“How To Write Copy That Sells…”
The Big Promise

• On this training you’ll learn the most important skill for any business and how you can instantly connect with your customers and potential customers selling easier, faster, and with greater results.
Copywriting is...

• Your “virtual” sales person.
• Salesmanship multiplied.
• Strategically delivering words to create sales.
Copy Increases Your Reach
The Most Important Skill

• Nothing happens until something sells.
• Your goal is to get people to DO SOMETHING.
• If you’re going to be in business, you must know how to sell.
• Copy turns Ideas into Profit.
• The best product doesn’t matter until they buy.
To Be A Good Copywriter...

- A solid command of English – but no English degree’s needed.
- Personality.
- Willingness to learn.
- Willingness to test.
- Willingness to take action.
If This Guy Can Do It!

- Barely made it out of high school with a 2.? GPA.
- Was in ESOL – Freshman year
- 6 years in college just to drop out – (before I was kicked out)
- 9 Years as a high paid, highly sought after copywriter
- Anyone can do this.
The Big Shortcut
Copywriting shortcuts

• Write like you talk
• Use stories
• Make your advertising valuable
• Do not let your advertising look like advertising
  – The A B C Pile
    • Most people read their mail over a waste basket
• Get inspiration from existing marketing
  – Create a “Swipe file”
  – infomarketingblog.com
  – Swiped.co
“Always Enter The Conversation Already Taking Place In Your Customer’s Mind”
- Robert Collier
The Steps...

- Research
- Creating Your Offer
- Your Outline
- Putting It Together
Research

• Know who your audience is...
• Know what your audience wants
• Know what makes you different
Your Audience

• Good copy focuses on the reader
• Speaks to the reader directly
• Addresses the deepest wants, desires, fears, pains.
Your Audience

• Have Empathy
• Write as if you are speaking directly to your best friend.
• “All good marketing requires empathy.” – David Ogilvy.
Your Audience

- Know who they are (demographics)
- What they like / interests (psychographics)
- What drives them?
- What motivates them?
- What influences them to buy?
What Your Audience Wants

• Gary Halbert’s “Hamburger Stand
• Find what they want, and give it to them
  – Ask
  – What do they buy now?
  – Amazon.com Best Sellers
Amazon Hot New Releases


Any Category

Books

Crafts, Hobbies & Home
Animal Care & Pets
Antiques & Collectibles
Crafts & Hobbies
Entertaining
Expert Advice
Gardening & Horticulture
How-to & Home Improvements
Interior Design
Small Homes & Cottages
Sustainable Living
Weddings

Hot New Releases in Crafts, Hobbies & Home

1.
My Year in Meals
by Rachael Ray

⭐⭐⭐⭐⭐ (14)
Release Date: November 13, 2012
Hardcover
List Price: $20.99
Price: $16.68
You Save: $13.31 (44%)
51 used & new from $14.85

2.
Young House Love: 243 Ways to Paint, Craft, Update & Show Your Home Some Love
by Sherry Petersik, John Petersik

⭐⭐⭐⭐⭐ (74)
Publication Date: November 5, 2012

FUJIFILM
Amazon Hot New Releases

Any Category
Books
- Crafts, Hobbies & Home
- Animal Care & Pets
- Antiques & Collectibles
- Crafts & Hobbies
- Entertaining
- Expert Advice
- Gardening & Horticulture
- How-to & Home Improvements
- Interior Design
- Small Homes & Cottages
- Sustainable Living
- Weddings

Hot New Releases in Gardening & Horticulture

1. Flowers
   by Carolyne Roehm
   ★★★★★ (3)
   Release Date: November 6, 2012
   Hardcover
   List Price: $85.00
   Price: $50.59
   You Save: $34.41 (40%)
   42 used & new from $44.57

2. Homesteading Ideas For Growing What You Eat In Your Garden (No BS Guide On Homesteading And Self Sufficiency
   by William Whittaker
   ★★★★★ (21)
   Release Date: November 15, 2012
   Kindle Edition
   Auto-delivered wirelessly
   Kindle Price: $2.99

3. The Backyard Parables: Lessons on Gardening, and Life
   by Margaret Roach
   Release Date: January 15, 2013
What Your Audience Wants

• What do they think about what they buy?
  – Amazon.com reviews

Customer Reviews

4.5 out of 5 stars

5 star: 14
4 star: 4
3 star: 3
2 star: 0
1 star: 0

“IT may well motivate me to resurrect my little vegetable beds when spring comes and start g
eat again.”
Brandoleo | 5 reviewers made a similar statement

“The information is easy to understand, concise and above all, useful.”
KatieS | 3 reviewers made a similar statement

“It will save you money and it will instill in you the kind of thinking that will allow you to stick
already have.”
Binh Phan | 2 reviewers made a similar statement

Most Helpful Customer Reviews

8 of 8 people found the following review helpful

⭐⭐⭐⭐⭐ Concise, Perfect For Wo Type A Personalities.... November 25, 2012
By L. J. Martin
Format: Kindle Edition | Amazon Verified Purchase

This very concise and to the point book came along at exactly the right time. I built a 12 x 36 greenhouse last year (see f...) and have one season experience with it, as well as with four 8 x 12 raised beds outside. This book outlined in a very...
What Your Audience Wants

- What are they looking for? (twitter)
What Your Audience Wants

• What are they looking for? (forums)
How Do You Stand Out

• Unique Selling Proposition
  – States what’s different from you and your competitors
  – Persuades the target audience to work with you rather than your competition
Unique Selling Proposition

• Attention is scarce
• Don’t compete directly when you create your own space
• Identifies the PAIN and how you solve it.
USP - Examples

- Enterprise - “We’ll Pick You Up”
- Avis - “We Try Harder”
- Walmart - “Always Low Prices”
- FedEx - “When it absolutely, positively has to be there overnight.”
- Domino’s Pizza - “Pizza delivered in 30 minutes or it’s free!”
- Nyquil – “The nighttime, coughing, achy, sniffing, stuffy head, fever, so you can rest medicine.”
USP - Examples

• We Pay Cash For Houses In 3 Days - Any Condition

• We Pay Full Retail For Your House

• Owner Financing Luxury Homes
Your Irresistible Offer

• An offer you can’t refuse
• Does it effectively address the needs, wants, desires of your target market?
• Does it provide an immediate solution to their pain?
• What are the features and benefits
  – Features: what products have or do.
  – Benefits: what the features mean to the prospect.
Feature Vs. Benefit

• **Feature**: This car has 6 side-impact airbags.  
  **Benefit**: Your family is safe on the road from side impact accidents.

• **Feature**: High-resolution camera on your cell phone  
  **Benefit**: You can capture memories at any time with high quality pictures.
Feature Vs. Benefit

- **Feature**: Pay Cash For Your House In 3 Days Or Less
  **Benefit**: You can get rid of your problem property and move on with your life.

- **Feature**: No Bank Qualifying Financing
  **Benefit**: No hassle, save time, save energy, get a loan when banks won’t finance you so you can live in the home you deserve
Bonuses

• Sweeten the deal...
• Add additional value above and beyond
  – Examples:
    • Kids Eat Free
    • Get 2 Snuggies For The Price Of 1 When You Order Today
    • Fitness DVDs: Meal Plan & 10 Day Fat Burner Guide
• How else can you add value to your buyers and your sellers?
A.I.D.A.
Putting It Together

• AIDA: All copy needs to follow this simple formula.
  • Attention
  • Interest
  • Desire
  • Action
Attention

• Stop the readers in their tracks

• **Forces attention**
  – We’re bombarded by marketing and communication
  – How do we get readers to stop what they’re doing and pay attention
Attention

• Headline
  – Most important element of your copy
  – Grabs their eye balls
  – Tells the story
  – Tells the ultimate end benefit.
  – The purpose of the headline is to get someone to read the next sentence.
Headlines

• **News Headlines**
  – Tells your prospect something he did not know before.
  – "Now – a copy machine that copies in color"

• **Promise Headline**
  – Promising something if the prospect follows your advice.
  – "Switch to XYZ Abs Flex and you will no longer see those spare tires in 6 weeks – guaranteed!"
Headlines

• **Selective Headline**
  – Limits to a specific group of prospects.
  – “Pay close attention if your are 30 lbs or more overweight”
  – This type of headline can eliminate potential customers so use carefully or draw in targeted prospects to read your sales letter.

• **Curiosity Headline**
  – Arouse the prospect's interest enough to make him read your letter.
  – Do you have trouble going to sleep at night?"
  – Don’t be deceptive or clever.
    • IE of what NOT do to: FREE BEER! (Now that I’ve got your attention.)
Headlines

• **Classic Examples:**
  – (from infomarketingblog.com)
  – THE SECRET OF MAKING PEOPLE LIKE YOU
  – HOW TO WIN FRIENDS AND INFLUENCE PEOPLE
  – DO YOU MAKE THESE MISTAKES IN ENGLISH
  – YOU CAN LAUGH AT MONEY WORRIES — IF YOU FOLLOW THIS SIMPLE PLAN
  – 76 REASONS WHY IT WOULD HAVE PAID YOU TO ANSWER OUR AD A FEW MONTHS AGO
Interest

• Engage your reader
• Gets them to keep reading
  – Identifies the pain (and irritates)
Interest

- Dan Kennedy’s PAS (Problem Agitate Solve)
  - Identify the problem
    - Lose weight
    - Insomnia
    - Acne
  - Agitate
    - Escalate the problem
    - “twist the knife”
    - Paint a picture of what the would be 1 year from now, 5 years from now.
  - Solve (desire)
Desire

• Presents the solution to the problem
• Remember Feature and Benefits?
• Explain the offer
• The bonuses
• The guarantee
Acton

• Ask for an action to take place.
• Tell the reader exactly what you want them to do next
• Never assume
• Be VERY clear with your instructions.
  – The next step is to visit this website, or call this number and we’ll reserve your order right away.