

# Use My Simple PILL Framework For **Red Hot** Supplement Sales Copy that Converts on Ice Cold Traffic

Hi, I'm Adam Napolitano. I'm a health supplement copywriter and marketing consultant. And in the paragraphs that follow, I want to give you my special **PILL framework** that is *proven* to produce hard-hitting supplement sales copy...

Copy that is *dripping with emotion* and excels at converting cold visitors into frenzied buyers.

It doesn't matter whether you need a VSL, sales letter, direct mail package or any other piece of direct response copy...

Because the tried and true principles of my PILL framework produce results regardless of the medium.

When you apply this framework to your own copy, you'll be amazed by the outcome. Frankly, the rest of your copy can be mediocre...and you'll still have a winner on your hands. If you study the best supplement promos out there, you'll find they typically have all these ingredients in common.

What are they?

Let's dive in.

**P:**

**Position** *your prospects' problem in a unique and compelling way.*

First, consider this...

Your potential customers have an endless choice of options. And to them, most of those options all look the SAME.

SAME *ingredients* (there are only so many ingredients that fight inflammation or boost memory)...

SAME *benefits* (your competitors are all pretty much promising the same things)...

The result?

Confusion and overwhelm for your prospects...which means they don't buy. Or best case scenario, they play a game of eeny meeny miny moe.

The solution here is to present the problem your supplement solves in a NEW way your prospect hasn't seen or heard before.

This immediately helps you stand out from the sea of white noise.

And as long as they see the value in what you offer, guess who they're going to choose?

Let me give you an example.

Many people think declining cognitive function is just a natural consequence of getting older.

When I was doing research for a sales letter, I discovered that our brain cells contain omega 3 fatty acids in the cell membranes.

These fatty acids are critical to maintaining the integrity and proper function of our brain cells. As it turns out, most of us are deficient in these omega 3s, and our levels deplete as we age.

This is the concept, the NEW problem, I focused on...

Instead of the boring old “age related brain decline”.

Notice how this shifts from “unavoidable problem due to aging”...

To a nutrient deficiency that can be corrected. This makes the transition to the solution (your supplement) more effective.

**Action Items:**

1. Brainstorm and write down at least 3 potential ideas for positioning your prospects' #1 problem in a new or unique way.
2. Find and list supporting research for this new problem. Try to focus on recent news and studies, ideally within the past year.

**I:**

**Invent** a short and catchy name for the *NEW* problem.

For the example above (deficiency of omega 3 fats in our brain cells), I created the name “**shriveled brain**”. This captures the overall concept in a way that’s impossible to forget.

And...”shriveled brain” sounds awful, doesn’t it?

It stimulates curiosity in your audience to want to find out more...

And most of all, to crave a solution.

The science and physiology with supplements can be complex. But creating a short, catchy name makes it easier to understand...and memorable.

Pro tip: Try to limit this name to only 2 or 3 words. You want it to pack an emotional punch and be easy to remember.

**Action Item:**

1. Brainstorm and write down at least 3 to 5 ideas for a short, memorable name that captures the new problem.

\*Remember, this name should stimulate curiosity and even a little fear.

L:

## **Lead with emotion.**

The biggest mistake I see in supplement sales copy is *lack of emotion*, especially in the beginning of the sales piece.

Inexperienced copywriters or business owners trying to produce their own sales copy often get caught up in the science...the proof that a supplement works.

As a result, they load the intros of their sales letters with facts, figures, numbers, stats and any other proof elements they can find.

Here's the problem with that approach...

You're guaranteed to scare off your potential customers. Bombarding them with clinical studies right off the bat is a surefire way to make their eyes glaze over with boredom.

And when your prospects became bored...they bail.

Instead, your #1 priority when you kick off a piece of sales copy should be to get your prospects ***emotionally invested***.

Twist that knife deep into their pain points...

Future pace their desires and turn them into an achievable reality...

Give them hope that their problem can be solved...

Once you've done this emotional heavy-lifting in the beginning, THEN you can start to introduce proof elements for credibility.

**Action Items:**

1. Write down your audience's 3 biggest pain points. Why are they desperately seeking a solution?
2. Write down your audience's 3 biggest desires. What drives them to want to solve their problem?

**L:**

**Lead with a story or secret.**

I remember hearing a quote a while back that stuck in my mind from A-list copywriter Parris Lampropoulos.

I don't recall it verbatim, but here's the essence of what he said:

Someone asked him: *"When or How do you decide to begin a sales letter with a story?"*

Parris replied: *"Whenever there is a good story to tell".*

Again, I'm paraphrasing here, but you get the point. Telling a story is one of the BEST ways (if not THE best) to trigger a wave of emotion in your audience. And as you and I both know, people make buying decisions based on emotion.

This can be a story of your own...but it doesn't have to be. There are endless options at your fingertips if you take the time to perform deep research.

Now, what if you can't find a good story to tell?

In the absence of a great story, one of my favorite ways to kick off a sales piece is by using a **“secret lead”**.

As humans, we are conditioned to CRAVE finding out juicy secrets. We can't help ourselves.

Especially when the secret promises to solve a painful problem...

Or deliver a mouth-watering benefit.

Teasing with a secret is a powerful way to ignite curiosity, on top of stimulating emotions.

**Action Items:**

1. Brainstorm ideas for a story to use in your lead. This can be a personal story, a customer testimonial/experience, or an applicable story you find online.
2. Resist the urge to mention any ingredients when hinting at a solution in your lead. This is part of the tease.

There you have it. My PILL framework for producing profit-pulling supplement sales copy designed to convert cold prospects into customers.

I'm not going to pretend this is the ONLY thing you need for sales copy that converts predictably on cold traffic. Many factors are involved in a winning promotion.

But if you nail down all 4 of these PILL components, I guarantee you'll maximize your chances of success from day 1.

## **Show Me What You Got!**

After you complete the action items for your PILL framework, feel free to send me your answers. I'm happy to take a peek and give you some feedback. Don't be afraid to really take your time here. Once you get this stuff dialed in, your sales letter or VSL will turn into a powerful sales-generating machine.

Don't be shy. Shoot me an email at [adam@writinginfire.com](mailto:adam@writinginfire.com). Depending on my workload, it might take a couple days before I can respond. But I respond to every one of these emails that come through.

## **Want Your Very Own PILL?**

If you're looking for expert help in crafting long-form supplement sales copy that converts with cold audiences...

And follows my PILL framework, feel free to reach out. You have 2 options:

Shoot me an email at [adam@writinginfire.com](mailto:adam@writinginfire.com)

OR

Schedule a free discovery call [\*\*HERE.\*\*](#)

FYI, if you book a call, you'll have to fill out a brief application to make sure we're a good fit.

Yours in Health Supplement Sales Success,

Adam "Pharmacist Turned Copywriter" Napolitano

