

KING KONG®

SWIPE FILE

The 17-Step Secret Selling System

The 17 fastest sales-producing secrets known to man, assembled into one sequence that has generated over \$400 million in sales. Lift, shift, and deploy it in any business, in any niche.

The 17-Step Secret Selling System

Sabri Suby's Secret Selling System: the 17 fastest sales-producing secrets known to man, assembled into one sequence that has generated over \$400 million in sales. Every element you should include in any sales message: landing pages, sales videos, webinars, blog posts, and sales presentations. Lift, shift, and deploy it in any business, in any niche.

#	Step	The Move
01	Call Out to Your Audience	Open by addressing exactly who this is for.
02	Demand Their Attention	Big promise headline, National Enquirer style.
03	Back Up Your Big Promise	Subheadline that makes the promise believable.
04	Create Irresistible Intrigue	Six killer bullets from a longlist of 10 to 20.
05	Floodlight the Problem	Agitate the pain until they feel you're reading their mind.
06	Provide the Solution	Reveal your offer as the only viable option left.
07	Show Your Credentials	Kill scepticism with results, logos, and press.
08	Detail the Benefits	Features tell, benefits sell. Only talk benefits.
09	Social Proof	Third-party validation from credible sources.
10	Make Your Godfather Offer	An offer only a lunatic would refuse.
11	Add Bonuses	Desirable sweeteners they want but don't need.
12	Stack the Value	Total everything up. Raise perceived value.
13	Reveal Your Price	Anchor high, then reveal a price far below it.
14	Inject Scarcity	Genuine urgency. No deadline means no action.
15	Give a Powerful Guarantee	Transfer all risk from the buyer to you.
16	Call to Action	One clear command. Zero guesswork.
17	Close With a P.S.	Warning plus reminder. Third most read element.

CORE INSIGHT

Every failed sales message is missing one or more of these 17 elements. This is not a menu to pick from, it's a sequence to follow in order: grab attention, agitate the problem, prove you're the answer, make the offer irresistible, then force the decision. Follow the process precisely and you will have more clients and customers than you know what to do with.

GRAB THEM BY THE JUGULAR

THE TACTIC

Steps 1 to 4. The first four steps have one job: **stop the scroll** and pull your exact dream buyer into the message. If you lose them here, nothing below the fold matters.

STEP 01 • CALL OUT TO YOUR AUDIENCE

THE MOVE Address your audience at the start of your ads and the top of your landing page or sales letter.

- Name who this is for before you say anything else. The right people **lean in**, the wrong people filter themselves out.
- Works at the start of ads, the top of landing pages, and the opening line of sales letters and VSLs.

STEP 02 • DEMAND THEIR ATTENTION

THE MOVE Use a big promise headline, like the **National Enquirer**.

- Template energy: 'How to Lose 10 Kgs in 6 Weeks Without Exercise or Dieting... Guaranteed!'
- **Big outcome, compressed timeframe, objection removed, risk reversed.** All in one line.

STEP 03 • BACK UP YOUR BIG PROMISE

THE MOVE Follow the headline with a straightforward explanation in the subheadline.

- The headline makes the claim. The subheadline positions it and makes it believable.
- No cleverness here. **Clarity does the heavy lifting.**

STEP 04 • CREATE IRRESISTIBLE INTRIGUE

THE MOVE Dial up the intrigue with fascination bullets.

- Write 10 to 20 additional headlines, then trim down to your **best six**.
- Each bullet calls out a different pain, fear, hope, or dream of the target market.
- Add an intrigue element: 'The Little-Known Secret to ___ That ___ Don't Want You to Know.'

THE BOTTOM LINE

Attention is the tax you pay before anyone reads a word of your offer. Call out the buyer, make one enormous promise, back it instantly, then bait the hook six different ways.

TWIST THE KNIFE

THE TACTIC

Steps 5 to 6. People are far more motivated by **moving away from pain** than towards pleasure. These two steps make the problem unbearable, then position you as the only way out.

STEP 05 • SHINE A FLOODLIGHT ON THE PROBLEM

THE MOVE Agitate the pain until they feel you're **reading their mind**.

- Identify who they are and how they feel, or tell a story about the struggle.
- Describe the problem so vividly they say 'yeah, that's exactly how I feel.'
- Agitate until they feel real pain and agony and become **motivated to act**.
- Detail what they've tried before to fix it, and why it hasn't worked.

STEP 06 • PROVIDE THE SOLUTION

THE MOVE Reveal your product or service as the answer, and prove it's the best viable option that exists.

- Position the solution as **categorically different** from everything that failed them.
- The gap between agitated pain and a proven way out is **where buying desire lives**.

THE BOTTOM LINE

Never sell the solution to a problem the prospect doesn't feel. Make the pain sharp, make every past attempt look broken, then hand them the only door out of the room.

PROVE IT

THE TACTIC

Steps 7 to 9. At this point the reader's **scepticism is at its peak**. They're saying 'sure, he says he can fix my problem. That's what they all say.' These three steps quieten that voice.

STEP 07 • SHOW YOUR CREDENTIALS

THE MOVE Prove you can be trusted. Establish credibility and demonstrate expertise.

- Results you've achieved and successful case studies.
- Prestigious companies or people you've done business with.
- Number of customers served, press mentions, awards, and recognitions.
- The reader must feel you've **been there and done that**, and they can expect the same.

STEP 08 • DETAIL THE BENEFITS

THE MOVE People don't care about your product. They only care about **what it will do for them**.

- **Features tell and benefits sell**, so talk only in benefits.
- Build a two-column list: every feature in one column, its corresponding benefit in the other.
- Call the benefits out with bullet points on the page.

STEP 09 • SOCIAL PROOF

THE MOVE Build credibility and believability with third-party validation.

- Research statistics and quotes from credible or authoritative sources.
- **Borrowed authority** does what self-praise never can: it makes claims believable.

THE BOTTOM LINE

Claims are free, so nobody believes them. Stack proof from every direction, your results, their outcomes, and independent third parties, until buying feels safer than not buying.

THE GODFATHER OFFER

THE TACTIC

Steps 10 to 13. **The offer is where fortunes are made.** Labour over it. Once you know what your market wants and package it into the most irresistible offer possible, everything else gets easier.

STEP 10 • MAKE YOUR GODFATHER OFFER

THE MOVE An offer so good they can't refuse. Make it so compelling **only a lunatic would say no.**

- **Clear and easy to understand:** no question what they get in return.
- **Value-based:** focused on filling a need or solving a problem.
- **Concise:** short and to the point drives more conversions.
- **Persuasive:** if there was ever a place to bust out your salesperson chops, this is it.
- **Irresistible:** leaves them asking 'how can they possibly offer so much value?'

STEP 11 • ADD BONUSES

THE MOVE Add relevant bonuses or sweeteners to the offer.

- Highly desirable but not essential to reaching the desired outcome.
- Prospects simply need to want them. **Desire, not necessity, is the bar.**

STEP 12 • STACK THE VALUE

THE MOVE Stack up the total value and benefits of everything in your offer.

- Tell them how much every element is worth.
- Paint a vivid picture with benefit explanations to **raise perceived value.**

STEP 13 • REVEAL YOUR PRICE

THE MOVE Add the values together, then reveal a price that's **much cheaper.**

- Explain why the price is what it is and why it's such great value.
- **Lead gen variant:** pitching a free consult? Put a dollar value on what the consult is worth.
- That value is not the price of your services. Cover that on the call.

THE BOTTOM LINE

Price is only ever a problem in a vacuum. Stack value until the anchor towers over the number you reveal, and the price becomes the most reasonable line on the page.

FORCE THE DECISION

THE TACTIC

Steps 14 to 17. **A convinced prospect who doesn't act today is a lost sale.** The final four steps convert agreement into action before the tab gets closed.

STEP 14 • INJECT SCARCITY

THE MOVE Offers without scarcity don't sell as well. If they don't need to act now, when will they? **Never.**

- Expiration dates on the offer and countdown clocks.
- 'Doors are closing.' 'Only X left at this price.' 'Buy before X to avoid a price hike.'
- **It must be genuine** or you'll destroy your reputation.
- Scarcity has been shown time and time again to skyrocket conversion rates.

STEP 15 • GIVE A POWERFUL GUARANTEE

THE MOVE Remove, eliminate, reverse, and take out perceived risk.

- A guarantee **transfers the risk from the buyer to the seller.**
- **Longer guarantee equals fewer returns.**
- Shows the buyer that if it doesn't deliver, they lose no time or money.
- Money-back guarantee, performance guarantee, or a privacy promise. Remove the pain of buying.

STEP 16 • CALL TO ACTION

THE MOVE The call to action is **a command.**

- Be specific and tell them exactly what to do. Clear and direct.
- Your audience shouldn't have to play 21 Questions to work out what you want.
- Ask them to do **just one thing.** Every extra hoop bleeds conversions.

STEP 17 • CLOSE WITH A P.S.

THE MOVE Always include a closing point or P.S. It's the **third most read element** of your letter.

- Remind them of your irresistible Godfather Offer.
- Warn them of the consequence of what happens if they don't buy.
- Restate your call to action and the limited time or quantity.

THE BOTTOM LINE

Desire decays by the second. Give them a genuine reason to act now, strip out every ounce of risk, issue one clear command, then repeat the whole close in the P.S.

DEPLOYMENT NOTES

Knowing isn't doing. Here's where and how to run the system.

WHERE IT RUNS

Landing pages, video sales letters, blog posts, webinars, and sales presentations. **Any sales message, any medium.** The 17 steps are the anatomy of the message itself.

SERVICE BUSINESSES

Pitch **the phone call, not the sale**. Centre the Godfather Offer on a free consultation, analysis, strategy session, or roadmap, and sell that call as hard as a paid product. Because if you don't sell it, you won't have any leads to sell.

E - COMMERCE

Use the 17 steps to go straight for the sale and **skip the nurture phase entirely**. The page is both your landing page and selling mechanism in one.

SEQUENCE MATTERS

Run the steps **in order**. Attention before agitation, proof before offer, offer before close. Every step answers the question in the prospect's head at that exact moment.

THE REAL LESSON

This system isn't 17 clever tricks. It's the anatomy of a decision. Every step exists to answer the question running through your prospect's head at that exact moment: **who is this for, do you get my problem, can I trust you, is it worth it, and why now**. Answer all five and the sale closes itself.