those available to purchasers of the ***Turn Words into Gold*** program.

I hope that you will find it of benefit you and your business.

Now there may be somebody you know, or somebody within your sphere of influence who is struggling to get enough return and response from his or her marketing, or maybe somebody who in any case would be very interested in a greater return on their marketing investment.

If so, do them a favor and send them a “This might interest you” type of note from yourself, and include [THIS LINK](#) which is to their introduction to the program.

It might turn their fortunes around, or, on any case, they will be glad you sent it to them.

Look forward to seeing you there.

Paul.

