TIP #1

COPYWRITING

The **Art** Of Using Words To Influence And Persuade

LETTERS • WEBSITES • LANDING PAGES • EMAIL • WHITE PAPERS • VIDEO

AN IN-DEMAND SKILL!

Freedom Creativity Challenging Fun

Before You Begin

- Do Research
- Discover Your Prospect
- Get Your Client Involved
- Develop A USP
- Prepare To Write

Desired Action?

BLANK → OUTLINE → COLLECT → WRITE → EDIT → TEST → REVIEW

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1 FOCUS ON ONE IDEA

"Headlines!"

"Subheadlines!"

- General Styling
- Opening/Lead
- Bullets
- GRAPHICS
- Johnson Boxes
- PROOF
- MEDIA
- GUARANTEE
- BONUSES/PREMIUMS!
- Call To Action ▶
- Signature
- P.S.
- @ CONTACT/SUPPORT
- Disclaimers

As long as it needs to be. No more - no less!

80%

20%

tell stories

answer wiifm?

remove resistance

watch your sentence structure

be truthful

be specific

use repetition, repetition, repetition

handle objections

ask questions

+ benefits - not features

FREE!

use metaphors and analogies

connect with the reader

use aida

watch your word choices

make a damaging confession

use simplicity

show, don't tell

write in an active voice

tap emotions

be timely and current

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COPYWRITING

TIP #2

DEVELOP A USP

USP

UNIQUE SELLING PROPOSITION:

The distinct and appealing idea that sets you and your business, favorably apart from every other generic competitor

MUST ANSWER:

What's in it for me? ? **What makes you unique?**

SIMPLE SHORT BENEFIT EMOTION MEMORABLE

WRONG WAY

AVOID CLICHE'S

Don't use tired, worn-out phrases that are far from unique:

- "Lowest prices in town"
- "Great customer service"
- "We value you"
- "We've been in business for more than 30 years"
- "The largest selection in town"
- "Free estimates"

BRAINSTORMING IDEAS

Is your product or service...

- Easier?
- Faster?
- More widely available?
- Simpler?
- Cheaper?
- Have a better guarantee?
- Prettier?
- More efficient?
- Smaller?
- A better value?
- A better design?
- Of higher quality?
- Cutting-edge?
- More time-tested?

HALL OF FAME

Some of the best USPs ever created:

- **M&Ms -** "Melts in your mouth, not in you hands"
- **Dominos Pizza -** "30 minutes, or it's free!"
- **FedEx -** "When your package absolutely, positively has to get there overnight"
- **Apple -** "Think Different"
- **Enterprise -** "Pick Enterprise. We'll pick you up."
- **Bounty -** "The quicker picker-upper"
- **Phillips 66-** "Clean Bathrooms!"

DELIVER IT!
Only make a promise in your **USP** if you can deliver it

PROVE IT!
Use stats, testimonials, and charts to provide proof that you deliver on your **USP**

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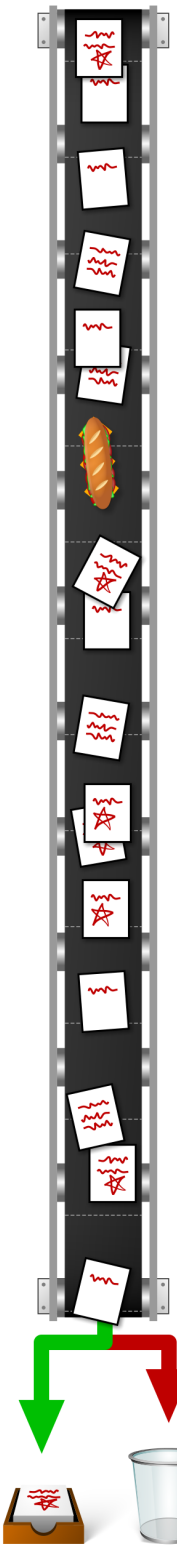
COPYWRITING HEADLINES

TIP #3

GENERATE HEADLINES
Spend a session doing nothing but writing down headline ideas. **Write, write, write!**



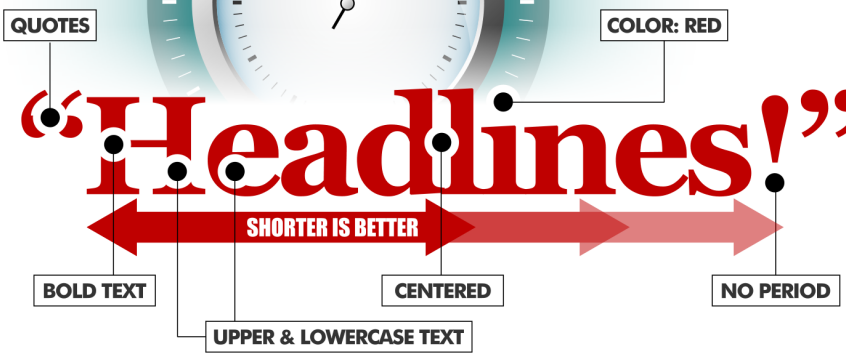
5 Seconds!

You only have 5 seconds to capture the attention of your prospect

POWER WORDS!

FREE • New • Easy • How To • Discover • Now • Proven • Why • Announcing • Results • Quick • Introducing

Include these words in your headline



80%
Your headline represents 80% of your copy's success. **Make sure you have the right one.**

THE KEYS TO A *GREAT* HEADLINE:

Focus On A Benefit
If the main benefit is more time - focus on it!

Be Specific
Instead of saying 'over 1000', say 1262

Include Your Guarantee
...Try It For 30 Days, And If You Don't Like It - I'll Buy It Back!

Make It Timely
Tie the topic of your headline to a current event

Include Your USP
Make sure your headline indicates what makes your offer unique

Answer Why, How, And What If?
These are objections in your prospect's mind

Include A Number
7 Ways To..., How To [X] In 5 Steps!

Add A Time Limit
...In 10 Minutes A Day,...In Only 7 Days

Create An Image Of The End-Result
Imagine being able to...

Identify With Your Target Market
When talking to accountants, mention accountants

Be 100% Truthful
NEVER mislead the prospect with your headline!

THE HEADLINE LABORATORY

Formulas for generating headline ideas

use (amazon)²

- Go to amazon.com and do a search for books related to your topic
- Look for common words/phrases used in the top-selling books
- Incorporate the same words/phrases into your headlines

keep a [swipe] file

- Maintain a swipe file of some of the best headlines you've seen
- Don't copy the headline, but capture the 'essense' of what makes it work
- Keep your swipe file organized based on topic

$ = ask questions

- Engage the reader's mind with a question
- Make sure the question solicits a YES response
- Ask: Dont You Think...? Isn't It Time You...? Are You Tired Of...?

do a google search

- headline formulas
- headline tips
- copywriting headlines
- copywriting ideas

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TIP #4

COPYWRITING
SUBHEADLINES

RECYCLE:
A great source for subheadline ideas are your discarded main headline ideas.

SAME BASIC STYLING GUIDELINES AS HEADLINES

DIFFERENT COLOR THAN HEADLINES

"Sub-Headlines"

SLIGHTLY SMALLER THAN HEADLINES

use Curiosity

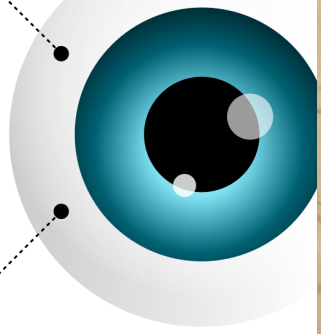
Each subheadline should evoke the curiosity of your reader - motivating them to read on.

When Read Together...

Subheadlines Should...

Tell The Complete Story..

Of Your Copy!



SUBHEADS & THE EYE
- Readers scan your page for subheads that capture their attention
- Subheads make your copy more easily digestible
- Use subheads as often as possible

WRITE SUBHEADS IN AN ACTIVE VOICE
Active: I Was Amazed With What I Read!
Passive: What I Read Amazed Me!

SUBHEADS & MAIN BENEFIT
Your subheadlines should be related to the main benefit of your product or service.

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TIP #5

COPYWRITING
THE POWER OF 3

Our Brains
Understand, Remember, & Feel A Sense Of Completeness
For Things That Come In 3's

WHY IT WORKS

It Has Rhythm
It can turn a dull-sounding sentence or phrase into one that sings!

It Provides A Beginning, Middle, & End
It's the perfect structure for telling a complete thought or story

It's A Pattern
Our brains give more validity and emphasis to anything it sees in a pattern - 1 or 2 of something could be a fluke, but not 3!

EXAMPLES

- Ready, Set, Go!
- Past, present, future
- Intro, body, close
- 3 dimensions (X, Y, Z)
- Earth, wind, fire
- Moe, Larry, Curly
- Gold, silver, bronze
- The 3 Little Pigs
- Goldielocks and The 3 Bears
- 3 guys walk into a bar...
- Listen, understand, act
- Life, liberty, and the pursuit of happiness
- Red light, yellow light, green light

USING IT

Phrases
Include phrases in your copy that use the power of 3:
- "you want more time, energy, and results!"
- "you'll sleep better, have more focus, and acheive more throughout your day."

Copy Elements
Provide:
- 3 reasons to buy
- 3 major benefits
- 3 testimonials

Stories
Tell stories that have a beginning, middle, and end

COPYWRITING GUARANTEES

TIP #6

PUT IT IN A DECORATIVE BORDER

INCLUDE A SEAL GRAPHIC

Make It BOLD!

Make It Obvious

Show your reader your **total** confidence in your offer by making your guarantee obvious to them. Trying to hide it - such as in a footnote - destroys your credibility!

Keep It Simple - K.I.S.S.

Make your guarantee easy to read and understand - **loose the legal-ese**!

~~30~~ ~~60~~ ~~90~~ 1 Full Year

The longer the guarantee, the more sales you'll get.

Make It Personal – Use Handwriting

- Write out your guarantee by hand and scan it - or use a 'handwriting' font.
- Include a scan of your signature - back up your guarantee by putting your name on it!
- Use blue 'ink' for the color - it appears less that it was copied on a copying machine.

Guarantee Your Main Benefit

If the main benefit of your product or service is *more energy*, then guarantee **that**!

POWER PHRASES for your guarantee:

- "Prompt And Courteous Refund"
- "No Questions Asked"
- "You Can't Lose"
- "No Hassles, No Questios Asked, No Hard Feelings Refund"
- "Unconditional, Money-Back Guarantee"
- "Your Money Back, No Questions Asked"
- "I Personally Guarantee"
- "30-Day Free Examination"
- "100% On-The-Spot Full Refund"
- "Absolutely No Risk To You!"

TEST IT

IS IT LEGAL?

The 5 Guarantees

1. **Money Back** Your time & money is protected
2. **Satisfaction** We'll do whatever it takes to make it right
3. **Price Protection** Lock in the lowest price today
4. **On-Time** We value your time and schedule
5. **No Questions Asked** YOU are in full control!

⌀ AVOID:

***Multiple* Your Money-back Guarantees**
These sound to desperate and hype-y. A legitimate product can stand on it's own with a basic money- back guarantee.

Promising Specific Results
It's not only impossible to do, but in some places, it's illegal!

USE VIDEO

Create a **short** video of you sharing your guarantee (read it) with the reader 'face-to-face' - it adds an additional layer of trust and credibility

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