

NEW

**REVOLUTIONARY NEW KIND OF
DRAIN OPENER INVENTED;
UNCLOGS DRAINS IN 1 SECOND**

Get It Now, It Only Comes Once-In-A-Lifetime!

**New Halley's Comet "Silver Eagle" Is
Totally Unique And Made Of Pure
Silver!**

SWIPED.CO INSIDERS SPECIAL REPORT

THE NOVELTY SWIPE FILE

**4 AD APPROACHES THAT MAKE WHAT
YOU'RE SELLING FEEL BRAND NEW**

**New Wonder Drug Cosmetic
Restores Young Look to Aging Skin**

Medical Tests Show Remarkable Improvement In Skin Condition
Restores True Aging Processes of Skin and Eliminates Wrinkles

相令
**At last! China reveals
her 1,300 year old stay-young
health secret.**

MORE AMAZING THAN ACUPUNCTURE?

**Typewrite
The New Way**

SWIPED.CO INSIDERS

I've spent years digging through thousands of marketing campaigns and sales funnels from every niche you can think of and there's one major theme I've discovered...

EVERYTHING is a remix.

What we perceive to be new and novel has nothing to do with how original it actually is.

Instead, in marketing, the only thing that counts is that people FEEL that something is brand new – it's that feeling of novelty that triggers a pleasurable dopamine release in the brain and elicits powerful buying behavior.

We can argue all day about the origins of an idea, but the only thing that truly matters is the degree of newness PERCEIVED by your audience.

That's why it's so important to stay on top of what others are doing in your market.

To tap into the power of novelty, you must know the messaging your audience has already seen and is currently being exposed to.

Otherwise, the messaging you think will seem new could easily fall flat and fail to grab attention.

By continuously providing your audience with a sense of novelty, you're giving them a reason to buy from you again and again.

As psychologist Dr. Emrah Duzel puts it...

"When we see something new, we see it has a potential for rewarding us in some way. This potential that lies in new things motivates us to explore our environment for rewards. The brain learns that the stimulus, once familiar, has no reward associated with it and so it loses its potential. For this reason, only completely new objects activate the midbrain area and increase our levels of dopamine."

With that said, in this Insiders special report, we'll be exploring 4 particular approaches that make what you're selling seem BRAND NEW.

I didn't set out to write this report, but a unique swipe request came through last week that sent me down a rabbit hole and what I found was too good to keep private.

The request came from a member who wanted to ensure that their latest ad campaign didn't sound like anything they previously released.

As he put it...

“I’m looking for ad examples with this frame: you may THINK you know what we’re going to teach you in our training but ACTUALLY it’s much more powerful than what you know thus far.”

What I ended up doing is breaking down the swipes I delivered into these categories..

Marketing campaigns focused on:

- What it’s NOT
- What it’s “better than”
- The NEW way they are doing things successfully
- Breakthroughs, discoveries & revelations

Each of these categories represents a unique and proven way of making what you’re selling feel new and novel.

So next time you need inspiration, you can reference these swipes for fast, applicable ideas.

Also, at the end of this report, you’ll find a handy list of 37 novelty-related power words and phrases that you can use to instantly enhance the novelty in your copy.

Remember, *marketing is a contest for people’s attention*. Without novelty, your chances for attention are slim to none.

Recent Campaigns Focused On What Their Thing “Is NOT”

All of the ads below start by highlighting what their ad or solution are NOT about.

This ties directly into novelty in that you’re pointing out un-novel things and how what you’re offering has nothing to do with that.

When people are tired of something, they will react enthusiastically if you echo that you’re also tired of and over it.

It’s a trust and rapport building mechanism and when you use it at the right time, it will resonate.

As I pointed out earlier, this involves you keeping your hand on the pulse of the market.

Your intuitiveness to pick up on what people don't want to see anymore will determine the success with this approach.

Here are examples with my commentary...

Sam Ovens' Contrarian + Humor Angle

In the ads below, Sam is tapping into the annoyance his audience feels in regards to all of the different tools and methods that are over-hyped as ways of making lots of money.

By completely focusing on what people are tired of, he automatically creates the assumption that what they're about to discover is novel and different.

By the way, it's worth noting that he's telling you social media, funnels, ads, personal brands and content are "are for losers" when the ad is on Facebook under his personal brand and leads you to content which drives you into a funnel.

He goes extreme to create a strong sense of novelty, even when upon further examination, it's not congruent with what he actually does.



A screenshot of a Facebook post by Sam Ovens, dated October 29, 2018. The post features a black and white photo of a man with a long beard and hair, looking directly at the camera with a slight, unsettling smile. A pink speech bubble points to his mouth, containing the text: "I got 6 funnels, 2 chatbots, 9 products, and no money". Below the photo, the text reads: "The online business world has gone mad! Funnels, chatbots, webinars, bitcoin, ads, podcasts, livestreams, ecom, shopify, social media, personal brands, content... ALL these tools are for losers. Seriously. Wake the hell up!". The post is from CONSULTING.COM and has the title "Marketing, Chatbots And Funnels Are For Losers (Seriously)". The description says: "This is NOT a funnel, I don't want your email and there will be 0 persuasion." At the bottom, it shows engagement metrics: "Joey Percia, Christian Torres and 375 others 100 Comments 21 Shares".

Sam Ovens
October 29, 2018 · 🌐

The online business world has gone mad!
Funnels, chatbots, webinars, bitcoin, ads, podcasts, livestreams, ecom, shopify, social media, personal brands, content...
ALL these tools are for losers. Seriously. Wake the hell up!

I got 6 funnels,
2 chatbots,
9 products,
and no money

CONSULTING.COM
Marketing, Chatbots And Funnels Are For Losers (Seriously)
This is NOT a funnel, I don't want your email and there will be 0 persuasion.

👍🤔❤️ Joey Percia, Christian Torres and 375 others 100 Comments 21 Shares

<https://www.facebook.com/samovensfan/posts/2216413021932099/>

This ad has the same exact theme, except he starts by focusing on how the ad is not about *“how to get clients”*.

Sam addresses this because he knows there are a ton of ads promising different ways of getting clients. So he disqualifies the un-novel topic to imply that his stuff is different.

He then makes an interesting point that guys like Steve Jobs and Jeff Bezos didn't use social media, funnels and webinars.

The purpose of this statement is to infer that to be uber-rich, you don't need these things.

At the same time, it's an apples to oranges comparison. Companies like Apple, Tesla and Amazon are at a level his audience will likely never reach and mostly do image-based advertising.

Finally, he ties your identity to whether you take action or not: *“there's those who BUILD and those who TALK. If you want to build...”*

 **Sam Owens**
June 10 · 🌐



This ad will NOT tell you how to get clients.

Remember Steve Jobs iPhone webinar? Jeff Bezos's Instagram stories? Or that sick funnel Elon built to launch Tesla? Larry Page's YouTube? (lol).

In business, there's those who BUILD and those who TALK. If you want to build, check out this short movie I put together called "More With Less".



CONSULTING.COM

That Sick Webinar Steve Jobs, Jeff Bezos, Elon Musk, and Warren Buffett NEVER Did

   181

37 Comments 11 Shares

<https://www.facebook.com/samovensfan/posts/2353781028195297>

Maxwell Finn's Contrarian + Humor Angle

<https://www.facebook.com/MaxwellFinn/posts/2276128872699603>

Here's the first part of the ad, which focuses on what does NOT work and then transitions to what does.



Maxwell Finn

August 14 at 8:32 PM · 🌐



How to generate a 10x ROAS with Facebook ads...

👉 Step 1: Create a campaign with a bunch of audiences made up of people who you think will need your product and send them to your sales page.

👉 Step 2: Retarget them relentlessly with super salesy graphic/videos and copy until they either buy or provide negative feedback on your ad.

That's it!

✗ Alright now let's leave this magical fantasyland, formerly known as Facebook ads circa 2014, and come back down to reality.

The truth is that the above is NOT a strategy and the days of 5x-10x ROAS are over.

Now here's the bottom part of the ad, which like Sam Ovens, uses humor to disqualify other "gurus" and imply that what he's teaching is *the correct way* to run Facebook ads.



VAULT.PAIDTRAFFICTRAINING.COM

❑ **A Facebook Ad Strategy No Guru Has Taught You!**

[Learn More](#)

👍🤔👍 Jimmy Parent, Mitch Mauldin and 137 others · 70 Comments · 8 Shares

Here's another ad with a similar theme. It also uses the same strategy (via the 2nd Sam Ovens ad) of mentioning what billion dollar companies do and how it's not what you've been told elsewhere.

<https://www.facebook.com/MaxwellFinn/posts/373857546766012>

Here's the intro of that ad...



Maxwell Finn ✓

February 1 · 🌐



There are few things I love more in life than faking screenshots of my ads manager or Shopify store and posting them in dozens of groups with 0 explanation of how I got the results! 🤖

In fact the only thing I love more is renting a Lambo for the day and sharing lots of pics with it as if it's mine.

Okay I'm kidding and the truth is that seeing the above day after day in my feed drives me nuts! 🤖

Rather than following the people making absurd claims like they know the secrets to getting 20x ROAS on cold traffic, you should follow the marketing of these brands...

- ✓ Nike
- ✓ Apple
- ✓ Burberry
- ✓ Amazon
- ✓ Bark Box
- ✓ Dollar Share Club
- ✓ Disney

🤖 What do these brands have in common?

They understand the importance of customer lifetime value and are the best in the world at turning first time buyers into loyal high value repeat customers. ✓

👉 Unfortunately, most entrepreneurs and marketers are only being taught how to acquire customers...not what to do after.

🔴 That stops today!

I am doing a live masterclass teaching my secret weapon for success in 2019...post-purchase retargeting!

Ian Stanley's Contrarian + Humor Angle

This ad from copywriter Ian Stanley is another great example of mocking something un-novel and widely used to imply newness and resonate with those tired of the gimmicks.

<https://www.facebook.com/ianstanleyconversions/posts/1095936073925557>

 **Ian Stanley**
August 4 · 🌐



This book is NOT a best-seller...

Every supposed "guru" online now seems to have some best-selling book. Some of them are legit best-sellers.

But for the most part, they game the algorithm on Amazon. Or they buy a bunch of their own books to get on the NY Times Best-Seller List. Or they become a #1 best-seller...but it's a book about sales and they're ranked number one for underwater basketweaving.

I don't care about having a best-selling book. In fact, this book can't become a best-seller cuz it's not available on those other platforms.

Me trying to make my book a "best-seller" would just be me trying to stroke my ego.

I don't care about being a best-seller, I want to make YOU a best-seller.

I want to help turn you into one of the best salespeople on the planet. (Or make you even better if you're already world-class.)

This book is full of stories about me. But they're really about YOU and how you can use them to improve your life and your sales.

You can grab the book for free, just cover a small shipping and handling fee.

tap here: <https://www.persuasionhitman.com/book>



[HTTPS://WWW.PERSUASIONHITMAN.COM/BOOK](https://www.persuasionhitman.com/book)

BOOK: Confessions of a Persuasion Hitman

[Learn More](#)

☆☆☆☆☆ Not Best Seller List

 Fraser Wyllie and 71 others

32 Comments 8 Shares

Classic Example: TJ Rohleder Business Opportunity Ad That Made Millions

This ad from successful business opportunity copywriter, TJ Rohleder, took his company from \$300 to \$10 million. It was for a book offer and sold about 150,000 copies.

What makes it novel and fascinating is not just the idea of making money from phone calls, but that “*you never have to talk to anyone*”.

\$825 a Day Receiving Phone Calls
... and you never have to talk to anyone!

Full Ad:

<https://www.dropbox.com/s/vkyx5fhviei4wqt/825%20a%20day%20receiving%20phone%20calls.pdf?dl=0>

Campaigns Focused On What Their Thing Is “Better Than”

This is an interesting way to foster novelty in that you’re referencing a popular solution and saying that what you’re offering is actually better.

The power of this approach is that it implies that your solution is the newer, more superior option.

Using such a comparison can create extreme curiosity because it questions what you thought was the top option.

Dean Graziosi’s New Way To Real Estate Wealth – “Shopify vs. Real Estate, Which is Better?”

Real estate guru, Dean Graziosi, uses multiple “novelty triggers” to make what he’s selling seem brand new.

He starts by mentioning “*Should you do dropshipping in 2018?*” – stating the current year instantly makes your ad seem relevant. You’ll see another example of this later.

Then he states, *“Well, after learning how this NEW way to real estate wealth works you’ll see that dropshipping can’t hold a candle to it!”*.

Now, he’s not just saying real estate is better, but that his “NEW way” is what really works, which makes the content novel.

He continues to mention “NEW way” multiple times and note that “new” is always capitalized for emphasis.

Overall, Dean takes what’s most popular right now and demonstrates how his new way of doing something else is more effective.

Here is the ad link and screenshot below:

<https://www.facebook.com/deangraziosipage/posts/2184908441798812>



Dean Graziosi

September 27, 2018

Should you do dropshipping in 2018?

Well, after learning how this NEW way to real estate wealth works you'll see that dropshipping can't hold a candle to it!

Like drop-shipping, it's proven.

You can do it from home...

It takes little to no startup money...

You can do it from anywhere in the world...

It's a trillion dollar industry that you can take advantage of (dropshipping is just a fraction of that size...)

And unlike dropshipping it's NOT a short term side income. It's a business model that will continue to work for decades.

Plus you won't end up with unhappy customers who got tricked into buying cheap Chinese products. (Which is the biggest issue with dropshipping...)

Want to know how this NEW way to real estate wealth works?

Well I'm doing a free webclass that walks you through the entire process.

So click the link below to save your spot before you miss out:

<http://deansfreetraining.com/>

And just so you know this isn't the latest and greatest gimmick. This is a breakthrough strategy that my top real estate students are using in their real estate businesses.

So go here to learn how it works before someone takes your spot:

<http://deansfreetraining.com/>

SHOPIFY vs REALESTATE

Benefits	Shopify (dropshipping)	Real Estate
Proven		
From Home		
NO MONEY		
Future Proof		
Trillion \$ Indus.		

THE HOT NEW THING RIGHT NOW FOR PEOPLE TRYING

WHICH IS BETTER?!

DGACHIEVE.COM

Shopify vs. RealEstate (Which Is Better!?)

Learn More

17K

1.4K Comments 2.8K Shares 1.6M Views

Now if we look at the landing page, which is for a free training/webinar signup, we can see more use of “new” and what the solution is not.

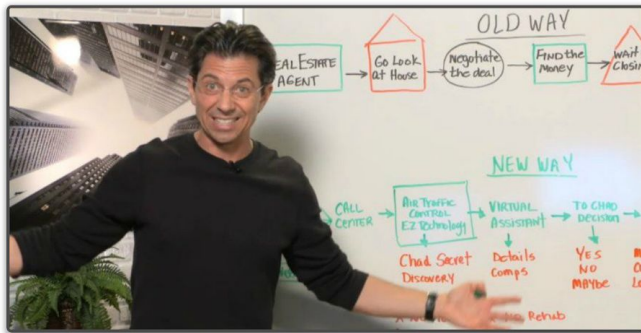
https://dgachieve.com/repfh-save-my-seat?fbclid=IwAR2Yebs-fMv74EvYwQi8SMA0E1xazbuhrGqyNBICcUT0-_JPPYCsvqE3KjE

- *"How My Students Are Doing 1-2 Wholesale Real Estate Deals Every Month... Without A License And Without Buying A Single Property!"*
- *"The "New-Way" To Real Estate Wealth"*
- *"Why the old way to real estate wealth is outdated and how you can gain a competitive edge using the NEW way"*

EXCLUSIVE Free Training From Multiple ***New York Times Best-Selling Author*** & One Of The World's Top Real Estate Educators **Dean Graziosi**:

"How My Students Are Doing 1–2 Wholesale Real Estate Deals Every Month... Without A License And Without Buying A Single Property!"

The "New-Way" To Real Estate Wealth



EXCLUSIVE Free Training With Dean Graziosi:

- ✓ Why the old way to real estate wealth is outdated and how you can gain a competitive edge using the NEW way
- ✓ How to confidently profit from the hottest Real Estate market in years from anywhere in the world & from your computer
- ✓ The top 5 strategies to profit each and every month with no previous real estate knowledge
- ✓ The secret weapon that brought me from living in a bathroom, to becoming one of America's top educators

YES!! RESERVE MY SEAT NOW!

100% FREE - Next Class Is Starting TODAY!

Vitality Extracts Essential Oils – “Better Than Botox”

Vitality Extracts advertises a ton on Facebook and often sends you to an advertorial page, which leads to a squeeze page to get a free bottle of their essential oil blend.

The advertorial and ad headline both state, “5 Anti-Aging Plants That Are Better Than Botox” (the 5 plants included in the oil formula).

What makes this ad novel is that they're making a bold claim that what they're selling is better than something more expensive and invasive. It's a very appealing idea to have a more affordable and desirable alternative to something like Botox.



Vitality Extracts Essential Oils

August 28 at 4:04 PM · 🌐



1. FRANKINCENSE - help reduce acne blemishes, the appearance of large pores, prevent wrinkles, and can even help lift and tighten skin to naturally slow signs of aging. The oil can be used anywhere where the skin becomes saggy, such as the abdomen or under the eyes.
2. MYRRH - help soothe chapped or cracked skin. It is commonly added to skin care products to help with moisturizing and also for fragrance. Ancient Egyptians used it to prevent aging and maintain healthy skin.
3. SANDALWOOD - high in antioxidants that can help reduce damage caused by free radicals, which promote aging.
4. COCONUT - contains anti-fungal and anti-bacterial properties that may aid in the healing of skin.
5. VANILLA - a great source of b vitamins and natural antioxidants. These natural antioxidants help protect against environmental stressors.

Skin Envy is a careful combination of all 5 of these amazing plants in 1 easy-to-use roll-on. 🍷

50% OFF TODAY!

Exclusive Offer For Our Readers: <https://blog.vitalityextracts.com/.../5-anti-aging-plants-th.../>

5 ANTI-AGING PLANTS IN ONE BOTTLE



BLOG.VITALITYEXTRACTS.COM

5 Anti-Aging Plants That Are "Better Than Botox"

[Learn More](#)

👍❤️👀 2.4K

180 Comments 718 Shares

The Ad Link:

<https://www.facebook.com/vitalityextracts/posts/2152766874828758>

The Landing Page:

<https://blog.vitalityextracts.com/2018/07/30/5-anti-aging-plants-that-are-better-than-botox>

Here's a great landing page excerpt that sums it up: *"Imagine if the best skin serums, creams, and lotions in the world could be bottled up into a single, powerful, anti-aging product—be 100% all-natural—and not only work but work better than Botox."*

"Better Than Chemo" Promo (Agora Publishing)

<https://pro.inhresearch.com/p/THC-BTC-TIERNEW-THL-PRO-LIFE-1214/ETHCU502/Fu>
[ll](#)

A bold promo that shocks people with the idea of a solution that's better than chemo.

Dismissed for 37 years, a few doctors have just rediscovered...

"Better-than-Chemo" Miracle Kills Cancer DEAD—Naturally

Expert declares it "borders on medical malpractice" to recommend *against* this natural cancer treatment!
Just be prepared for the potential side effects...
healthier skin, eyes, and bones—to name a few.

"Better Than Diet & Exercise" (Agora Publishing)

https://pro.goldleafnutritionals.com/p/GLN_vitaoliveonecolumn_1017/EGLNU7BQ/Full?a=13&o=79807&s=95485&u=4655723&l=1412637&r=MC2&vid=GXvR4A&g=0&h=true

Another example from Agora with a "better than" hook.



Unusual Medical Study Uncovers **Easy Solution for Perfect Blood Pressure** Better than Diet and Exercise!

The “New Way” Way Of Doing Something

The easiest, most straightforward way to make something quickly feel novel is to simply label it as “new” or as the “new way” of doing something.

Of course, tacking on that label doesn’t instantly make what you’re offering feel novel.

However, labeling something as “new” and being able to back it up can make a big difference versus not saying anything about its recency.

We saw this theme earlier with the Dean Graziosi real estate ad. Here are a few other examples, including one that was used in real estate in 2006.

Robert Allen (Real Estate Guru) – “New Way To Buy Real Estate”

<https://www.dropbox.com/s/xcohp1lni5x3h7m/New%20Way%20to%20Buy%20RE.pdf?dl=0>



You can see this theme stems all the way back to the early 1900s –
“Typewrite The New Way”

**Typewrite
The New Way**

80 to 100 Words a Minute Guaranteed!
Learn at Home 10 Easy Lessons

A wonderful new method of acquiring skill on the typewriter has been discovered. Almost over night it has revolutionized the whole typewriting situation.

Already thousands of stenographers and other typewriter users who never exceeded thirty to forty words a minute, are writing 80 to 100 words with half the effort and with infinitely greater accuracy than they ever could before, and their salaries have been increased as a result.

NOTHING ELSE LIKE IT

The Full Ad:

<https://books.google.com/books?id=ru-3WAmKEcsC&pg=PA673&lpg=PA673&dq=%22new+way+of+typewriting%22&source=bl&ots=6F-XKvqmhm&sig=ACfU3U1s09dz6jVy8VcvefMROtI0UYiaFQ&hl=en&sa=X&ved=2ahUKEwjkbmF67vkJAhVGM-AKHZ85BsgQ6AEwAHoECAYQAQ#v=onepage&q&f=false>

Frank Kern's Book Offer ("Brand New", "New Book")

Brand New From Frank Kern

"New Book Reveals **How To Create Internet Campaigns That Sell...**"



Frank Kern

From The Desk Of Frank Kern
La Jolla, Ca.

Dear Friend,

If you'd like to create Internet campaigns that sell like crazy ... regardless of your industry, this is the most important letter you'll read today.

I'll show you why in a minute.

Full Sales Page: <https://go.frankkern.com/optin24817623>

The New Way THEY Are Doing Things Successfully

This is a variation of the "new way" hook in that it states how the advertiser is CURRENTLY getting results.

As you'll see below, many of these statements are compliant with ad networks like Facebook because they're making claims about themselves as fact – this is much different than saying the prospect will achieve particular results.

This is a solid novelty-driven angle in that it states how you've achieved something *recently* using a particular (new) approach that's *working right now* (proof).

Caleb O'Dowd's "Fastest New Way To Earn \$10,000+ Per Month Online In 2019"

This webinar has brought in millions of dollars and has been running all year. Caleb gets an affiliate to promote him every few weeks and does the webinar live. He doesn't run any ads to this.

As we saw earlier, simply stating the current year (2019) can instantly make what you're selling seem novel and relevant.

Caleb also mentions "New Way" in his headline and compounds the sense of novelty by describing what the offer is not: *"Why You DON'T Need A Product, A Big Budget, Or Any Experience With Internet Marketing To Make Six Figures A Month!"*.

In terms of backing up his claims, he makes it clear that this is *"Exactly How My Friends And I Are Earning Between \$10k And \$100k+ A Month, In Our Spare Time... On Autopilot!"*

The Headline:



**The Fastest Way For Beginners To Earn
\$10,000+ A Month Online In 2019**

Announcing the quickest and simplest new way to now earn \$10,000+ a month online... while enjoying a life of freedom and travel... and without all the stress, hassle, frustration and overwhelm of conventional Internet marketing

An example email sending you to the offer:

<https://newsletry.com/Home/James%20Altucher/34a48337-01c0-4730-207d-08d69f053800>


The landing page:

<http://multichannelmarketing.com/tbp-webinar-registration?1551118894>

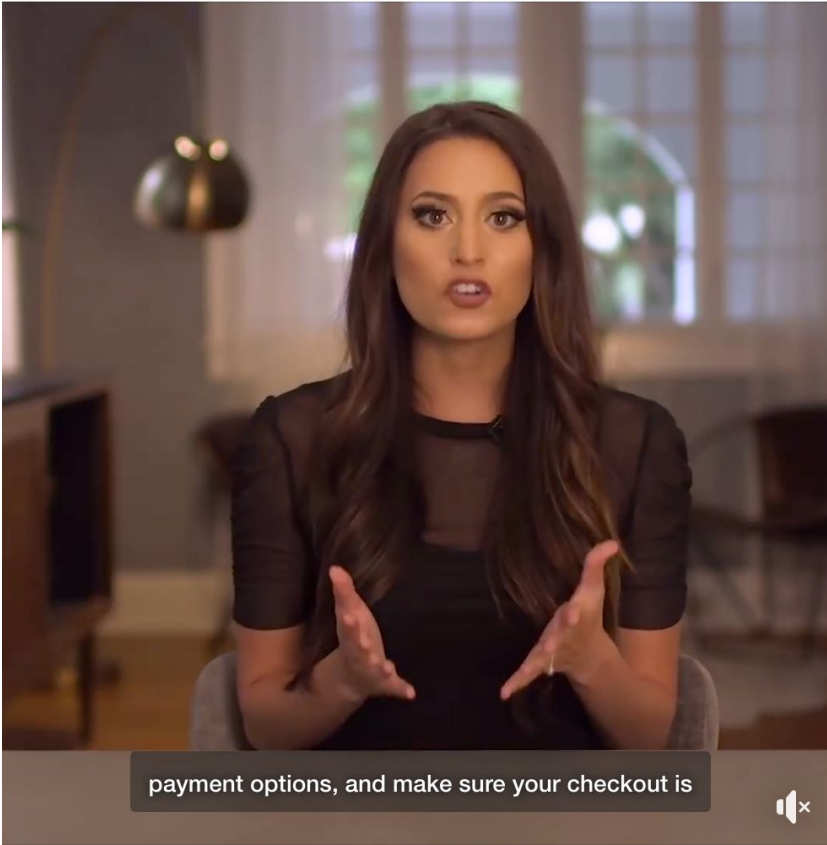
YellowWhistle – “How I generate my clients a 1900% ROI using FB ads”

This is a solid example of a compliant way to hint at claims by stating the results that you've personally experienced.

This would be slightly more novel, in my opinion, if the headline was “How I’m generating..” versus “How I generate...”. or they could even tack on the current year.


 **YELLOWHISTLE** December 13, 2018 · 🌐

Want to see how we 500x'd eCOMMERCE REVENUE while maintaining a 1900% ROI using FB ads?
Click to gain instant access to case studies on how we achieved results like this!



FUNNELS.YELLOWHISTLE.COM

How I generate my clients a 1900% ROI using FB ads [Learn More](#)

 660 217 Comments 143 Shares 175K Views

<https://www.facebook.com/YELLOWHISTLE/posts/10216489041677572>

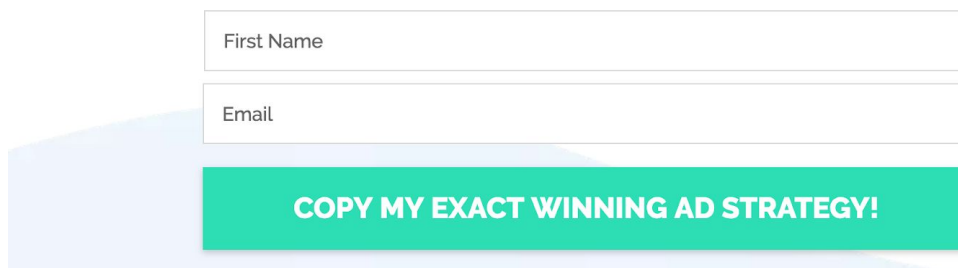
The Strategy We're Using To...

This landing page from Maxwell Finn demonstrates the point I just mentioned. Their headline is “*The Unconventional Facebook Ad Strategy We're Using To Generate Hundreds Of Thousands Of Leads & Millions Of Dollars In PROFIT For Businesses In Nearly Every Industry*”

It sounds recent, relevant, and extra novel because it's labeled as “unconventional”.

The Unconventional Facebook Ad Strategy We're Using To Generate **Hundreds Of Thousands Of Leads & Millions Of Dollars In PROFIT** For Businesses In Nearly Every Industry

(And how you can easily copy it for your business today)



First Name

Email

COPY MY EXACT WINNING AD STRATEGY!

<https://vault.paidtrafficking.com/unicorn-playbook>

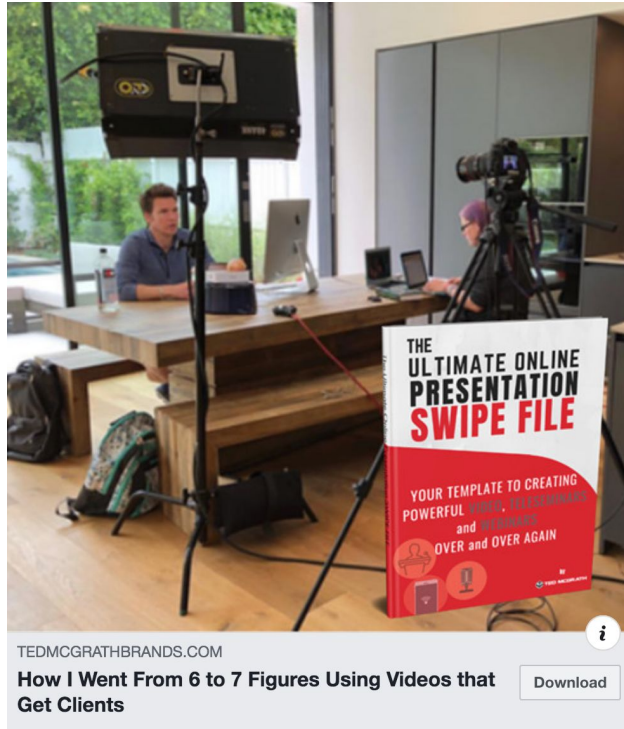
Ted McGrath – “*How I went from 6 to 7 figures using videos to get clients*”

Another solid example of implying a big claim by stating how you achieved impressive results. Again, this is an ad where it could be slightly more novel in that the claims are past-tense (“*How I went from*”).

However, inside the copy we find evidence that his methods are still working now...

“Now I'm bringing in every week what I used to do in a year.”

“This presentation template has been the single biggest factor in helping me reach millions with my products, services and programs and make millions while serving humanity.”



<https://www.facebook.com/messagetomillions/posts/1505819152888477>

Breakthroughs, Discoveries & Revelations

These are especially popular themes in the health space. The idea is that something new was found, invented, discovered, uncovered etc.

Having a promo built around one of these concepts automatically implies that this is the first time something like this has emerged.

Here are a few examples from copywriting powerhouse, Agora Publishing.

NEW BREAKTHROUGH IN ANTI-AGING SCIENCE

CAN THIS NEW “LONGEVITY COCKTAIL”
REALLY MAKE SENIORS
AGE IN REVERSE?

“I feel as good as I did when I was thirty...and I’m eighty!”

- Joan K., Boston, MA



https://pro.goldleafnutritionals.com/p/LFW_agereverse_0217/E404T822/Full?email=removed&a=13&o=49825&s=57411&u=6337753&l=648325&r=MC2&vid=7AMas8&g=0&h=true

The Life-Saving, Disease-Defeating Breakthrough Your Doctor Would Be an Absolute Fool Not to Buy



One Tiny *Private* Company Owns The Patent to The Revolutionary Device That Could Soon Turn Every \$10,000 Invested into \$330,000.

http://research.lfb.org/research/html/iii_tencentsolution_0314/?code=EIIIQ303&ver=1&email=itoroinuks.stocksblogger.com&n=III_tencentsolution_0314

BREAKING: Atheists Silenced By “ADAM GENE” Discovery...

A New Blessing for Every Christian American

(Keep watching for the amazing reveal below...)

<https://pro.healthrevelations.net/p/HRV180420A/WHRVUA00/>

BONUS: How The Legends Did It

David Ogilvy

REVOLUTIONARY NEW KIND OF DRAIN OPENER INVENTED; UNCLOGS DRAINS IN 1 SECOND

<https://swiped.co/file/revolutionary-drain-opener-ogilvy/>

New Wonder Drug Cosmetic Restores Young Look to Aging Skin

Medical Tests Show Helena Rubinstein's Ultra Feminine Face Cream Reverses Two Aging Processes of Skin and Restores Young Skin Tone

<https://swiped.co/file/new-wonder-drug-helena-rubinstein-ogilvy/>

Gary Halbert

Get It Now, It Only Comes Once-In-A-Lifetime!

New Halley's Comet "Silver Eagle" Is Totally Unique And Made Of Pure Silver!

**It Won't
Be Seen Again
For 76-Years!**



<https://swiped.co/file/silver-eagle-gary-halbert/>

"...The amazing thing, of course, is the speed at which it works..."

New High-Speed Diet Formula Used By Top Fashion Models Produces An Extremely Fast Weight-Loss!

"...contains an enormously-effective ingredient from the Himalayas now available in the U.S. for the first time!"

<https://swiped.co/file/high-speed-diet-formula-gary-halbert/>

Former star of Dynasty reveals...

How A New Discovery From Asia Seems To Burn Off Body Fat For Almost Everybody Who Tries It!

<https://swiped.co/file/berry-trim-ad-by-gary-halbert/>

advertisement

相令

At last! China reveals her 1,300 year old stay-young health secret.

MORE AMAZING THAN ACUPUNCTURE ?

<https://swiped.co/file/china-health-secret-ad-by-gary-halbert/>

Note: notice the "better than" approach at the end

Eugene Schwartz

Doctor Reports New "Miracle" Diet Cures Arthritis

in most cases ... ends pain, heat and swelling in joints in three to ten days ... restores normal bone structure in three to six months.



DR. GIRAUD W. CAMPBELL

Dr. Giraud W. Campbell is a graduate of the Philadelphia College of Osteopathic Medicine, Class of 1931. He has practiced for over 40 years



<https://swiped.co/file/miracle-diet-schwartz/>

Doctors Claim New Miracle Drug Reverses Aging Process—Can Prolong Healthy Life Up To 120-150 Years Of Age.

No harmful side effects...safer than aspirin.

**As shown on CBS news,
this dramatic before-
and-after comparison...**

<https://swiped.co/file/miracle-drug-schwartz/>

BONUS: “The Death Of” Hook



You’ve probably seen or heard this hook used before. It can often lead to eyerolls because of how extreme it is. It also never fails to rile up those who are associated with whatever is being classified as “dead”.

With that said, its dramatic, controversial flair draws attention and can effectively be used to transition to a novel idea, one that takes the place of the dead one.

By declaring something popular as dead, you’re hinting that something else is in line to take its place, which feels new.

For example, ClickFunnels had an entire campaign based on “The DEATH Of The Website” – the idea being that websites are dead and should be replaced by funnels.

It’s been proven to work. Just keep in mind, that you’re going to get blowback, which means you 100% must be able to back it up with a strong, convincing argument.

Simply declaring something as “dead” without a compelling explanation will just make you look bad and like you’re desperate for clicks.

Chose this hook carefully, but know that it works ;-)

A while back, I covered this topic and created a collection with 6 “Death Of” swipes. Here it is: <https://swiped.co/collections/death-of-hook/>

Novelty Power Words & Phrases

- The New Way To...
- Finally...
- At last...
- Breakthrough
- Revelation
- Revolutionary
- Discovery
- Newly Discovered
- The Only...
- The First...
- World's First...
- For The First Time
- Never Before Seen
- ...Of 2019 (use current year)
- Unconventional
- Uncensored
- Unbelievable
- Counter-Intuitive
- Surprising
- This ad will NOT tell you [these things you're tired of hearing]
- The Death Of...
- Unique
- Forbidden
- Kept from the public
- Unseen
- Hidden
- Private
- Underground
- Banned
- Little Known
- You'd Never Guess
- Mystical
- Miracle
- Untold
- Forgotten
- Secret
- One Of A Kind