

THE DEFINITIVE GUIDE TO

Copywriting

EVERYTHING YOU'LL EVER NEED TO KNOW TO
WRITE AMAZINGLY PERSUASIVE SALES COPY...



BY BRAD CALLEN



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● BOOK

INTRODUCTION

Hey everyone--I'm Brad Callen, and first, I want to welcome you to my copywriting book and thank you for your interest in it. I'm really excited to share with you all the tips and tricks I've learned over the past 16 years to create high-converting copy.

I know you all come from very different backgrounds, but whether you're an entrepreneur or an aspiring copywriter, you're going to get something really valuable from this book and that is, the ability to write copy that sells.

If you're an entrepreneur, you'll be able to write better copy, improve your conversion rates, and make a lot of money. If you're a freelance writer already and you want to get into copywriting, you'll find that once you master this skill, you can start charging much more than you probably are right now.



As the legendary copywriter, [Gary Halbert](#), once said,

“the ability to write ads and letters that sell is by far the most wonderful money-making skill you could ever acquire. If you master this skill, you should never again have to worry about money.”

That's definitely been my experience.

I've created seven million-dollar businesses now and while of course, other factors play into their success, I'm confident I wouldn't be where I am today, if I hadn't learned how to write high-converting copy. It's definitely a game-changer.

And I'll tell you what--there are very few people who can write great copy. But, with this book and a little practice, you'll be one of them.

So, to kick things off, let's talk a little bit about what copywriting is and isn't. For one thing, it's nothing like the type of writing you learned in school. In high school, you were taught grammar rules and how to formally write essays--that's especially true if you went to college, where writing assignments typically followed a really rigid format.

If you want to be a successful copywriter, you need to throw all those things you learned in school out the window. The kind of writing that got you A's there, is the kind of writing that will make you a lousy copywriter.

Writing in an academic setting is geared toward people with a high reading level. Yet that type of writing doesn't generate sales. [Statistics](#) show that 50% of adults can't read above an 8th grade reading level.



On average, most Americans read at about a 7th or 8th grade level. What this means for you as a copywriter, is that rather than trying to craft a perfect sentence, you'll want to write the way people talk.

The other important thing to note about copywriting is that it's not just about writing. Anyone can write--if you look on Upwork, there are thousands of people on there who call themselves writers. It's not just enough to be able to string together nouns and verbs and use them in a sentence.

A copywriter has to be skilled at the art of persuasion. Basically, to be a salesperson. Not only do you need to be able to write, but you also need to know a little something about human nature. Great copywriters understand their prospects' desires, motivations, and fears.

That's why copywriting can be considered part-art, part-science. The good news is that this is stuff you can easily learn. By the time you get to this end of this book, you're going to know how to create effective sales copy that overcomes buyer resistance and inspires your prospects to action.

To give you a better idea of what we're going to cover, let me just walk through the book content and give you an overview. In the first few chapters, we'll be going over copywriting basics.



So, in chapter 2, I'll tell you about the 10 Commandments of Killer Copy, as I like to call them. These commandments are going to set the foundation for this book, because you'll be using everything you learned in this chapter for all the copy you'll write going forward.



Then, in chapter 3, we'll move on to customer personas. I'll tell you what those are, how to create them, and why personas will improve your copy.



In our next chapter, chapter 4, I'll teach you some NLP hacks that will help you do a better job of influencing your prospects. NLP, by the way, stands for Neuro-Linguistic Programming. It's actually been in the news a lot in the past ten years or so, because there's a community of so-called [pick-up artists](#) who have promoted it as a tactic for getting

women. While I won't be covering that angle of it, I will teach you how to use NLP to write more influential copy!



After we finish that, we'll move on to copywriting swipe files in chapter 5. This one is pretty short, because a lot of you may be familiar with this concept already. But if you're not, I'll explain what a swipe file is, why you need one, and how to create a swipe file.



Then, we'll move on to StoryBranding, which is the focus of chapters 6 & 7. It's tempting to think of copywriting as something we do one email, one sales letter, or one webinar at a time. While in a sense that's true, all of those emails, sales letters, and webinars taken together make up your brand story. So, StoryBranding is really about creating one cohesive brand message that is reflected in *all* the copy you write.

Let me tell you why that's so important. Imagine you own a company, and you're sending out three different emails a week to your list. But instead of writing them yourself, you just field them out to a new copywriter each time.

As you can probably imagine, each of those copywriters would approach the job very differently. For instance, one of them might write in a serious tone, while another might incorporate humor into their copy. One of them might promote a certain value proposition that another copywriter would overlook.

Doing something like that would really water down your overall brand message, because prospects wouldn't be able to get a sense of who your company is and what it's about.

StoryBranding will teach you how to come up with a cohesive brand message and then, write great copy for all your channels that reflects that message.

Once we've finished up with the StoryBranding chapters, we'll move on to the "crafting leads" series. There's so much important stuff to cover when it comes to writing leads that it took three chapters for me to get all the information in.



So, in chapter 8, I'll tell you what the Rule of One is and why it's super-important in copywriting. I'll also explain the customer levels of awareness, we'll talk about indirect and direct offers, and then, I'll give you some criteria to help you determine when to use each type.



In chapters 9 & 10, we'll get into specifics. That's when I'll start talking about the different lead types. So, chapter 9 covers the offer lead, promise lead, and the problem-solution lead. In chapter 10, we'll discuss the secret lead, proclamation lead, and story lead.

By the time we get through all three chapters, you'll know when to use each lead type and how to write a really great lead, which is one of the most important skills you can master as a copywriter.

The ten chapters I just talked about make up the first section of this book. You can consider them a foundation for everything that follows. Once you have a good handle on the basics, you'll be ready to move on to the second part of this book, where we'll get into the specifics of emails, Facebook ads, webinars, Google AdWords, etc.

For example, in chapter 11, we'll start discussing sales letters. I'll tell you the ten characteristics of great sales letters, and then go over a really thorough 21-point sales letter formula, giving you tips and examples along the way. Because the sales letter is so detailed, we'll also be covering it in chapters 12 and 13.

Then, in chapters 14 and 15, we'll start talking about some core concepts you'll need to know before writing copy for a webinar. So, I'll tell you about your prospects' internal, external, and vehicle-related false beliefs and how to handle them. I'll also teach you the epiphany bridge concept and go over the Big Domino, which is the major take-away you want your prospects to get from watching your webinar.

From there, we'll get into the actual structure of the webinar itself, so in chapters 16 & 17, I'll walk you through a really amazing webinar, slide-by-slide.

I've used the webinar structure I'm going to teach you many times now, and I can guarantee that if you follow it, you'll be able to sell lots. It's THAT good.

Once we're finished up with webinars, we'll move on to emails. So, in chapter 18, I'll tell you ten best practices of email copywriting that'll improve the quality of your emails overall. Then, in the next chapter, 19, I'll go over the three types of emails you want to include in your marketing mix--content emails, relationship emails, and promotional emails.

I'll walk you through some email examples and explain why they're so effective, so you have a good grasp on this subject. Follow my advice here and your prospects will actually *enjoy* hearing from you, rather than add you to their unsubscribe list.



Then, in chapter 20, I'll teach you how to write for Facebook and Google AdWords. We'll discuss headline formulas and some overall tips for strengthening your copy that will make your ads more successful.



Finally, we'll move on to our last major subject of the book, chapter sales letters or VSLs. Because I know how important VSLs are to many of you, I devoted four chapters to this topic. In chapter 21, I'll show you a quick and easy structure you can use for a 90-second upsell.



Then, in chapter 22, I'll teach you how to write a longer VSL—one that's about five minutes.



In the next two chapters, we'll tackle the longest VSLs of them all, those that are 20 minutes or more. So, in chapters 23 & 24, we'll go over a VSL formula I created that's converted really well for me.

Not only am I going to step you through that, but I've also included the transcript of the VSL with this book, so you have the entire thing to refer to later. This VSL structure will make it super-easy for you to craft really effective VSLs.

Once we're finished with VSLs, I'll wrap everything up in a final, book conclusion chapter. And that's it!

So, before you get started, let's talk about the best way to go through this book. Because these concepts build on each other, I'd recommend that you watch each chapter in order.

However, if for example, you have a webinar you need to write and need information quickly, you can definitely go straight to my first webinar chapter, chapter 14, and just watch the webinar chapters first. You'll still find the information really valuable. I do recommend though that when you have time, you go back and complete the entire book.



I'd also suggest that once you've completed each chapter, you spend a little time thinking about the information we covered before moving on to the next one. You can do that by just keeping your eyes open for examples of some of this stuff as you go about your day. Pay attention to the copy you come across and ask yourself--is it effective? What do I like about it? What don't I like about it? Are there elements that could be improved?

One of the greatest skills you can develop as a copywriter is the ability to spot the difference between great copy and weak copy. A lot of copywriters can't do that. So by making this type of activity an ongoing practice, you'll develop a better sense for what works and what doesn't, and your own copywriting will improve.

Alright, now that I've given you an overview of the book, you're ready to get started. So, when you have a minute, check out the next chapter, [The 10 Commandments of Killer Copy](#).



● THE 10 COMMANDMENTS OF KILLER COPY

Hey everyone, so in this chapter, I'm going to go over some very basic copywriting commandments. Follow these and your copy will not only be easier and more enjoyable to read, but it's also going to convert higher. So, let's just get right into it and start with the first one.

1. Promote Benefits, Not Features

Commandment 1 is Promote Benefits, Not Features. Now if you've been copywriting for a while, I'm sure you've already heard this one, but a list of copywriting commandments wouldn't be complete if I didn't give this one a mention.

So, what does this mean exactly? First, let's talk about what the difference is between a feature and a benefit. A feature is an actual characteristic of your product. Let's say you're selling a coffee maker. Some of its features might be that it has a programmable timer and auto-pause. While those might be desirable in a coffee maker, there's really nothing sexy or compelling about listing those things out.

A benefit, on the other hand, describes exactly that--how your customer can benefit from a feature. So, in the case of a coffee maker, you might write something like, "The coffee maker offers a programmable timer so you can wake up each morning to a pot of freshly brewed coffee."



You do this because the customer isn't buying the coffee maker for the timer--what they're actually buying it for is the convenience of waking up in the morning and enjoying coffee immediately, rather than waiting for a full pot to brew.

So, in all your copy, you're going to want to really drill down to the benefits of whatever it is you're selling so your copy converts better. And quick tip, you can do that by adding the language, "so you can" after each feature.



For instance, in the example I just gave, I used the phrase,

“The coffee maker offers a programmable timer so you can wake up each morning to a pot of freshly brewed coffee.”

While you probably don't want to list a ton of features and always follow them with the phrase, "so you can," thinking about it in that way can help you identify the benefit of a specific feature.

2. Don't Waffle

Our next copy commandment is a simple but very important one and that is, don't waffle. By that, I mean that you don't want to water down the impact of your copy by using words like probably, might, could, maybe, hope, try, etc. You want to use "can" and "will" language instead.

A lot of times you'll find that these words tend to creep in--especially in your first draft--and they really reduce the effectiveness of your copy. So, you want to make sure you go over

everything you've written very carefully and if you find weak words like these, eliminate them.

Having said that, there's one important exception. The [FTC evaluates ads](#) for deceptive practices based on implied and explicit claims. In particular, they focus on health and safety claims, as well as claims that most consumers have no way of evaluating for themselves. I think they probably also look closely at ads for financial services.

In cases like those, you may have to waffle a bit to adhere to the law. However, subjective claims like "ABC Cola tastes great!" are fine. When in doubt, head over to the FTC's website so you can familiarize yourself with the guidelines for your industry.

3. Use Simple Language

You might have a huge vocabulary, but as a copywriter, you'll never get to use it, sorry. The best copywriting is written in simple, easy-to-understand language, because that's what gets the best results. WordStream just recently [analyzed 612 of the best-performing Google ads](#) using the Fleish-Kincaid scale which measures how easy or hard a passage of text is to read.



They found that on average, the best-performing ads were written at a 9th grade level. To reach that level, Perry Marshall, the author of Ultimate Guide to Google AdWords, [suggests](#) that you:

- Never use a 4-syllable word when a 2-syllable one will do
- Use simple sentences that get right to the point
- And make your paragraphs short and punchy

If you really want to make sure your copy reads at the right level, you can also do a search on Google for a readability calculator--there are several available online for free that can tell you the grade level of your copy.

4. Pick Power Words

Some words convert better than others. Those are what we call advertising power words, and I suggest you try to use them in your copy wherever it makes sense. There are actually word lists of 100+ advertising power words that you can find online to keep open as a reference while you're copywriting.

However, for now, just know that Yale University's psychology department [studied](#) this topic and discovered that the following 15 words are the most powerful advertising words in the English language:

1. You
2. Results
3. Health
4. Guarantee
5. Discover
6. Love
7. Proven
8. Safety (or Safe)
9. Save
10. New
11. Best
12. Easy
13. Now
14. Sex
15. Free

By using words like these, your copy will be more attention-grabbing and persuasive, and more importantly, it'll convert higher.



5. Make People Feel Something



According to Harvard Business School professor Gerald Zaltman,

95% of our purchasing decisions are made subconsciously.

95%! That's huge. What that means for you as a copywriter is that your prospects are making decisions on an emotional level, rather than a logical one.

Here's how it works. Your prospects decide they want something for emotional reasons. Then, they try to justify a purchase by looking for logical reasons that support their desire to buy. So, to make your prospects want to buy what you're selling, you want them to feel something--to form an emotional connection.

There are a few different ways you can do that. For example, you could give sensory details by describing how something smells, tastes, looks, feels, or sounds.

You can also create an emotional connection by telling stories. Stories are a great way to engage your readers and pull them into your copy.

Let me give you an example. Recently, I had to write copy describing how someone discovered they had a defective liver enzyme. Sounds like the type of thing that would be pretty boring to read, right? Well, here's the copy I ended up writing:

"By the time I was served my second glass of wine, my face started feeling like it was burning. It wasn't just my imagination either--my wife mentioned that I was looking pretty flushed. I wish that was the worst of it but then, I started to feel nauseous, like I was going to throw up right there in the winery! My heart even felt like it was beating faster. I was becoming *really* uncomfortable--I was sweating, overheated, and I just didn't feel like myself."

You can really put yourself in this guys' shoes, can't you? The sweating, the burning face, the nausea--it paints a very vivid picture, and it makes you *feel* like you know what this guy's going through. That's the aim of good copy.

Imagine if I had described the effects of the liver enzyme by just saying, "My face got red, my heart rate increased, and I began to feel sick." It just doesn't have the same impact.

OK, let's move on to the next commandment, which is "Avoid Sounding Like a Used Car Salesman."

6. Avoid Sounding Like a Used Car Salesman

Now, this can be a tricky one. I'm sure you've heard it said before that copywriting is part art, part science, and that certainly holds true here. Yes, you want to promote your product and you want to be very clear about its benefits using powerful words, attention-grabbing headlines, stories, analogies, and amazing claims.

However, one reason people don't trust advertisers is because they're bombarded by thousands of ads a day, making amazing claims.

They've become jaded about advertising.

So, as a copywriter, what do you do? My suggestion is that you read your copy and ask yourself, "Can I imagine a used car salesman saying that?" If you can, then find a way to tone it down a little.

This can be a balancing act, because obviously you still want your copy to convert, but you want to be careful here because otherwise you run the risk of one of two things happening: either *(1) you'll turn prospects off because they're skeptical of your claims or (2) you'll get them to buy, they'll experience huge disappointment, and they'll be pretty vocal online about how your offer wasn't all it was cracked up to be.*



The only exception I can think of here are outrageous claims that are kind of tongue-in-cheek. I'm sure you're familiar with the Axe ads that feature half-naked women chasing after the guy who wears Axe. The campaign was wildly successful and while nobody watching it ever expected a female stampede, it did communicate the overall message it intended-- that wearing Axe will make you more popular with women. Anyways, bottom line here is to just be careful.

7. Write in Present Tense, Not Passive Voice

A passive voice in writing just sounds weak. So, for those of you who don't remember this lesson from grammar school, let me just quickly review what passive voice consists of.



[Passive voice](#) always includes some form of the verb, "be," like am, is, are, was, were, and been. Here are a few examples:

Passive Voice:

- Our supplement was picked to receive the XYZ Award.
- 15 new product designs were created.
- This weight loss system has been called the best one on the market by Consumer Reports.



Active voice is more interesting to read and more concise. Let me show you by rewriting the examples I just gave:

Active Voice:

- Our supplement received the XYZ Award.
- We created 15 new product designs.
- Consumer Reports calls our weight loss system the best one on the market.

So, when you're going over your copy, look for opportunities to strengthen it by replacing any sentences in the passive voice with an active one. Moving on, our next commandment has to do with being concise.

8. Don't Write More than You Need To

It's tempting as a copywriter to go on and on and on about why someone should buy your product. However, just because you might have a lot to say, that doesn't mean it's effective.

Generally speaking, the more expensive something is, the more you'll probably need to write to overcome someone's objections. Items that are relatively cheap can usually get away with less copy.

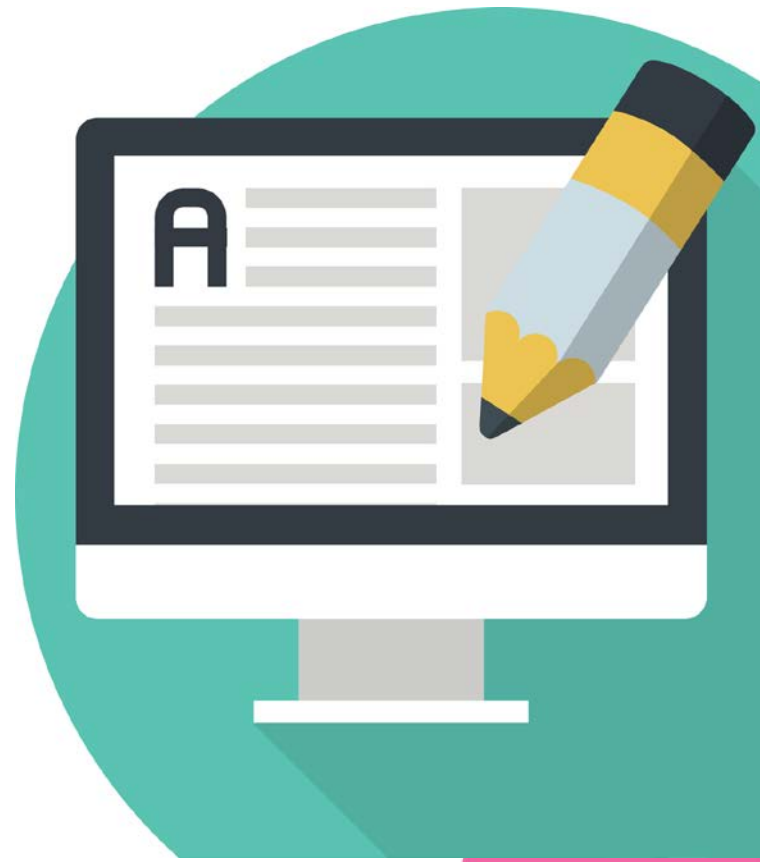
However, this commandment isn't really about whether short copy or long copy is better. Either can work, depending on what you're selling. Instead, what I'm saying here is that you should only write as much as you need to make the sale.

If what you want to say makes your copy more persuasive, then by all means, add it. But if it doesn't really strengthen your copy or add very much to it, leave it out. Bottom line - be concise. Make your best most persuasive argument, then stop writing.

9. Pay Attention to the Details

I know, you've probably heard NOT to sweat the small stuff plenty of times in your life, but copywriting is different. You DO want to sweat the small stuff, because even changing a word or two can have a big impact on your conversion rates.

Take, for example, [a study done by Carnegie Mellon](#). Researchers there found that by changing the phrase, "a \$5 fee," to "a small \$5 fee," they were able to increase conversion



rates 20% among the participants they'd classified as tightwads.

Now imagine if you were getting great traffic to a sales page, and you were able to increase conversions by 20%. That's huge--over the course of the month, you could make thousands more dollars.

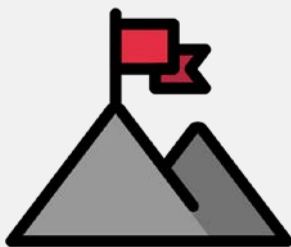
So, you DO want to pay attention to details and go over your copy with a fine-toothed comb. I'd strongly, strongly suggest that to do that, you use something like Testly, my A/B split testing software.

With Testly, you can test 2 different versions of your copy, your headlines, your bullet points, your calls-to-action, etc. Split testing software tends to be one of those things that quickly pays for itself. (You could offer a discount for Testly here using a landing page or promo code)

OK, let's move on to our final copywriting commandment, address objections head-on.

10. Address Objections Head-On

It might be tempting for you to think that it's better to ignore the doubts people have about buying whatever it is you're selling. You might worry that by bringing those doubts up, you'll just draw attention to them. That's true, but it will draw attention in a good way.



Joe Sugarman is the legendary copywriter who wrote the copy for BluBlocker sunglasses. His copy was so successful that it [sold 20 million pairs of BluBlockers worldwide](#). According to him, anticipating and [addressing objections](#) is one of the most powerful things you can do in your copy to get sales.

It's so important to try to come up with reasons you think your prospect might not buy and then counter them. For instance, I'm selling something called Fat Loss Factor RX, which is a liver detox plan for weight loss. When I was creating the video sales letter or VSL, I thought through all the objections my prospects were most likely to have...

For example, I imagined one reason prospects might not want to buy my product is because they worried they'd have to give up their favorite foods. To counter that, I made sure to emphasize in my VSL that they could lose weight while still enjoying their favorites like pizza and ice cream.

Another objection I imagined is that if they were already leading a fairly healthy lifestyle, they might not think they could benefit from a liver detox program. So, I explained in the copy how age plays a huge impact on liver health and why even someone who exercised regularly and ate little fat could benefit from a liver detox.

As a copywriter, you need to figure out why your prospect has reservations about buying and then, let them know their fears are unfounded. Doing that will definitely help with conversions.

Alright guys, that sums up some of my favorite copywriting commandments. I'll probably be sharing with you more as we go throughout the book but before we get deeper into this, I wanted to make sure you had a solid grasp on some of the basics.

We've reached the end of the chapter -- see you in the next one where I'll be going over the benefits of creating customer personas.

● CUSTOMER PERSONAS

Hey guys--so in the last chapter, we talked about the 10 commandments of killer copy. That was focused more on the mechanics of copywriting.

In this chapter, I'm going to talk about customer personas, which will help you choose what you want to say and how you want to say it--here's where we're starting to get into the art of persuasion. By identifying customer personas *before* you begin writing, you'll be able to craft more persuasive, higher-converting copy.

Before I go any further, let me just say that I'm going to assume you're writing copy for your own business and will need to come up with these personas yourself. If that's not the case and you're a freelance copywriter, these are things you can ask for from your clients, although you'll probably find that most of them haven't taken the time to formally develop these.

Anyways, let's start by talking about customer personas. A customer persona is a fictional representation of your ideal prospect.

Now, when you write copy--particularly if it's for your own business--you might be inclined to think that your target audience is everyone in the entire world. As an entrepreneur myself, I wish that were the case but it's not, because people are incredibly different. By trying to create a message that appeals to everyone, you run the risk of appealing to no one.

That's where customer personas come into play. Customer personas identify the goals, hopes, fears, challenges, and



objections of your ideal customer. Usually there isn't just one persona either. Most professional marketing firms will create a primary customer persona for a brand, along with secondary personas.

Let me give you an example. I own copywriting software that automatically generates sales letters, VSLs, headlines, bullets, etc. just by having a user enter a few variables about the item they're selling.



For this software, the primary persona I'd create is one consisting of a guy not so different from me. He owns his own business, he's had bad experiences with overpriced copywriters before, and he's driven to succeed so he devotes a lot of time and energy to marketing. Although high conversions are important to him, he's not a copywriter and doesn't have time to really develop any kind of proficiency at it.

However, let's say that wasn't the only type of customer I wanted to reach. Maybe I'd also want to target copywriters because there are plenty of freelancers out there, writing 10-15 page sales letters from scratch.

My software could save them a ton of time, because they could easily enter variables, make a few tweaks to the sales letter my software churns out, and ultimately, create a really great letter in a fraction of the time it would take to write 10-15 pages of copy. Imagine how much money they could make if they could create high-converting sales letters in minutes, rather than days!

So, that's two personas I might develop for Automatic Script. With some products, particularly in a B2B environment where there are multiple stakeholders and purchases tend to be made by committee, you might have five or more personas.



Anyways, to return to my example, the two personas I created for Automatic Script are very different and the message I'm trying to convey would depend on which persona I was trying to reach.



So, with the business owner, I might write copy talking about how bad most copywriters are, how difficult copywriting is to learn, and how much they're going to love having round-the-clock access to high-converting sales scripts that were created using proven copywriting formulas.

Now, how do you think copywriters would respond to a marketing message that primarily says they're bad at their jobs? I would imagine not well. So, if I wanted to target that group, I might create another sales letter where I talk about how long it takes to write a good sales letter and wouldn't it be nice to get paid \$500 for a 15-page sales letter you could create in an hour?

In case you're wondering, I didn't create that second sales letter, by the way. While I think copywriters could be a secondary market, I felt like I wanted to max out my traffic budget targeting entrepreneurs. However, I think this example really illustrates why it's important to develop personas before you start creating copy.



So, what kinds of things do you want to include in a persona? Let me show you a really great persona example I found on SingleGrain.com:


<p>Background:</p> <ul style="list-style-type: none">*Staff Accountant at Founder Accounting*Completed his undergraduate degree at Penn State and his masters at Cornell University*Has a serious girlfriend and two dogs (a Labrador retriever and a pug mix)	<p>Tommy Technology</p> 	<p>Challenges:</p> <ul style="list-style-type: none">*Wants to have a more modern website, but isn't the final decision-maker*Struggles with being seen as the "young guy" in the office and being taken less seriously as a result
<p>Demographics:</p> <ul style="list-style-type: none">*Male*Age 34*Annual HH income: \$125,000*Lives in a townhouse-style condo in an urban area	<p>Hobbies & Interests:</p> <ul style="list-style-type: none">*Running 5K races with his girlfriend*Watching Game of Thrones*Going out to brunch with other young couples*Taking one nice vacation a year to established tourist destinations	<p>Common Objections:</p> <ul style="list-style-type: none">*I love the idea of a new website, by my boss will never go for it! He doesn't see the value in new technology.*I'd love to get started on a new website, but I don't think I can get buy-in from my boss. He never takes my ideas seriously.
<p>Goals:</p> <ul style="list-style-type: none">*Become a senior accountant within 3-5 years*Achieve a salary of \$80,000 so that he can purchase a single family home*Network aggressively in order to build professional contacts		<p>Biggest Fears:</p> <ul style="list-style-type: none">*Getting stuck in a job and not advancing up the corporate ladder as quickly as he'd like*Economic recessions that mean he'll never be able to retire*Life passing him by too quickly

Image Source: <https://www.singlegrain.com/buyer-personas/complete-guide-developing-using-buyer-personas/>

This is a persona that was created for a B2B company, and as you can see, it covers things like background, demographics, goals, hobbies, interests, challenges, fears, and objections. If you're in business for yourself, you're going to want to create something similar for each of your main types of prospects, even if that means just jotting something down on paper.

To create your customer personas, you'll want to answer questions like:

- Is your target audience men or women?
- What country do they reside in?
- How old are they?
- How much education do they have?
- Do they have a spouse or children? If so, how old?
- What political party do they support?
- What are their interests?
- What activities do they participate in?
- What types of careers do they tend to have?
- What are their goals?
- What are their problems and frustrations?
- What benefits are important to them?
- What objections are they likely to have?
- What social media do they use?
- How do they like to consume information--by listening, reading, or watching?



While some of this information might be challenging to get, most of it shouldn't be too hard. To answer these questions, I'd suggest you look at your site analytics and social media followers.

You can also ask other people on your team like salespeople and customer service for help fleshing these out. Finally, you can send a survey to customers asking them these questions so you can "serve them better."

Anyways, to help you with this, I'd suggest using a customer persona template--there are plenty of free ones to use online, but one I particularly like is the Avatar Worksheet by DigitalMarketer. It's a PDF you can edit and download, and it looks like this:

CUSTOMER AVATAR

AVATAR NAME

GOALS AND VALUES

Goals:

Values:

CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

Quote:

Occupation:

Job Title:

Annual Income:



Level of Education:

Other:

DIGITALMARKETER

Now I've already talked about how a customer persona is useful when trying to decide what message you want to convey. We went over that when we talked about the 2 personas for Automatic Script and how I'd discuss different benefits of my software, depending on who I was trying to market my product to.

But another reason personas are useful is because they can help you nail the tone of your copy. Tone is very important in copywriting. For example, you wouldn't use the same type of language or pop culture references in an ad geared toward millennials that you would in an ad geared toward senior citizens. It just wouldn't go over as well.



Once you've come up with your personas, you can write copy using the language your prospects use and referencing pop culture they're familiar with. Again, that's going to help you write more effective copy.



There's one final benefit from personas that I want to mention before we reach the end of this chapter. Personas allow you to imagine one specific person you're writing to. You're crafting a sales message based on that fictional individual's hopes, dreams, fears, and objections.

Because you'll have a strong idea of who they are and what they're about, it'll be really easy to write copy that gets to the heart of those things that are most important to them.

By contrast, when you're writing to a large group of people, you really don't know what product benefit's going to sway them to buy. In cases like that, you kind of just throw everything out there in the hopes that if you do, at least one of them will "stick."

I'll be discussing that concept more in a future chapter, but for now, just know that a scattered approach like the one I just described isn't very effective. It waters down the message you're trying to convey and can really backfire on you, ultimately not converting well at all. That's why crafting your copy with the aim of persuading the fictional person you imagined is such a successful tactic.

OK, we've reached the end of this chapter. I'll see you in the next one where I'll give you some hacks for creating copy using NLP.



persuade prospects to take action. Typically that's done by using words to create pictures in people's minds, by establishing rapport, and by appealing to all the senses--taste, touch, sight, smell, and sound.

Anyways, that's just a little background about NLP. I'm by no means an expert on this subject, but I have used most of the hacks I'm about to teach you to improve my own copywriting. So, let's move on to the first hack.

1. Pattern Interrupts

The easiest way to explain a pattern interrupt is to talk about what the goal of a pattern interrupt is and that is to break the pattern that a situation would normally produce. So, what does that mean exactly? Let me give you an example.

While this doesn't happen too often anymore, remember back in the day when you'd get telemarketer calls? If you were like most people, as soon as the telemarketer identified himself as "Mark Jones calling from ABC Security Company to talk to you about your home security options," you'd frantically try to figure out the quickest way to end the call. That's the pattern a phone call from a telemarketer is probably going to produce.

But what if the telemarketer called you and said something like, "Hey Brad--it's Mark Jones, does that name ring a bell?" Rather than immediately launch into "telemarketer defense" mode, you'd stop to think for a minute--that's the power of a pattern interrupt.

So, now that I've given you an idea of what pattern interrupts are, you're probably wondering how you can inject them into your copy. One of the most common examples you'll see of copywriters trying to use pattern interrupts are the words "WARNING!" or "ATTENTION!" Usually, you'll find these in headlines. That said, I don't think these are great pattern interrupts. So many copywriters use them that I suspect they're not as effective as they once were.

The best way to use a pattern interrupt is conceptually--by that I mean, you insert a new completely unrelated idea into your copy, rather than using words.

However, you want to be careful doing this. You don't want to write something like, "The Mexican Walking Fish can regrow severed limbs. Now buy my vitamin supplement that has nothing to do with what I just said."

[When you use a pattern interrupt](#), make sure you can relate it in some way to what you're selling. For instance, if your vitamin supplement *also* regenerates limbs, talking about the Mexican Walking Fish first might be a really effective pattern interrupt you could use to introduce your supplement's limb regeneration powers.

2. Embedded Commands

The next NLP hack is called an embedded command. That's when you try to implant a thought into someone's subconscious. Typically, this is done verbally and the NLP speaker will emphasize the embedded command while they're talking.

But it can also be done in copywriting too. To show you an example, I took a few lines of text from the sales letter I wrote for Fat Loss Factor and highlighted the embedded commands in each sentence. Check it out:

I'll be showing you how to **achieve the "after" results you desire**, regardless of where you're at now.

To stop the cycle of yo-yo dieting, you need to **turn your liver into the fat-burning, metabolism-boosting machine** it was designed to be.

Maybe best of all, my system allows you to still **enjoy your favorite foods** like pizza and ice cream!

To add embedded commands to your copy, you could do what I did and use bold text, you could italicize the words, or you could put a space before and after the command to more

subtly draw attention to it. Probably the most important thing to note here is that your [embedded command should flow and fit in with the text](#), otherwise it'll hurt your overall objective.

3. Awareness Pattern Words

In NLP, awareness pattern words are words that subliminally implant suggestions. These are words like: notice, see, realize, aware, experience, understand, and discover. Basically, the belief is that when people read an awareness word, their critical thinking skills go on autopilot and they just assume that everything following the awareness word is true.

So, again, the best way to highlight this NLP tactic is with an example:



I'm sure you've **noticed** how powerful using NLP tactics in your copywriting can be.



I'll bet you've **realized** that with these strategies, you can really improve your copywriting skills.



I know that with these tactics, you'll **experience** conversion rates 2X higher than you are right now.

Anyways, these are great words to incorporate into your copywriting, where it makes sense to do so.

Jon Benson, who's one of the [top Video Sales Letter copywriters](#) and actually claims to have invented the VSL, uses awareness pattern words in his VSL slides. When he does, he makes the awareness pattern word red, rather than black, just like I have here on the screen.

4. Get Plenty of “Yes’s!”

I like this hack a lot. Your goal with this technique is to get prospects to say “yes” often as they read or listen to your copy. You do this by asking closed questions that are easy ways to get your prospects to say yes.

For example, here are some closed questions you could ask to elicit a “yes” response:



Isn't that cool?

Am I right?

Isn't that exciting?

I'm sure you've noticed this too?

Is this making sense?

Are you all getting this?

Who wants a free copy of X?

Can you imagine if this happened to you?

The reason this is so effective is because you're establishing a pattern of getting your prospects' to say yes before you get into the details of your offer. Then, once you present your offer, your prospects are more likely to keep saying “yes” and purchase whatever it is you're selling.

Russell Brunson, who's a friend of mine and the founder of ClickFunnels, tells a really great story about this tactic in his book, *Expert Secrets*. I highly recommend his book, by the way- there's a lot of really useful stuff in there if you want to ramp up your marketing skills.



Anyways, in his book, Russell mentions how he'd heard rumors about this guy, Ted Thomas, who was known as the Pied Piper of Real Estate. Apparently Ted was so good at selling on stage that there'd be hundreds of people in line just waiting to buy.

So, Russell had lunch with Ted, and Ted explained that he constantly asks simple questions to get people to say yes over and over again.

Then when he asks them to give him money at the end, they're more likely to because they've already said yes hundreds of times before that.

At the time, Russell had an automated webinar running so he decided to test this idea out. He listened to the recording, found a few dozen places he could ask "yes" questions and inserted them into the audio. Just by doing that, his webinar went from making \$9.45 per registrant to \$16.50 per registrant.

That's the power of yes. OK, let's move on to the next hack which is sell the next step.

5. Sell the Next Step

This is one I got from [Harlan Kilstein](#), who's considered the father of NLP copywriting. He's written for plenty of famous people like Wayne Dyer, Sylvia Browne, and Harv Eker. He also holds the record of making the fastest million online, doing it in under 22 minutes.

While he uses embedded commands, pattern interrupts, and some of the other things I'm talking about here, he says that he approaches NLP copywriting with only one goal in mind: to sell the next step.

So, when he writes a headline, his goal is to get prospects to read the first paragraph. When he writes the first paragraph, his goal is to get people to read the second paragraph. He does this step-by-step without rushing people. To do this, he says that you really need to pay attention to where your prospects are at and understand the conversation that's going on in their heads.

He describes this process of selling the next step as the KEY to NLP copywriting. So, I highly recommend you incorporate this strategy into the copy you write.

6. Use Triple Facts.

This is kind of an interesting one. So, with a triple fact, you're going to use two true statements and then follow them up with a statement you'd like your prospects to accept. To give you an example of how it works, here's a triple fact I created for my liver detox system, Fat Loss Factor. This triple fact is something that I might use in a VSL, just before transitioning into my offer. Check it out:

- I've explained to you the important role your liver plays in weight loss. **(TRUE)**
- You've also learned why a liver detox can help anyone lose weight. **(TRUE)**
- And you *know* this system will turn your body into a lean, mean, fat-burning machine!
(STATEMENT YOU WANT THE PROSPECT TO ACCEPT)

That's why I created this special program for you, the Fat Loss Factor RX System.

Anyways, as you can see, this is really just another way of getting the prospect to buy in to what you're saying. While I didn't end each statement with a question so I could get a 'yes' answer, you can almost imagine prospects nodding in agreement after each one.

This tactic, by the way, is one that I learned in a video by Internet marketer Frank Kern. He suggests that this is a great way to transition into your actual offer when you're doing a webinar.

7. Use Universal Quantifiers

You do this all the time, you probably just didn't realize there was a term for it. In NLP, universal quantifiers refer to global words like: all, everyone, always, every time, and nobody.

In relationships, these are words you probably don't want to use, because when you say to your spouse something like, "You never empty the dishwasher," the conversation usually doesn't end well. But as a copywriter, these are great words to use. That's because they're so extreme that they [stimulate people's emotions](#).





Now typically you're going to want to use words like these in 1 of 2 scenarios--either when you want to agitate a problem or when you want the prospect to imagine a desired state.

So, let me give you an example, and again, I'm going to use my Fat Loss Factor RX system to do this. Let's say that I'm trying to stir up emotions in my prospects by reminding them how hard it is to lose weight without a great system like the one I'm offering. I might say something like:

Everyone knows that the older you get, the harder it is to lose weight. No matter how hard you try, you **always** end up right back where you started--or worse! And until now, **nobody** offered a solution that helps **everyone**--regardless of their age, gender, or starting weight.

As you can see, I'm trying to agitate a pain point with universal quantifiers before launching into a description of my solution.



You could do this same thing when you want someone to imagine what their life would be like after buying Fat Loss Factor. That might look something like this:



Imagine loving your appearance **every time** you look in the mirror.

How would you feel if you could enjoy your favorite foods while **always** remaining your ideal weight?

Anyways, you get the picture. By now you have a pretty good understanding of NLP, and I'm going to wrap this up.

By the way, in that sentence, I included a bonus hack for you. I started the sentence by saying, **"by now you have a good understanding of NLP."** Sometimes NLP copywriters will put the phrase, **"By now"** into sales copy to influence prospects on a subconscious level to make a purchase.

And having said that, we've now reached the end of the NLP Copywriting Hacks chapter. In the next chapter, I'll talk about swipe files and why they're so important. See you there.



● COPYWRITING SWIPE FILES

Hey guys--so although this chapter is a short one, it's got important stuff in it. Today I'm going to be talking to you about swipe files. If you haven't heard the term before, a swipe file is just a collection of proven copywriting ads, emails, headlines, sales letters, and so on.

Basically, you can consider it a way of storing the very best ads you find, so you can refer to them later for inspiration when you're creating your own ads. Copywriters use swipe files all the time--whenever they find really great examples of copywriting, they store them away for future reference.

For example, the Wall Street Journal [ran the same sales letter](#) from 1975-2003, and that sales letter generated over \$2 billion in newspaper subscriptions. Today, it's widely considered the greatest sales letter of all times.

You may have heard of it--it starts out with a story about 2 young men who came from similar backgrounds but when they returned for their college reunion, one was a manager of a small department and the other one was the president of that same company. The president obviously read the Wall Street Journal.

Although that sales letter was a huge success, there's strong evidence that it was actually based on a similar story structure found in earlier ads.



Apparently, the copywriter who wrote it had a swipe file of his own. That's a great example of why you want to maintain a swipe file.

To create your swipe file, you can make a digital one online, or you can have an actual physical file where you put aside clippings from newspapers and magazine ads. While you may find it helpful to have both, it's not really necessary.

What is important, however, is that you do a good job organizing your swipe file. If it's so cluttered that you can't find what you're looking for, then you're not going to find it very useful.

I'd recommend organizing it into several categories like:

- Headlines
- Intros & Openings
- Body Copy
- Closings, Guarantees, & Offers
- Email Promos & Autoresponders
- Inspiring Ad Graphics & Images

I won't get into too much detail on this, but I am going to briefly touch on how you can store digital swipe files. Mostly, it comes down to a matter of personal preference. For myself personally, I like to create a swipe file folder in Gmail where I can store emails.

You could also just use Google docs and create folders and files for each of your swipe files.

Finally, another tool a lot of people like is Gimme Bar. With Gimme Bar, you can store items you're finding online in the cloud, link to tweets or videos, back items up to Dropbox, and share the stuff you're finding with the members of your team.

Honestly, it's not too important which tool you use--the important thing is that you create the file, so just pick one and get to it.

Now, in addition to tracking the best, most inspiring ads you find, I'm also going to suggest that if you have a main competitor in your industry whose doing really well, you also swipe all the materials they create.

This is a tip I shared in my Profit Mining Masterclass, and while it's probably more relevant there, I think it's helpful here too. The reason I suggest doing that is because if your main competitor is selling more than you, they've probably tested their copywriting so they could design the highest-converting sales pages, emails, video sales letters and so on.

Assuming you're targeting the same prospects, you can create similar ads using similar messaging so you can improve your conversions and level the playing field.


So, what are some of the things you should be keeping track of?

You should be keeping track of... Everything. I'm really not kidding when I say everything--I'm talking about the copy on their website, their sales letters, their Facebook ads, AdWords ads, upsell pages, their promotional emails, and the emails they send that are triggered by behavior like order confirmations and cart abandonment emails.

Are they using video sales letters or other video on their site? If so, I suggest you have them transcribed so you can also save those to your swipe file. You can use a service like rev.com to get the videos transcribed.



By keeping these things in your swipe file, you'll have a great source to return to every time you need to create copywriting for your sales funnel--and again, that source has already been tested and likely proven to work by your competition.

Then when you do need to create copy, you can match your competitor's tone and style so you can maximize your conversions. Once you've reached your competitor's level of success, THEN you can start coming up with your own ideas to improve the existing sales copy.



I go into this in greater detail in my Profit Mining Masterclass but basically, I've done this time and time again, and found that this competitor mirroring strategy works really well.

Anyways, that brings us to the end of this chapter. In the next one, I'll be discussing Storybranding, another important piece of successful copywriting. See you there.



● STORYBRANDING FRAMEWORK PT. 1

Hey, so in this chapter, I'm going to be talking about StoryBranding. I read about this in a book I highly recommend called Building a StoryBrand by Donald Miller. Anyways, I thought it was so valuable that I wanted to share some of the main concepts of StoryBranding with you guys here.

But before we really get into it, I want you to know that the two StoryBranding chapters in this book aren't going to cover how to write a specific story for a VSL, for example. Instead, they're going to help you create a *brand story*.

Once you've created your brand story, you'd then filter every line of copy you write through that framework, meaning that the copy you create for web pages, sales letters, VSLs, webinars, and anything else should all support the story of your brand. That'll give your brand a cohesive brand message.

Anyways, as we go through this chapter and the next one, I'd encourage you to jot down your thoughts on a piece of paper and use that information to create a 1-page brand story for your own brand. In the same way that customer personas can help you craft more persuasive appeals, a cohesive brand story will provide you with a framework that'll improve *all* your copywriting.

Let's start with a simple sentence that Miller uses to sum up the StoryBrand framework:

A character has a problem and meets a guide who gives them a plan and calls them to action that helps them avoid failure and ends in success.

A little clunky but once I break it down, you'll be better able to see what he's talking about here. So, let's get into the character part of that sentence.

1. A character has a problem and meets a guide who gives them a plan and calls them to action that helps them avoid failure and ends in success.

The character is basically the hero of the story. It's really someone just like your customer. While it's tempting to identify your own brand as the hero, you don't want to do that. Customers are turned off when you make it all about your brand. Instead, your customer should be the main focus of the story and your brand should be more like a wise leader that helps your customer reach his desired goal.

Now in any good story, there's conflict. If you write a story and the main character has a happy-go-lucky, carefree life, there's nowhere to go from there. Imagine seeing a movie where nothing much happened, and everybody enjoyed happy lives. Boring. You'd never go see a movie like that, because it'd be dull. The same holds true for any story you create for your brand.

At the start of the story, your character should be the underdog, meaning there's something he wants but doesn't have yet. This creates what's called a story gap, and it demands resolution. Your brand is what's going to close the gap and help the character get where he wants to go. So, when you think about your character, you also have to clarify what it is he wants.

That can't just be some vague "feel-good" desire either. It needs to be something clear and specific. For example, Miller mentions a client he worked with who had "Exhale Success" as the destination he helped clients reach.



While in theory, this line sounds good, success is undefined. What does it actually mean to his prospects? Miller advised him to change it to "Helping you become everyone's favorite leader." That's a much more specific destination.

So it's important that the destination you choose is one that helps your customers thrive-- anything other than that and nobody will care. Destinations that fit into that category include things like being accepted, saving time or money, gaining status, accumulating resources, finding love, or achieving an aspirational identity. Basically, we're talking about the big, universal things that everyone wants.

However, you just want to pick one destination, not multiple ones. Your goal here is to create one story gap and close that gap. Too many story gaps create confusion and dilute your brand message.

2. A character **has a problem** and meets a guide who gives them a plan and calls them to action that helps them avoid failure.

OK, so let's talk about the problem part of this sentence. Like I said earlier, without a problem, you don't have a story, nobody cares. The problem is what gets people invested in the outcome.

This is where a lot of companies screw up and make the mistake of only focusing on external problems. Let me give you an example. I used to own a company, truVitaliti, that offered anti-aging skin care products.

An external problem I was solving was a reduction in the appearance of wrinkles. However, I wasn't just selling that--I was also helping customers solve the internal problem of feeling less attractive as they got older. So, in a larger sense, my products were solving issues related to self-esteem and self-confidence.

Now, had I written copy about reducing wrinkles--without ever mentioning things like looking younger, feeling more beautiful, and having greater self confidence, I wouldn't have been able to sell any products.

Your customers face all kinds of problems--internal, external, and even philosophical. Your goal as a copywriter is ideally to address all three, rather than focusing only on external problems.

So, how do you talk about problems? Miller says the best way is to use a villain. Every good story has one and the concept of a villain is something that gets the customer more invested in the outcome. Your products are what the hero's going to use to defeat the villain.

So let's talk about the characteristics of a good villain.

Characteristics of a "Good" Villain

1. **It's real.** You don't need to use fear tactics here. There are plenty of real villains to choose from.
2. **It's the root source.** Anger or irritation is not a villain. Big Pharma, corrupt politicians, and germs--now those are villains.
3. **It's singular.** You can probably think of multiple villains, but you only want to pick one. The goal of storybranding is cohesive messaging and too many villains makes the story confusing.
4. **It's relatable.** Your villain should be recognizable as a villain to everyone, not just you. Sure, your aunt Margaret may be a horrible human being. But keep her out of your brand story and choose something more universally despised.
5. **It's personified.** Your villain doesn't have to be a person, but if you use an object, you're going to want to give it human characteristics. That's why ads don't just mention germs, by the way--instead, the germs are usually animated and have nasty personalities. That makes them more real to your audience.

OK, now that I've talked about what constitutes a good villain, let's return to the different types of problems I mentioned earlier--internal, external, and philosophical. I want to give you some examples of each so you have a better understanding of them.

External problems are things like a flat tire, ants in your kitchen, and dry skin. These are pretty easy to figure out.

Internal problems are like what I talked about earlier with truVitaliti - feeling less attractive or worrying about getting older. Customers want to buy solutions to internal problems. If you offer to resolve an internal problem AND an external problem--your copy will convert much higher.

Finally, there are philosophical problems--these are the ones that give customers a deeper sense of meaning.

An example here might be Bombas. [Bombas](#) is a company that sells socks. Socks are the #1 most requested clothing item in homeless shelters. For every pair of socks their customers buy, Bombas donates a pair of socks to a shelter. This is a company that's addressing the more philosophical problem of homelessness.

Anyways, the best brand stories tackle all 3 of these types of problems--internal, external, and philosophical. So, let me give you an example of how that looks:



WHOLE FOODS

Villain: Processed, chemically-laden food

External: I need to eat.

Internal: I want to take good care of my health.

Philosophical: We should do more to protect the environment. My grocery story supports food suppliers who use sustainable agriculture practices.

Another good example might be Dove. I'm sure you're familiar with the brand--they offer a huge line of soaps, deodorants, and skin care products. Anyways, when Dove conducted research, it found that unfortunately, 8 out of 10 girls are unhappy with their appearance.

So, the brand's main story now is that beauty comes in all shapes and sizes. Beauty shouldn't be a source of anxiety for women, it should give them self-confidence. To promote that, Dove has something called the Self-Esteem Project which educates young girls on the importance of feeling good about themselves.

Now that I've given you a little background, here's an example of how this fits into the framework we've been discussing:



DOVE
Villain: The Media (that promotes unrealistic beauty expectations)
External: I need to clean my face.
Internal: I want to feel good about my appearance.
Philosophical: Women should have higher self-esteem. My purchase supports self-esteem education.


Alright, now that we've discussed the problem part of the story, let me just wrap it up by saying that you don't want to go crazy here with multiple villains and lots of external problems. Keep it simple.

OK, let's move on to the next part of the sentence, the part that reads "and meets a guide."

3. A character has a problem **and meets a guide** who gives them a plan and calls them to action that helps them avoid failure and ends in success.

As I'm sure you can guess based on what we've been discussing, in this case, your brand is the guide that's going to help your hero get to his destination.

Again, your brand is not the hero. The example Miller uses is Jay Z and his Tidal music subscription service. To launch the Tidal app, Jay Z partnered with 16 famous musicians and



held a press conference to explain Tidal's mission of helping artists make more money from their music.

It dramatically backfired, because prospects got upset listening to multi-millionaires try to guilt-trip them into giving them more money. The problem with this story is that it makes Jay Z and Tidal the heroes, rather than the customers themselves.



Bottom line here is that your customer should always be the hero, and your brand should be the guide, offering wisdom and understanding to help them reach their desired destination.

To position your brand as a guide, you'll want to display two main characteristics--empathy and competence. With empathy, you want to get into the minds of your customers and try to figure out what they're thinking and feeling. Then, you want to write copy that acknowledges their frustrations, using language like, "We understand, we care," etc.

The second part of the equation is displaying competence. Keep in mind though that you don't want to come off as smug. Nobody wants an arrogant jerk preaching to them. So, the best way to straddle this line is through others.

For instance, you can use testimonials from happy customers or you could cite statistics of how much money you've saved people or how many customers you have--that kind of thing. You can also include logos and awards on your marketing materials. All of these approaches are a great way to establish authority in your industry.

Alright, that brings us to the end of this chapter. In the next chapter, I'll discuss the final 4 parts of the StoryBranding framework. See you there.



● STORYBRANDING FRAMEWORK PT. 2

Hey guys, so in the last chapter we discussed the first 3 parts of Miller's StoryBranding framework. In this chapter, I'll discuss the final 4 to wrap up this section.

So, as you might recall, the story your brand should be telling goes like this:

A character has a problem and meets a guide who gives them a plan and calls them to action that helps them avoid failure and ends in success.

We've already gone over the "character has a problem and meets a guide" part of that sentence so in this chapter, we'll start at "who gives them a plan" and work our way through the end.

4. A character has a problem and meets a guide **who gives them a plan** and calls them to action that helps them avoid failure and ends in success.

OK, giving your customers a plan is really just another way of saying that you want to remove any objection your customer has about making a purchase. Plans help you do that.

Customers tend to be skittish about spending money on stuff. What if they don't like it or it doesn't work or it's a piece of junk? Plans help them overcome their fears so they feel more comfortable buying.

There are basically two different types of plans--process plans and agreement plans. Let's talk about process plans first.

Process plans are a description of the steps someone needs to take to buy our product, which steps they'll need to take to use our product, or a combination of both.

Let me give you an example of a process plan I used in the VSL I created for Fat Loss Factor. Here's the text:

"To take advantage of this offer, just scroll below this chapter and click the 'Next Step' button now. Once you do, you'll be prompted to enter your payment information on our 100% safe and secure checkout page. As soon as your order is complete, you'll have immediate access to the entire Fat Loss Factor RX system and tools, so you can start losing weight right away."

While this may seem overly explicit to anyone who's ever ordered anything online before, you'd be surprised what kinds of things can stop a customer from placing an order.

The next type of process plan I mentioned might describe the steps someone needs to take after ordering an item. Think, for example, of ordering a piece of furniture online. One thing that might hold you back is the fear that it'll take a long time to put together, you won't have the tools you need, or it'll be beyond your skill set.

So, in that case, you might create a process plan that mentions that all the tools you need are provided, it takes just 4 easy steps, and that on average, customers complete the set-up process in 15 minutes. Adding that kind of copy to your marketing materials will definitely have a positive impact on your conversion rate.

The other type of plan is an agreement plan--you can think of this as agreements you make with your customers about what it's like to do business with you.

The food chain Chipotle is a good example of this one. Chipotle's commitment to customers is to offer [food with integrity](#). By that, they mean that they don't use preservatives, added colors, added flavors, or GMOs. They also only work with farmers that provide animals with space to roam, don't use hormones or unnecessary antibiotics, and prioritize the long-term health of their land.

The whole point of their agreement plan is to make it clear to consumers who care about animal welfare, the environment, and healthy food, that they can feel comfortable eating at Chipotle.

That's why it's such a good idea to think of the type of objections your customers are likely to have about doing business with you and then, counter those points and put them in your agreement plan which you can post on your website or include in your product packaging.

OK, moving on, let's talk about the next part of the sentence, "and calls them to action."

5. A character has a problem and meets a guide who gives them a plan **and calls them to action** that helps them avoid failure and ends in success.

I'm sure you're all familiar with calls-to-action or CTAs so I won't spend too much time on this part, but basically, you want to motivate your prospect to act. People tend to put things off unless they have a compelling reason not to.

You do this with CTAs, and there are 2 types. The first type is a direct CTA. These are the "Order Now" and "Buy Now" buttons you see on any website.

The other type of CTA is a transitional CTA. Now with a transitional CTA, you're not trying to get someone to make an immediate purchase. Instead, you're trying to guide them further along the sales funnel. Typically you do that using things like white papers, webinars, and PDFs. But you can also use free trials or samples, depending on what you're trying to sell.

Some marketers struggle with giving away stuff for free like this, but honestly, in the long run, it can be really helpful to your bottom line. If you present prospects with valuable educational content, they're going to see you as a credible authority. That's exactly what you want them to think and in a lot of cases, the freebies you give away soften them up for an eventual sale.

For instance, I offer a free 21 Day Traffic Hacks video that's available online. While yes, technically I'm giving away these tips for free, I do require viewers to opt-in with an email address.

From watching the videos, people can see that I know my stuff and then, they're more likely to buy related products I market to them like my Google AdWords Domination Masterclass.

So, the main takeaway I want you to get from this is that it's a good idea to use transitional CTAs in addition to your direct CTAs. Both are going to help with conversions.

Moving on...

6. A character has a problem and meets a guide who gives them a plan and calls them to action **that helps them avoid failure** and ends in success.

This is another way of saying that your story needs stakes. Without them, nobody cares. Customers need to know what will happen if they don't buy from you.

Keep in mind though that you don't want to go overboard with predictions of doom and gloom. That can turn people off and weaken your message. It'll also put you at risk of breaking one of our copywriting commandments, don't sound like a used car salesman.

So, you definitely should add a warning to your story so prospects find it compelling, but don't go nuts here.

To give you an example, I'm going to show you the steps using a sales letter I created for my Profit Mining Masterclass.

Just as a little background, the Profit Mining Masterclass teaches wannabe entrepreneurs how to start their own profitable business by mirroring a competitor's marketing strategy.

Anyways, it goes like this:

1. Tell your readers what the threat is.

"Statistics show that 9 out of 10 businesses fail miserably within the first year."

2. Let them know that because they're at risk, they should take action.

"Not only is it hard to come up with a successful product, but it gets even more complicated when you try to market it online. That's why you should first, study what's already selling well. And then, second, you should model your product, your business, and your marketing after a company that's already proven the idea to work."

3. Tell them about something specific that'll protect them from risk.

"I've developed a fail-proof system that shows you exactly how to uncover amazing online opportunities, exponentially increasing your chances of building a successful online business...."

4. Motivate them to action with a CTA.

"To get started, go ahead and click the button below, enter your details, and you'll get full access to The Profit Mining Masterclass today."

Basically, you want to motivate your customers to avoid the negative outcome you described. But don't just end the story there. You should also paint a picture of how much better their life will be if they buy your product...which brings us to the final item in the StoryBranding framework, "ends in success."

7. A character has a problem and meets a guide who gives them a plan and calls them to action that helps them avoid failure **and ends in success**.

Don't just assume people will know how much better their lives will be with your brand-- offer them a very clear and specific vision of that improvement. Not only will that motivate the prospect to take action, but it'll also close the story loop in a satisfying way.

There are 3 different ways Miller says you can show the hero succeeding:

1. By winning power or position
2. By experiencing something that makes them complete
3. By self-realization that makes them whole

So, let me just talk about what each of those mean. With the first one, winning power or position, your hero is getting status and respect. For example, the hero could receive a special membership card, perks, a limited edition offer, or some other type of premium.

The second way to close the story is by having the hero experience something that makes them complete. By this, I mean that the hero might experience less stress, more time, or a lighter workload.

Finally, the last way to close the story is by having the hero reach their full potential. Either they're inspired or they experience greater self-acceptance or they decide to make a bigger impact on the world. Things like that.

Just remember here that you want to close the story in a very clear and simple way. If you offer too much information, you risk losing your reader.

Anyways, those are the steps of the StoryBranding framework. By taking the time to jot down your brand story--and then using that brand story to create one cohesive brand message--your copywriting will be much more effective.

We've reached the end of this chapter. In the next one, we'll discuss crafting leads. See you there.



● CRAFTING CAPTIVATING LEADS PT. 1



Hey everyone--so in this chapter and the next two, I'm going to be talking about how to write amazing leads. Honestly, this might be one of the most important things you'll learn as a copywriter because if you don't have a great lead, nobody's going to actually make it all the way through your copy to get to your offer.

But before we get into the lead itself, let's talk for a minute about what makes people actually buy. A lot of novice copywriters think that appealing to logic is the best way to sell something. Not so.

Science has discovered that when people are thinking about making a purchase, the emotional parts of their brain light up. That means that first, prospects begin by wanting to buy something. Then, they look for logical reasons to justify a purchase.



So, to be a successful copywriter, you need to sway your prospect emotionally, and then convince them with logic to act on your CTA.

You do that by drawing them in with a lead that generates an emotional response. In a typical long-form sales letter or VSL, you'll only have about 100-600 words to get that reaction.

So, where do you get started? How do you come up with something that's going to pull people in? It can seem overwhelming at first when you probably have a lot of different ideas running through your head, but I'm going to give you some guidelines that'll make it much easier.



These guidelines have kind of been passed down by master copywriters like Victor Schwab and Gene Schwartz and David Ogilvy. Then, they were expanded upon by marketing guru, Michael Masterson, and copywriter John Forde in the book, *Great Leads: The Six Easiest Ways to Start Any Sales Message*.

While I'm going to give you an overview of the concepts they teach in our lead chapters, I'd recommend you check out the book too if you have time--it's a really interesting read and they have a lot of great examples in there.

So, to start us off, let's talk about how a lot of copywriters typically approach the lead. They're not really sure what benefit will appeal the most to their prospects so they throw several in, thinking, "I don't know which of these will work but I know one of them will."

That approach actually seems to make a lot of sense. But while you might expect it to be wildly successful, it's not.

In 1941, Victor Schwab, who's known as the "greatest mail-order copywriter of all time" listed the top 100 headlines of his era. Of that number, 91 of them were driven by just one idea. Even the remaining nine implied a single idea!



Here, by the way, are a few of the headlines that made his list:

The Secret of Making People Like You
Is the Life of a Child Worth \$1 to You?
Are You Ever Tongue-Tied at a Party?
How I Made a Fortune with a 'Fool Idea'

Interesting, aren't they? Anyways, using just one big idea in the headline is called the Rule of One, and not only will it keep your prospects' attention focused where you want it, but it's also going to make it easier for you to write strong copy.

To be successful with the Rule of One, you need to have: a good idea; one core emotion; a captivating story; a single, desirable benefit, and one inevitable response.

I'm going to show you an example of this in a minute, but before I do, let me tell you a little bit about [Gary Halbert](#). Although he passed away in 2007, he's considered one of the greatest copywriters who ever lived and has been called the "godfather of copy that sells."

Anyways, when Gary was asked how someone could become a better copywriter, he recommended copying successful, proven sales letters by hand. I didn't do this to improve as a copywriter, but I'm sure it's useful if you want to master this skill quickly.

While technically you could copy any high-converting long-form sales letter by hand, Gary made [specific recommendations](#) and one of them is what I'm going to show you now, called the [Lazy Man's Way to Riches](#) by Joe Karbo.

The Lazy Man's Way to Riches

'Most People Are Too Busy Earning a Living to Make Any Money'

I used to work hard. The 18-hour days. The 7-day weeks.

But I didn't start making big money until I did less—a lot less.

For example, this ad took about 2 hours to write. With a little luck, it should earn me 50, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it.

After all, why should you care if I make \$9.50 profit if I can show you how to make a lot more?

What if I'm so sure that you will make money my Lazy Man's Way that I'll make you a most unusual guarantee?

And here it is: I won't even cash your check or money order for 31 days after I've sent you my material.

That'll give you plenty of time to get it, look it over, try it out.

If you don't agree that it's worth at least a hundred times what you invested, send it back. Your uncashed check or money order will be put in the return mail.

The only reason I won't send it to you and bill you or send it C.O.D. is because both these methods involve more time and money.

And I'm already going to give you the biggest bargain of your life.

Because I'm going to tell you what it took me 11 years to perfect: How to make money the Lazy Man's Way.

O.K.—now I have to brag a little. I don't mind it. And it's necessary—to prove that sending me the 10 dollars . . . which I'll keep "in escrow" until you're satisfied . . . is the smartest thing you ever did.

I live in a home that's worth \$250,000. I know it is, because I turned down an offer for that much. My mortgage is less than half that, and the only reason I haven't paid it off is because my Tax Accountant says I'd be an idiot.

My "office," about a mile and a half from my home, is right on the beach. My view is so breathtaking that most people comment that they don't see how I get any work done. But I do enough. About 6 hours a day, 8 or 9 months a year.

The rest of the time we spend at our mountain "cabin." I paid \$30,000 for it—cash.

I have 2 boats and a Cadillac. All paid for.

We have stocks, bonds, investments, cash in the bank. But the most important thing I have is priceless: time with my family.

And I'll show you just how I did it—the Lazy Man's Way—a secret that I've shared with just a few friends 'til now.

It doesn't require "education." I'm a high school graduate.

It doesn't require "capital." When I started out, I was so deep in debt that a lawyer friend advised bankruptcy as the only way out. He was wrong. We paid off our debts and, outside of the mortgage, don't owe a cent to any man.

It doesn't require "luck." I've had more than my share, but I'm not promising you that you'll make as much money as I have. And you may do better; I personally know one man who used these principles, worked hard, and made 11 million dollars in 8 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's travelled the world over, making all the money she needs, doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$25,000 a year for the past 5 years, using my methods.

What does it require? Belief. Enough to take a chance. Enough to absorb what I'll send you. Enough to put the principles into action. If you do just that—nothing more, nothing less—the results will be hard to believe. Remember—I guarantee it.

You don't have to give up your job. But you may soon be making so much money that you'll be able to. Once again—I guarantee it.

" . . . I didn't have a job and I was worse than broke. I owed more than \$50,000 and my only assets were my wife and 8 children. We were renting an old house in a decaying neighborhood, driving a 5-year old car that was falling apart, and had maybe a couple of hundred dollars in the bank.

Within one month, after using the principles of the Lazy Man's Way to Riches, things started to change — to put it mildly.

- We worked out a plan we could afford to pay off our debts — and stopped our creditors from hounding us.
- We were driving a brand-new Thunderbird that a car dealer had given to us!
- Our bank account had multiplied tenfold!
- All within the first 30 days!

And today . . .

- I live in a home that's worth over \$250,000.
- I own my "office." It's about a mile and a half from my home and is right on the beach.
- I own a lakefront "cabin" in Washington. (That's where we spend the whole summer — loafing, fishing, swimming and sailing.)
- I own two oceanfront condominiums. One is on a sunny beach in Mexico and one is snuggled right on the best beach of the best island in Hawaii. — Maui.
- I have two boats and a Cadillac. All paid for.
- I have a net worth of over a Million Dollars. But I still don't have a job . . ."

The wisest man I ever knew told me something I never forgot: "Most people are too busy earning a living to make any money."

Don't take as long as I did to find out he was right.

Here are some comments from other people. I'm sure that, like you, they didn't believe me either. Guess they figured that, since I wasn't going to deposit their check for 31 days, they had nothing to lose.

They were right. And here's what they gained:

\$260,000 in eleven months

"Two years ago, I mailed you ten dollars in sheer desperation for a better life . . . One year ago, just out of the blue sky, a man called and offered me a partnership . . . I grossed over \$260,000 cash business in eleven months. You are a God sent miracle to me."

B. F., Pascagoula, Miss.

Banking deposits from zero to thousands

"It is all I can do to get to the bank with one wheelbarrow! I'm just going to have to get a second one to accommodate the volume . . . Since December, until the present time, I have built my business from zero up to where some days, my banking deposits are in excess of thousands."

D. J. A., Westminster, Calif.

Made \$16,901.92 first time out

"The third day I applied myself totally to what you had shown me. I made \$16,901.92. That's a great result for my first time out."

J. J. M., Watertown, N.Y.

I'm a half-millionaire!

"Thanks to your method, I'm a half-millionaire . . . would you believe last year at this time I was a slave working for peanuts?"

G. C., Toronto, Canada

Getting everything we want

"We can't keep this to ourselves anymore — you were right! We're on the road to getting all (everything) we want in this world! We sold the \$17,000 house we had and got another one . . . It's worth \$65,000. We have a paid-for Ford pickup, paid-for 17 ft. boat, we bought a Cadillac, we have a paid-for Grand Prix . . ."

Mrs. M. C., Anaheim, Calif.

\$7,000 in five days

"Last Monday I used what I learned on page 83 to make \$7,000. It took me all week to do it, but that's not bad for five day's work."

M. D., Topeka, Kansas

Can't believe success

"I can't believe how successful I have become . . . Three months ago, I was a telephone order taker for a fastener company in Chicago, Illinois. I was driving a beat-up 1959 Rambler and had about \$600 in my savings account. Today, I am the outside salesman for the same fastener company. I'm driving a company car . . . I am sitting in my own office and have about \$3,000 in my savings account."

G. M., Des Plaines, Ill.

I know you're skeptical. After all, what I'm saying is probably contrary to what you've heard from your friends, your family, your teachers and maybe everyone else you know. I can only ask you one question.

How many of them are millionaires?

So it's up to you:

A month from today, you can be nothing more than 30 days older — or you can be on your way to getting rich. You decide.

Sworn Statement:

"On the basis of my professional relationship as his accountant, I certify that Mr. Karbo's net worth is more than one million dollars."

Stuart A. Cogan

Bank Reference:

Home Bank
17010 Magnolia Avenue
Fountain Valley, California 92708

Joe Karbo
17105 South Pacific, Dept. 481-A
Sunset Beach, California 90742

Joe, you may be full of beans, but what have I got to lose? Send me the Lazy Man's Way to Riches. But don't deposit my check or money order for 31 days after it's in the mail.

If I return your material — for any reason — within that time, return my uncashed check or money order to me. On that basis, here's my ten dollars.

Name _____

Address _____

City _____

State _____

Zip _____

© 1978 Joe Karbo

Although this is an [old newspaper ad](#), I think it's a great example of the rule of one. So, let's take a look at the ad and go through each of these elements:

1. **One Good Idea.** You can see here that there aren't any conflicting ideas going on-- there's just one idea the ad is trying to get across and that is, "This method can help *anyone* become rich." If you were to read further into the copy, you'd see that he goes into detail about how you don't have to be lucky, young, talented, educated, etc. All you need is enough belief to take a chance.
2. **One Core Emotion.** I'd say that the core emotion here is excitement about how simple this method sounds. "Wow, if even a lazy person can get rich, I know I can!"
3. **One Captivating Story.** The story here is great. He explains how he was in debt and living a pretty modest life but once he discovered this method, his life changed dramatically. Today he owns two boats, a Cadillac, two oceanfront condos, etc. "I didn't have a job and owed \$50K. Today, I have a net worth of over \$1 million--and I still don't have a job!"
4. **One Single, Desirable Benefit.** It's clear here that he's focusing solely on becoming rich. He isn't talking about quitting your day job, having more time to spend with your family, etc. The main benefit is a lot more money. "You can get rich--without hard work."
5. **One Inevitable Response.** There is a direct CTA here, and he even sweetens the deal by telling prospects that he won't cash their check for 31 days. If they don't like the method, they can send it back and he'll return their check. "Send me the Lazy Man's Way to Riches."

This ad is a great example of how powerful the Rule of One can be. That said, to use it successfully, you need to have a great idea that's not only easy to understand, but also easy to believe.

I will say that the Lazy Man's Way to Riches doesn't really hit the mark in the "easy to believe" department. The copywriter's hoping that in your huge desire to be rich, you're willing to take a chance, even if you're skeptical. However, it's a great example of everything else we're talking about which is why I wanted to use it.

Moving on, once you come up with your big idea, you're going to want to offer supporting evidence. There are a lot of different ways you can do that--you can use stories, predictions, promises, testimonials, etc. All of the things you use should stay focused around your big idea. For example, the testimonials in the Lazy Man's Way to Riches say stuff like "It's all I can do to get to the bank with one wheelbarrow!" and "I made \$16,901.92 my first time out!"

Nowhere do you read about the joys of self-employment or quitting your day job or having more time now that you're rolling in cash. There's one simple message and that is that you can make a ton of money doing this, and the testimonials support that.

OK, now let's move on to the other thing that's going to help you write a great lead and that is understanding your prospect's level of awareness. According to the [Great Leads](#) book, figuring that out can increase conversions 2X or more.

Level of awareness here basically means whether your prospect is aware of your product or aware that a solution exists for his problem. Knowing exactly where he's at will determine the type of lead you write.

The legendary copywriter Gene Schwartz gave the following rule of thumb:

- If your prospect already knows about your product and knows it can help him, your headline should begin with the product.
- If your prospect doesn't know about your product but has a desire, you lead with that desire.
- Finally, if your prospect doesn't really know what he needs but just has a general problem, you begin with the problem and write copy to make the prospect realize he needs your solution.

Those are the basics. Gene established 5 levels of customer awareness that explain this concept in greater detail, and that's what I'm going to get into now.

So, his 5 levels of customer awareness are:

Most Aware - Product Aware - Solution Aware - Problem Aware - Unaware

Our first is the most aware customer--this person knows what they want, they trust you, and anytime you offer something new, there's a good chance they'll buy it. These are the customers every marketer wants. By way of example, think of brands that have cult followings like Apple and CrossFit.

The next level of awareness is product-aware. These people don't trust you yet--they know you're selling something they want, but they're not sure if it's right for them. Because they don't trust you yet, they read reviews, scan testimonials, and try to determine whether your product can do what you say it does. With prospects like these, the aim of your copy should be to reassure them right away.

These first two categories, by the way, are the easiest to make sales in. As prospects become less aware, you have a tougher job ahead of you.

Alright, the next level of customer awareness is solution-aware. These are people who have a problem, they know that a solution exists for it, but they don't know about your product and the results they can get with it. With prospects like these, you want them to know that you understand their desires and your product will help them get there.

As we move lower down in awareness, we start getting to those prospects who can really help your business grow.

So, the next type of customer awareness is problem-aware. This is someone who's worried--he senses he has a problem, but he doesn't know there's a solution for it. With this type of customer, you want your lead to show them that you understand their frustration and anxiety.

Finally, there's the completely unaware customer. These people are tough to get sales from. They don't realize they have a problem, they know nothing of your brand, and they're not even aware that a solution exists for what they're experiencing. With this type of person,

you don't want to come on too strong. Instead, you want to draw them in without making it clear what you're trying to do.

OK, so now that we've talked about the various levels of customer awareness, let's talk about direct and indirect leads. Direct leads are explicit and either make actual claims or they reference the product itself. By contrast, indirect leads avoid direct claims and they never reference what they're selling.

So, let me show you a few examples of each type. Here are some direct offers:

[Pass the Heinz](#)

["The Greatest Easter Ham I've Ever Tasted!"](#)

[Would You Like Me to Personally Double, Triple, or Even Quadruple Your Business...for **Free**?](#)

As you can see, either the product is directly mentioned in the offer itself--like in the case of Heinz or the ham--or the claim is referenced, as you'll see in the final example. That, by the way, is the headline Frank Kern uses to attract consulting clients.

Now let me show you some indirect offers:

[You'll Never Believe What We Found Buried Inside Donald Trump's 2014 Financial Statement](#) (for a financial publication)

[Discover Why One MD Says, "I Haven't Had a Glass of Water in 20 Years..."](#) (for a health publication)

[He's Married](#) (for waterproof mascara)

As you can see, none of these indirect headlines reference the product they're selling or even the claims they're making.

Now as for which type of offer to use, one isn't better than the other. Either can be very effective, it just depends on the customer you're trying to reach. Generally speaking, the higher someone is on the awareness scale, the more direct you want to be. The lower they are, the less direct you should be.

Masterson and Forde recommend you use direct leads when:

- You're selling something simple to understand
- The claim you're making is big, but easily believable
- You've got an amazing deal or guarantee
- You've made a long-awaited improvement to a product already on the market or
- Your customers already know and trust you

On the other hand, they say you'll probably want to go with an indirect lead when:

- Your prospect knows virtually nothing about you
- Your product requires some explanation
- Your prospect is skeptical and you have to work to overcome that mindset
- Your product has a connection to something big going on in the news

While these types of leads can make for some really compelling headlines, you do run the risk of taking too long or being too boring before you get to the product itself. You also have to watch that you don't write something that's interesting to read, but really doesn't relate to what you're trying to sell.

Anyways, those are the basics behind direct and indirect leads. I would suggest you look at them as guidelines, rather than rules.

OK, that brings us to the end of our chapter. In the next one, I'll be discussing the different types of leads you can use.

● CRAFTING CAPTIVATING LEADS PT. 2

Hey everyone--so in the last chapter, we talked about the importance of the lead in copywriting, customer awareness levels, and direct vs. indirect leads. In this chapter, we're going to be talking about the different types of leads copywriters write. Basically, there are six of them, so right now, I'm going to get into the first three, and we'll cover the next three in chapter 10.

Alright, the first type of lead is the **Offer Lead**--this is a very direct lead and so for that reason, it's best to use it when your prospects have a high level of awareness. An offer lead gets right into the deal by emphasizing the most compelling part of the offer.

That might mean mentioning a discount, a limited-time offer, a free trial, or a really great guarantee. You can also use this type of lead for membership offers and invite-only offers--this strategy can work especially well with high-end, luxury products.

To show you what I'm talking about, let me give you a few examples:

"Fresh, hot pizza delivered to your door in 30 minutes or less--GUARANTEED"

"25% off and FREE shipping---24 HOURS ONLY!!!"

"Try AdEspresso now - 14 Day FREE Trial"

Now, there are a couple things you should know with this type of lead:

1. You're going to want to give a reason why you're offering such a great deal, because it's human nature for people to wonder what the catch is.
2. If there IS some type of catch, be upfront about it early on. Also, ideally, the catch is something the prospect will consider a positive. For instance, if the catch is a limited-time offer, prospects might think they lucked out and are getting a really great deal.

So, here are some things you should know if you're thinking about creating an offer lead:

- **Keep It Brief.** You don't need to do a lot of convincing here so short and to the point is best.
- **Definitely Split Test.** You're going to want to find out which offers convert better. For instance--is a BOGO deal most successful, a free shipping offer, or a 25% off sale? Split testing will help you figure out which one of these deals converts the best.
- **Make Your Offer Easy.** If it seems like there's too much work involved, your prospects will pass on it.
- **Don't Offer More Than You Can Afford To Give Away.** Before running your ad, you'll want to make sure that what you're offering is realistic. For instance, American Airlines once advertised [unlimited first-class tickets for life for \\$250,000](#). Ultimately, they pulled the ad when they realized that some people were getting \$1 million in free flights *a year*. Don't be that marketer.

Also, since we're on the subject of luxury, you'll want to be careful here. While just about everyone appreciates a good deal, status products can look cheap if you don't market the offer right. It's hard to imagine, for instance, a "huge blow-out sale" on Rolex watches.



OK, now we're ready to move on to **Promise Leads**, but before I describe what those are, this seems like a good time to mention that offer leads and promise leads can be combined with other lead types.

Some of the lead types we'll cover later on work best exactly as they are. Offer and promise leads are more flexible and can be hybrids of other types.

Alright, so promise leads are leads where you start off by mentioning your biggest and best product claim. This claim should be big and bold, but you also want to make sure it's believable.

Ideally, it'll be something original--if all your competitors are making the same promise, your own claim will be less impressive. Typically, this is where you'll find leads talking about how easy, fast, or effective something is.

For instance, here's an example of a promise lead:

100% Wrinkle-Free in 18 days...or your money back.

So, how do you decide what to make your promise lead about? Rosser Reeves, the copywriter behind M&M's "Melts in your mouth, not in your hands" slogan, offers the following formula in his book, [Reality in Advertising](#):

1. Start with your product BUT only if it can do what you say it can.
2. Make your promise original--don't use something your competitors can claim.
3. Make your promise something prospects want already. You don't want to try to *create* desire in them, you want your promise to stimulate a desire that already exists.

It's important to note with promise leads that (a) you should be able to prove any promises you make--for instance, with case studies, testimonials, analogies, etc. and (b) that you don't over or under promise.

Under promising won't be very effective, because your prospects will just shrug--it's the "who cares?" mindset. Overpromising is similarly risky because you run the risk of disappointing your prospects and turning them off permanently.

Ironically, even if you do have a really awesome product promise you can prove, you still want to be careful. In the book, *Great Leads*, the authors mention a TV ad that Sears ran for Diehard battery, showing how it recharged 10 dead cars at once on a cold night. The ad

didn't do well, because nobody believed it was true. They ended up reshooting it with less cars and that version was really successful.

So, that's definitely something to consider. If you're concerned about risk, one way to minimize it is to state your promise as a question. For instance, "Could you be 100% wrinkle-free in 18 days?" While it's not as impactful as a direct promise, it isn't met with the same degree of skepticism as a headline like, "100% Wrinkle-Free in 18 Days."

Alright, the last thing I want to say about promise leads before we move on to our next lead type is that as with the offer lead, this lead type is for prospects who are higher on the awareness scale. Think of these people as those who are almost ready to buy but need an extra nudge. They may not be ready for an offer lead yet, because they're still on the fence about whether your product will deliver the results they want. A promise lead can help them make the leap from ready to buy to buying.

The final lead type we're going to talk about in this chapter is the **Problem-Solution Lead**. With a problem-solution lead, you're going to pick a pain point for your prospect, agitate their emotions to show them you understand how they feel, and then, offer them hope of a solution with whatever it is you're selling.

This is the type of lead you might write for a solution-aware or problem-aware prospect. These people are aware they have a problem and in some cases, may even be aware that a solution exists for it. By appealing to them through empathy, you're showing them you know what they're going through.

One thing that can be tricky about this type of lead is that you may not always know exactly what your prospect is feeling. Say, for example, that you're offering a weight loss product. You're confident your prospect wants to lose weight, but you may not really know how they feel--discouraged? Embarrassed? Disappointed? Concerned about their health?

Maybe they feel all of those things or maybe they don't, but you really need to get at their core emotions before writing copy around the topic. The best way to do that is to talk to them in person, lurk in online forums, and read reviews on Amazon for related products. The

goal is to write copy that sounds like you know exactly what they're going through and sometimes, it can be tough to figure that out.

In addition to figuring out exactly what your prospect is going through, you're also going to want to make sure you target the right problem with your solution. For example, Great Leads mentions how Kleenex was initially filler product used in gas masks. Once the war ended, the company needed to figure out how to rebrand their product. They marketed it as a makeup remover, coffee filters, and cleanup towels before someone at the company with a hay fever suggested it could be used as a disposable handkerchief. Clearly, that idea stuck.

And [baking soda](#), for example, was once marketed primarily as an ingredient to be used when baking. As baking became less popular, the company began advertising that a box of baking soda could be used to keep refrigerators smelling fresh--but only for 30 days. After that, you need to buy a new box. This is a pretty obvious example of how baking soda has changed its strategy to target the right problem with the right solution.

You also want to make sure that you spend the right amount of time focusing on the problem--this will vary depending on what the problem is. Generally speaking, the simpler the worry, the less time you need to spend. The bigger the worry or the more complex the problem, the more copy you should write.

With that in mind, you're probably wondering what the best way is to talk about the problem. You've got a few different options here:

- **If X, Then Y.** For example, with this first one, you can mention a specific condition in your lead before mentioning the solution i.e. "If you experience insomnia 3 or more times a week, then ask your doctor about XYZ."

Another way to write this lead is to promise help before discussing the problem. So, in this example, we could also write something like, "Enjoy a full night of sleep again, and say goodbye to chronic insomnia."

- **Identification.** Another approach is to target your prospect directly. For instance, in a sales letter I created for my copywriting software, Automatic Script, I started it out by saying, "To all online business owners wanting to sell MORE of their products & services."
- **Ask a Question.** This one's pretty self-explanatory. Here's an example: "Do your teeth have unsightly, yellow stains?"
- **Name It.** This last approach works best when the problem is complex. You can then come up with a name for it before using the rest of your lead to explain the term. For instance, once upon a time, Sprint advertised the Family Plan to pretty quickly communicate to prospects that with this plan, you can have friends *and* family join it.

Anyways, the problem-solution lead can be really effective if your prospect already knows what their problem is. When they don't, you'll want to go with one of the leads I'll be teaching you in the next chapter. When you're ready, I'll see you there.

● CRAFTING CAPTIVATING LEADS - PT. 3

Hey guys, so we've reached the final chapter of the captivating leads series. I've already told you about the offer lead, the promise lead, and the problem-solution lead.

In this chapter, I'm going to get into the secret lead, proclamation lead, and story lead. These leads are for prospects who are on the less-aware side of the customer awareness scale.

So, let's start with our first lead, the **Secret Lead**. Secret leads are exactly what they sound like--they withhold information from the prospect until they get to the offer itself. The objective here is to keep the prospect's attention until you get to that point, because the longer you can keep them interested in what you have to say, the more likely you are to convert them.

You'll sometimes hear secrets referred to as open loops in copywriting, because you're kind of teasing your prospect with the promise that you'll reveal the mystery if they keep reading. That reveal is called closing the loop.

The secret lead is one that you'll often see used with vitamins, supplements, marketing programs, and digital products. While it's most commonly used with those product types, this really is a lead that can sell just about anything if it's done well. By that, I mean that you don't want to let the cat out of the bag too soon. You really want your prospects to read all about the benefits of your solution before you finally reveal the secret.

In some cases, you may decide not to reveal the secret at all. If you remember, in chapter 8 I showed you the ad for the [Lazy Man's Way to Riches](#). While the copywriter, Joe Karbo, mentioned how much money you could make and how easy his method was, he never actually revealed the method in his copy--instead, you had to pay to find out the answer to the secret.

Now, in most cases, you're going to want to be specific in your copy with what the secret is. I realize Karbo didn't do that, but generally speaking, people tend to be skeptical of secrets, which is why specificity can help.

So, how do you write a great secret lead? First, you need to come up with a great secret. To do that, you're going to want to think about the ingredients or components of your solution that make it special.

For instance, if you're selling the XYZ vitamin, you might see if there's an ingredient that isn't well-known that you can write a compelling secret about. Another thing you can do is rename or reposition a benefit of your product to make it sound sexier than it actually is.

Great Leads cites the example of a stock dividend program--which actually sounds super-dry and boring--that a copywriter described as the "[Chaffee Royalty Program](#)" to make it sound like something new and exciting.

To use the secret lead strategy, once you've chosen a secret that's interesting and beneficial to your prospects, you'd want to mention it in the headline. But, you don't want to reveal what it is in the first sentence of your copy. Instead you'll hint at it, provide more clues about it, but never say what it is until your prospects read all about its benefits.

For instance, I think I've mentioned the VSL I created for the liver cleanse program I sell called Fat Loss Factor RX. At the very start of my script, I say that I'm going to reveal "my #1 fat-burning tip." I then go on to talk about why most diets fail, show before-and-after photos, and talk about how you can still enjoy your favorite foods with my discovery. I do this all without revealing the tip.

It isn't until about minute 15 that I finally reveal that a liver cleanse can improve weight loss efforts. By the time I've gotten to that point, I've been very explicit about the benefits of my system so that people actually have a desire for it before even knowing exactly what it is they want.

That's the beauty of the secret lead--you keep prospects hooked by dropping clues along the way, but you don't actually reveal the secret until they're primed to buy. That's when you should get into the specifics of your offer.

OK, moving on, the next type of lead I'm going to discuss is the **Proclamation Lead**. With a proclamation lead, you're making an assertion. That assertion can be fact or opinion, it doesn't matter. What's important is that the assertion is intriguing or startling in some way.

Some copywriters will use this type of lead to make a prediction, particularly when they're selling stuff in the environmental, financial, health, or political realm. For example, "An Economic Slump Is on Its Way," "3 Stocks About to Skyrocket in Value," or "The Heart Attack Rate Will Double in the Next Decade."

The goal with proclamation leads is to get a certain emotional effect from the prospect. So, usually there's a statement that strikes an emotional chord with prospects right in the headline, and then the rest of the copy is designed to give the statement validity.

Alternatively, it could even be used to NOT give the statement validity. Take, for example, this [Krispy Kreme ad](#) that makes the assertion in the headline, "Doughnuts are bad for you." It's a provocative statement coming from a place that sells doughnuts. In this case, the copy makes the argument that there are a ton of things that are "bad for you," but anything in moderation is just fine.

Another point to make about proclamation leads is that the copy is usually pretty interesting to read, because you tend to forget you're being pitched at. Typically, the sales copy comes off more like a novel, newspaper story, or even a tabloid.

Doughnuts are bad for you.

So are cream cakes, lie-ins and loud rock music. So is sugar. If you take it in your tea, stop immediately. If you take two sugars in your tea, obviously you're trying to commit suicide and it's a cry for help. Don't do it. Your life is precious.

Not drinking enough water is bad for you. You must drink 6½ pints a day, or you'll get dehydrated and that's bad for you too. Don't drink too much though, that can be really bad for you. If you drink over 14 pints at once it makes you feel drunk. So don't drink too much water and drive.

TV is bad for you. Watching too much can cost you your friends. None at all and you've got nothing to talk to them about. Lack of exercise is bad for you. But getting addicted to gyms is bad for you too. Also, some gym towels aren't laundered properly and spread germs. Germs are bad for you.

Stress is bad for you. Well, at least too much stress is bad for you. Not enough and you don't realise you're alive which is bad for you too. The thing is, life and the living that is involved is bad for you. It must be, because it kills everyone in the end.

At Krispy Kreme, we think the key to life, by which we mean eating doughnuts, is balance. Sure, if you eat them morning, noon, and night and they are brought directly to your armchair, then that would be bad. But then if you've never felt the pleasure of eating a delicious fluffy original glazed doughnut hot off the line and, heaven forbid, you get struck by lightning, well surely that would be really bad. Really really bad.



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.

Hundreds of arthritis victims who were resigned to a life of agonizing pain are now enjoying pain-free motion once again—thanks to a new "miracle" diet, says its discoverer, Dr. Giraud W. Campbell.

Dr. Campbell reports from his tests that in case after case, this totally safe and natural diet . . .

- Eases heat and swelling in affected joints within three to ten days.
- Relieves pain—and in most cases eliminates pain entirely—in two weeks or less.
- Allows more normal movement of affected parts in three weeks or less.
- Restores damaged bone structure in most cases in three to six months.

"It has not mattered whether these patients were old or young," Dr. Campbell says. "It has not mattered in what part of the body they had arthritis . . . It has not mattered whether the doctor who referred them to me said it was caused by an infection, or what type of arthritis they had . . . It has not mattered whether they were still getting around or whether they were bedridden . . . It has not mattered whether they had arthritis for six months, six years, or longer . . . Their arthritis was in most cases cured and yours may be, too."

"Despite all you may have been told," Dr. Campbell explains, "bones and joints are not always permanently damaged even when ravished by a decade or more of crippling arthritis and even when you are in the so-called golden years.

fectly," says Dr. Campbell. "Nature renews tissues, heals wounds, repairs organs. And nature restores bones and joints . . . if you let her."

But how do you "let her?" Dr. Campbell states flatly that diet is the key.

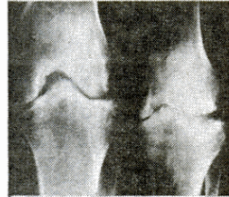
He has developed a diet that, he states, eliminates arthritis-causing chemicals from the body.

"Many foods," he says "contain powerful medicines which may cause or aggravate your arthritis. For instance, chicken or beef may have had medicines injected in the creature for faster growth and for greater resistance to microbes.

"You think you are enjoying finger-licking good chicken or tender roast beef, but what you are really enjoying may be an indirect dose of stilbestrol, arsenic, or aureomycin."

The "price" of an arthritis cure
To rid themselves of these and other arthritis-causing poisons, Dr. Campbell's patients must follow a strict regimen. They must give up certain foods that they may have been eating all their lives—and replace them with "arthritis-curing" foods they may not have eaten before. In addition, Dr. Campbell's patients must devote a few minutes a day to simple exercises aimed at accelerating neuromuscular and joint restoration.

But those people who are willing to pay the price of cure and follow the diet may



X-RAYS PROVE BONE RESTORATION POSSIBLE IN ARTHRITIS

This dramatic set of X-rays shows amazing progress in the restoration of the bone structure in a knee damaged by arthritis. X-ray Number 1, on left, taken at the start of Dr. Campbell's treatment, shows lack of joint space due to bony overgrowth, making normal pain-free motion impossible. X-ray Number 2, on right, taken after treatment, reveals that bony overgrowth has disappeared and there is greater joint space. Normal motion is now possible.

better. I only wish I had come under Dr. Campbell's care . . . when the disease first started."

Pain gone in three weeks

Mr. J. K. of Rockaway Beach, N.Y. writes this thankful letter: "Three years ago, maybe four, I started to get pains in my arms and fingers. As time went on

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 in New York State. He was one of the founders of the Long Island Osteopathic Society, and he is a member of several leading professional groups. He has been involved with nutritional and laboratory research in arthritis for over 30 years.



Medical doctor Benjamin S. Frank, speaking of Dr. Campbell's work, writes in the Foreword to A DOCTOR'S PROVEN NEW HOME CURE FOR ARTHRITIS, "Dr. Campbell's advice and therapy in the treatment of arthritis by an essentially natural method is welcome indeed. His success with this method has been truly remarkable."

free of arthritis. It even gives you complete daily menus for breakfast, lunch and supper for the first 7 days of the diet, plus 50 more easy-to-prepare, mouth-watering recipes. It also tells you about 3 important food supplements that can help speed your recovery.

The book also gives you Dr. Campbell's "10 commandments" for arthritis-free dining . . . it shows you 4 ways to take the load off rejuvenating bones and joints . . . it gives you complete directions on how to spend ten fun-filled minutes a day to regain the lost movements of your body . . . and more.

Take, for example, [this ad](#). It really does look just like the type of news article you might come across in the paper. However, once you continue reading, you can see that an arthritis diet book is actually being sold.

Now that I've shown you an example, let's talk about how you can craft proclamation leads. Your first step is to research. To come up with a really effective proclamation lead, you need to learn about the industry you're in and the product you're selling.

In your research, you'll want to look for assertions you can make that are bold, surprising, specific, and relevant. Your goal here isn't just to get attention--you also want to stir up emotion.

Once you've come up with the subject for your lead, you want to write a headline that implies a promise of some sort. For instance, in the "new miracle diet cures arthritis" ad, the copy implies that arthritic patients can stop suffering from arthritis, if they eat the right kinds of foods.

Then, throughout the copy, the ad uses short testimonials and quotes that support the main promise before getting into details of the offer itself. This allows the prospect to imagine

experiencing all the benefits of the "miracle diet" before saying how they can learn more about it.

That's typically what you'll find with proclamation leads--they start with a bold proclamation and an implied promise, then get into the benefits, and finally, close by reiterating the main theme.

They're usually used to sell consumer products, particularly when the prospect isn't product-aware. But, they're also sometimes used in the B2B space and in cases where the prospect *is* already product-aware. As I've probably said before, there are no hard and fast rules in copywriting.

Alright, now that I've covered product leads, we're ready to move on to the final lead type, **Story Leads**. Obviously, story leads start with a story. This lead type can be highly effective, because it's a great way to get prospects engaged.

In fact, the book *Great Leads* reports that of the 101 best print ad headlines that Raphael Marketing studied, they found that 35% of them were story-based.

Story leads are the most powerful lead type there is if they're done well. That's because your prospects aren't reading the story defensively, wondering when you're going to launch into your pitch.

For instance, in an earlier chapter I talked about the sales letter the Wall Street Journal used between 1975-2003. That sales letter is sometimes called "The Greatest Sales Letter of All Time," and it sold \$2 billion worth of subscriptions.

I'll briefly [show the letter here](#)--sorry, I couldn't find a copy that wasn't marked up--but the main gist of it is that there were 2 men with similar backgrounds who were identical in virtually every way but one became much more successful than the other. Naturally, it was the one who read the Wall Street Journal. Anyways, this sales letter is a great example of how powerful a story lead can be.

THE WALL STREET JOURNAL.

World Financial Center, 200 Liberty Street, New York, NY 10281

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

Starting the story in an optimistic tone, comparing two men who seem to have identical lives they're pleased with.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

Quickly down-turning the whole narrative, generating curiosity & creating a new loop.

What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge.

The "One Thing" that's MISSING. This changes everything & is the solution, but it's vague.

And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal: to give its readers knowledge—knowledge that they can use in business.

The easiest way to achieve the "solution above". It's presented confidently as a "definite" which is what people want.

A Publication Unlike Any Other

From this point on, the Journal is sold directly.

You see, The Wall Street Journal is a unique publication. It's the country's only national business daily. Each business day, it is put together by the world's largest staff of business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. Not just stocks and finance, but anything and everything in the whole, fast-moving world of business. . . The Wall Street Journal gives you all the business news you need—when you need it.

Knowledge Is Power

Right now, I am looking at page one of The Journal, the best-read front page in America. It combines all the important news of the day with in-depth feature report-ing. Every phase of business news is covered. I see articles on new inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere.

The Journal is also the single best source for news and statistics about your money. In the Money & Investing section there are helpful charts, easy-to-scan market quotations, plus "Abreast of the Market," "Heard on the Street" and "Your Money Matters," three of America's most influential and carefully read investment columns.

If you have never read The Wall Street Journal, you cannot imagine how useful it can be to you.

A Money-Saving Subscription

Put our statements to the proof by subscribing for the next 13 weeks for just \$44. This is among the shortest subscription terms we offer—and a perfect way to get acquainted with The Journal.

Presenting it like a trial, like it's not a big deal & that's just testing it out.

Or you may prefer to take advantage of our better buy—one year for \$149. You save over \$40 off the cover price of The Journal.

Since they soft sold before, this offer now seems less demanding. The savings are very enticing.

Simply fill out the enclosed order card and mail it in the postage-paid envelope provided. And here's The Journal's guarantee: should The Journal not measure up to your expectations, you may cancel this arrangement at any point and receive a refund for the undelivered portion of your subscription.

If you feel as we do that this is a fair and reasonable proposition, then you will want to find out without delay if The Wall Street Journal can do for you what it is doing for millions of readers. So please mail the enclosed order card now, and we will start serving you immediately.

About those two college classmates I mention at the beginning of this letter: they were graduated from college together and together got started in the business world. So what made their lives in business different?

Knowledge. Useful knowledge. And its application.

A summary of the story reminding the reader why it's in their best interest to buy.

An Investment In Success

I cannot promise you that success will be instantly yours if you start reading The Wall Street Journal. But I can guarantee that you will find The Journal always interesting, always reliable, and always useful.

Sincerely,



Publisher

PRK: id

Encs.

P.S. It's important to note that The Journal's subscription price may be tax deductible. Ask your tax advisor.

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So, how do you craft a good story? Generally speaking, you want a protagonist your reader can relate to. You also want to stick with one emotion or idea here--it's tempting when you're telling a story to write more copy than you truly need. While you don't want to leave out important parts, you do want to keep your story relevant and avoid going off on tangents that don't move the story forward.

Finally, it's a good idea to start your story at the conflict and then offer a conclusion the reader will find satisfying. Again, that'll keep your story concise and also allow the reader to pick it up where it gets interesting. That said, with some stories you may need to start a bit sooner.

The WSJ story--which might be the most successful story ever told in advertising--starts at the point where both men graduated from college. Then it briefly talks about their personalities, ambitions, and school performance before mentioning their professions 25 years later.

In any event, I'd recommend you use your best judgement here and I'd close this section by reiterating how important it is to stick closely to one emotion or idea and not to let your story get off track.

When I create long-form sales letters or VSLs, for example, I always write them off the top of my head and then return a few days later for edits. That allows me to pretty clearly see which parts can be strengthened and which should probably be removed altogether. I'd recommend that you do that for any copywriting you do. Usually a day or two away from it is going to help you return to it with greater clarity and better focus.

Alright, we've reached the end of the Crafting Leads series. I hope you got a lot out of it, because your leads are going to be super important to your conversion rates. As the legendary advertising executive [David Ogilvy once said](#), "On average, 5 times as many people read the headline as read the body copy."

You don't want to squander an opportunity to sell products by shortchanging your lead. Instead, I encourage you to become very familiar with each of these lead types, as well as the customer awareness scale. Doing so will really improve the leads you write.

● ANATOMY OF A SUCCESSFUL SALES LETTER PT. 1



Hey guys, so in this chapter, I want to go over sales letters, because I know that for a lot of you, this is the main vehicle you use for selling your products.

While a good sales letter might seem difficult to write, I promise that once you get used to doing them, you'll develop a rhythm and find they start to become really easy.

So, before I get into a copywriting formula you can use to create a great sales letter, I want to spend some time just going over some of the characteristics of great sales letters:

10 Characteristics of Great Sales Letters

1. **An Attention-Grabbing, Compelling Lead** - we already talked about this a lot so I won't get into detail here, but your lead is what's going to determine if anyone reads your copy, so it's actually the most important part of your sales letter.
2. **One Big Idea** - The best sales letters focus on one idea or emotion. Rather than writing copy that goes off on tangents, a good sales letter has a tight focus.
3. **Simplicity** - By this, I mean that you should write simple copy that sounds like how your prospects speak. You may have a huge vocabulary but a lot of your prospects won't. So keep it simple by using short words, a conversational tone, and brief paragraphs.
4. **Emotion-Driven But Backed by Logic** - As we discussed before, emotions are what make people want to buy. Then, they look for logical reasons to support their purchase. So, a good sales letter is definitely going to make an emotional appeal, but it won't end there--it'll justify a purchase with statistics, testimonials, anecdotes, etc.

5. **Objection-Handling** - No matter what you're selling, your prospects are going to have some resistance. Great sales letters call out people's concerns and explain why they're unmerited.
6. **A Strong Guarantee** - A strong guarantee makes the purchase less of a risk for your prospects. For instance, in all of my sales letters, I always offer a no-questions-asked 100% money-back guarantee for 30 days. Sometimes, a good guarantee can be enough to push prospects who are on the fence over the edge.
7. **A Clear CTA** - Successful sales letters don't beat around the bush when it comes to asking for the sale. Instead, they offer a clear directive like "Buy Now" and repeat it a few times throughout the sales letter.
8. **Good Editing** - The best sales letters are tightly edited. As I've said before, there can be a tendency to say more than you need to to make the sale. While there are no hard-and-fast rules about how long your sales letter should be, you're going to want to make sure you only have enough copy in there to make the sale, and that you ruthlessly delete anything that doesn't help you do that.
9. **Scarcity** - Scarcity is a tactic that encourages your prospects to act now so they don't miss out. To use it, great sales letters will often give away something free for the first 50 people to sign up or they'll make a special price available for a limited time only. Urgency compels people to stop thinking about buying and to just do it already.
10. **A Well-Thought-Out Structure** - When you're creating a sales letter, there's a ton you probably want to say about what you're selling. That's fine--if it's copy that moves the sale forward--but it should be framed in a structure that'll maximize your conversions. Don't just haphazardly slap something together. Instead, think like your prospect and craft a persuasive letter that answers questions and objections as they're likely to come up.

Now that we've gone over the characteristics of great sales letters, let's talk about copywriting formulas for sales letters.

There are plenty of great ones out there, but the one I'm going to show you today was created by [Perry Belcher](#), the Co-Founder of Digital Marketer.

The reason I chose this one isn't because it's the best one out there--maybe it is, maybe it isn't--it probably depends on what you're selling. Instead, I chose it because it's super detailed and if you're relatively new to copywriting, I think it'll help you the most. Keep in mind though that you don't have to follow this formula to a "T". Once you get a feel for what works and what doesn't, you'll probably want to tweak it a little to make it more applicable to what you're selling and who your prospects are.

While most of my sales letters incorporate these sections, I don't always write them in the order I'm about to teach you, if I think it makes more sense to structure them differently. However, this formula will give you a great starting point for creating your own sales letters.

Alright, so let's get started. Here's the entire outline of Perry Belcher's 21-step sales letter formula:

1. Call Out to Your Audience
2. Get Their Attention with a Big Promise Headline
3. Backup the Headline with a Quick Explanation
4. Identify the Problem
5. Provide the Solution
6. Show Pain and Cost of Development
7. Explain Ease-of-Use
8. Show Speed of Results
9. Future Cast
10. Prove You're the Expert
11. Detail the Benefits
12. Show Proof/Testimonials
13. Make Your Offer
14. Add Bonuses
15. Build Up Your Value
16. Reveal Your Price
17. Inject Scarcity
18. Give a Guarantee
19. Give a CTA

- 20. Give a Warning
- 21. Close with a Reminder

OK, so let's just go through these one-by-one and talk about what they mean.

1. Call Out to Your Audience.

You want your prospects to think, "Hey, this is for me," when they reach your sales page. So, an example of this would be text at the top of your sales letter that looks something like this:

ATTENTION: Men and Women Struggling with Weight Loss

or

To: All Online Business Owners Who Want to Sell More of Their Products & Services

That second one, by the way, is what I used for my copywriting software sales letter.

2. Get Their Attention with a Big Promise Headline.

We've discussed this before but whenever you write a headline, you're making a promise that the prospect has something big to gain from what you're offering. Sometimes that promise is very direct and other times, it's implied.

Let me show you what I mean with some examples. Here's a headline I created for my Profit Mining Masterclass. As you can see, the big promise is in bold:

The Secret Profit Mining System I've Developed Over the Past 16 Years of Online Marketing that Nearly Guarantees **Each and Every Business You Create Can Have HUGE Success**

And here's another one that I created for my copywriting software:

New Software Lets You 'Download' the Minds of the World's Greatest Known Copywriters, Allowing You to **Create Ridiculously Effective Sales Copy For Selling Your Products and Services, No Matter Your Niche or Industry**

3. Backup the Headline with a Quick Explanation.

So, like I said, you're making a big promise in your headline and naturally, anyone reading it is likely to be skeptical. They're probably thinking there's a catch somewhere--either it's not as easy as you said it is or your solution's only for a certain type of person or it's going to take a ton of time or whatever.

To counteract that, Belcher suggests a sub-head that backs up your big promise. So, let me give you an example here. Let's say I created the following headline for the Fat Loss Factor system I sell:

New Scientific Discovery Helps ANYONE Get a Beach-Ready Body

I might create a subhead supporting that headline that looks something like one of these:

...without giving up their favorite foods

...in as little as 30 days

...without killing it at the gym every day

...even if they've been trying unsuccessfully to lose weight for years

...even if they've had no luck with dozens of other popular diet programs

Not only do subheads like these add more intrigue, they also help to squash some of the resistance prospects have when reading your big promise.

OK, moving on...

4. Identify the Problem

Your solution addresses a problem the prospect has. This is where you want to get into the details of that problem so they know you understand what they're going through and have the right solution for them. You can do this by relating a story about someone else or by sharing one of your own struggles.

I usually like to spend a lot of time on this section, really making sure I stir up emotions.

So, for example, let me explain how I wrote this section for my Profit Mining Masterclass sales letter, but first, let me give you some background.

The Profit Mining Masterclass is a system that teaches people how to find a successful competitor and then, mirror their marketing strategy so they can create their own successful business without the typical risks associated with entrepreneurship.

I've used this system to create all of my multi-million dollar businesses and it's definitely the way to go for anyone who wants to start selling online without taking a lot of risk or spending a lot of money.

While I won't read you the copy I used word for word in my sales letter, I will give you the gist of it. When I got to the problem section, I talked about how new entrepreneurs put so much blood, sweat, and tears into creating a new business. They give up weekends, miss out on spending time with their families, and spend lots of money that could have been put toward their kids' college education or their retirement account.

Yet, after all that, statistics show that 9 out of 10 new businesses fail. I mean, really, when you view it like that, it's kind of a tragedy. That would be an example of how you want to identify the problem and strike an emotional chord with your prospects.

5. Provide the Solution

Now that you've identified the problem, you're ready to let them know about your amazing solution. But don't get into the specifics just yet--stick to a broad overview.

Also, because there are probably competing, similar products on the market, you're going to want to explain here what's so special about your solution and why there's nothing else like it.

In fact, when I went back to look at the copy I wrote for the Profit Mining masterclass, I realized that I used almost that exact same line!

Here's the section where I discussed the offer, and you can see that in the first line of copy, I said, "There is absolutely nothing else you'll find that's even remotely like it."



The screenshot shows a laptop screen with a dark background. At the top, it says "I call the system" followed by "PROFIT MINING" in large white letters, with a small gold coin icon below it, and "MASTERCLASS" in smaller white letters below that. To the right of the text is an image of a desktop monitor, a tablet, and a smartphone, all displaying the "PROFIT MINING MASTERCLASS" logo and a stack of gold coins. Below the title, there is a paragraph of text: "There is absolutely nothing else you'll find that's even remotely like it. And I would dare to say that nobody has the amount of experience that I do when it comes to starting and creating profitable internet businesses from scratch... and in this detailed Masterclass, I'll be teaching you ALL of my spy secrets." Below this is a section header: "For example, I'll be teaching you how I..." followed by three bullet points, each starting with a gold coin icon: "...made my first dollar online by modeling and then selling proven products on eBay. This was before I even knew how to create a website.", "...started a supplement company (and website) from scratch and took it all the way to a \$28,000,000+ business in 3 short years...all by modeling the product and marketing after a proven business that had paved the way before me.", and "...then used the exact same strategies to model my next business, a skin care business, after another successful skin care company. My business went on to do over \$2.5 million dollars in under 8 months, and then I later went on to sell it for a hefty payout."

6. Show Pain and Cost of Development

Alright, moving on...now that you've introduced your solution, you want to tell your prospects the hardships you went through to develop it. This helps to create rapport, because you're showing them you can relate to their challenges.

While I didn't get into this too much in the copy I created for my Profit Mining class, if I were going to do so, I'd probably tell a story about struggling to make ends meet, businesses that failed along the way, and how it took years of trial and error before I developed the proven system I now use each and every time I'm about to start a new business. That's not exactly how it all went down, but I'm just giving you an example.

OK, folks, at this point, I'm going to wrap up the chapter. I'll finish going over Belcher's copywriting outline in the next two chapters. See you there!

● ANATOMY OF A SUCCESSFUL SALES LETTER - PT. 2

Hey everyone--so, in the last chapter I went over Perry Belcher's 21-point sales letter formula with you. As a refresher, it goes like this:

1. Call Out to Your Audience
2. Get Their Attention with a Big Promise Headline
3. Backup the Headline with a Quick Explanation
4. Identify the Problem
5. Provide the Solution
6. Show Pain and Cost of Development
7. Explain Ease-of-Use
8. Show Speed of Results
9. Future Cast
10. Prove You're the Expert
11. Detail the Benefits
12. Show Proof/Testimonials
13. Make Your Offer
14. Add Bonuses
15. Build Up Your Value
16. Reveal Your Price
17. Inject Scarcity
18. Give a Guarantee
19. Give a CTA
20. Give a Warning
21. Close with a Reminder

We've already discussed numbers 1-6, so let's get right into it and start talking about:

7. Explain Ease-of-Use.

So this might not apply to whatever it is that you're selling, but if it does, you're definitely going to want to include this section. You want your prospects to think, "This is easy, I know I can do this!" because there are going to be some of them who won't be confident they can experience the same great results you're promising.

For instance, in my Profit Mining sales letter, this is where I use language like "you're getting an explicit, step-by-step process for turning your idea into cash," and "you're getting a tried-and-true method proven to create million dollar businesses again and again."

I also explain that while some people might attribute my business success to Superman-like money making skills, that isn't it at all. It's really just a matter of following a proven strategy that I teach in explicit detail to anyone who signs up for the course. So, while I don't come right out and say the course is easy to use, I do create copy around the fact that my process is step-by-step, explicit, and proven to work.

8. Show Speed of Results.

Nobody likes delayed gratification. While you don't want to promise your prospects something you can't deliver, you do want to talk about how quickly they can see results with your solution, if that's the case.

So, this is the point in your sales letter where you should include copy about how people can see results "in as little as 30 days," or they can "get up and running in minutes" or whatever works best for what you're trying to sell. Anyways, this is pretty self-explanatory so let's move on to the next one, Future Cast.

9. Future Cast.

By future cast, Belcher means that you want your prospects to imagine how much better their lives will be once they have your solution. This is a very important part of any sales

letter, because once your prospects start thinking like this, their desire for your product increases.

For instance, in the sales letter I created for the Profit Mining Masterclass, I painted a picture of the prospect retiring on an exotic beach in the middle of the Pacific, sipping margaritas. That description clearly shows prospects what their life *could* be like if they use the system I teach in my course.

10. Prove You're the Expert.

You need to let your prospects know what your credentials are. Why should they trust you as an authority on this topic?

For instance, my Profit Mining Masterclass teaches the same strategy I've used to launch all my businesses. But I could be anyone to the prospect. I don't think Brad Callen has become a household name just yet :)

So, in my sales letter, not only do I talk about the various businesses I've started and the money I've made from them, I also offer proof by providing screenshots of their annual sales.

Anyways, this step is especially important if you're selling an information product like a class, e-book, or other digital offering where you're trying to position yourself as an expert. For some industries, it may be less important--I suggest you use your best judgment here. If you think your background is going to give more credibility to your offer, you'll want to include this section.

11. Detail the Benefits.

OK, we talked about what benefits are in an earlier chapter, but as a refresher, benefits are the desired outcome the prospect will get from your solution. Let's take this class for

example. A feature of it is that it offers 25 instructional chapters. A benefit would be that it's jam-packed with information so you can quickly become an amazing copywriter..

Anyways, it's at this point in the copy where you want to list the benefits of your solution in bullet point format. As an example, let me show you how I created this section for my Profit Mining Masterclass. Here are the bullets I listed:



Now, there's something important I want to point out here. You'll note that for my bullet points, I tried to create a lot of intrigue. For example, one bullet says, "the #1 thing you must do before launching your brand--or risk losing thousands of dollars." Another one reads, "how you can sell virtually any type of product--physical or digital--in any niche...as long as you do this one thing first."

I like mysterious bullets like these for two reasons--for one thing, it heightens my prospects' curiosity and makes them want to buy the product to learn these really interesting things I only reveal in my course.

The second reason I like mysterious bullets is because if you provide too much information, you run the risk of your prospect thinking, "I know all that already. I don't need to buy this course." So, that's something you want to consider when you're creating your bullet points, particularly if you're selling an information product.

12. Show Proof/Testimonials.

You're always going to want to offer proof of your claims, like case studies and statistics. Although hard proof like that is very effective, it isn't always practical.



Fortunately, testimonials can accomplish the same thing. You can use testimonials of satisfied customers or clients or even partners you do business with, depending on what industry you're in. Generally speaking, I'd aim for a minimum of three testimonials and a maximum of about five.

The best testimonials, by the way, are written in conversational language, offer specifics, and address objections. For instance, if you think the main objection people have to your product is that it's difficult to use, you'd want to include several testimonials in your sales letter about just how easy it is to use your product.

13. Make Your Offer.



Alright, this is the part where you're going to reveal everything they'll get when they buy your product. However, you don't want to name your price or reveal any bonuses just yet. To show you an example, here's what I said in this section for my Profit Mining class:

"You're going to get 43 videos packed with information that walk you through the exact same process I used to create all 7 of my multi-million dollar businesses. You'll also get the



MP3s and the transcripts for each lesson so you can follow along in whatever way works best for you."

OK, guys, I think this is a good stopping point for now. In the next chapter, I'm going to finish off the sales letter series, so we'll go over bonuses, pricing, and all that good stuff. See you there.



● ANATOMY OF A SUCCESSFUL SALES LETTER - PT.3

Hey, so we've reached the final chapter of our 3-part sales letter series. As a quick reminder, we've already gone through steps 1-13 of Perry Belcher's 21-point sales letter:

1. Call Out to Your Audience
2. Get Their Attention with a Big Promise Headline
3. Backup the Headline with a Quick Explanation
4. Identify the Problem
5. Provide the Solution
6. Show Pain and Cost of Development
7. Explain Ease-of-Use
8. Show Speed of Results
9. Future Cast
10. Prove You're the Expert
11. Detail the Benefits
12. Show Proof/Testimonials
13. Make Your Offer
14. Add Bonuses
15. Build Up Your Value
16. Reveal Your Price
17. Inject Scarcity
18. Give a Guarantee
19. Give a CTA
20. Give a Warning
21. Close with a Reminder

So, we've talked about the problem, the solution, gone over credentials, benefits, and we finished with making your offer. That's the point in the sales letter where you reveal what they're going to get when they buy your product.

But you haven't told prospects about your bonuses yet, so let's pick up there...

14. Add Bonuses.

It's always a good idea to add bonuses to your offer, because they add to its perceived value. So, in this section, you'll want to tell your prospects all about the great bonuses they'll get with your offer.

You've just described your offer so you'd probably wanna use language like:

"But that's not all. I'm also going to give you A which will help you do X, Y, and Z. And, I'm going to throw in B which will help you get up-and-running with this system in minutes..."

Now's probably a good time to mention, by the way, that if you're an entrepreneur selling your own stuff, I'd recommend using information products for your bonuses--guides, how-to's, and templates make great giveaways here, because they're easy to create and even easier to distribute.

OK, moving on...

15. Build Up Your Value.

Now that you've described all of your bonuses, tell your prospects how much everything is worth. For example, "The total value of everything I'm offering is \$5,527."

You want them to realize exactly how much they're getting so when you finally reveal the price, they can see what a great deal it is.

16. Reveal Your Price.

At this point, you're ready to tell your prospects what your solution costs. So, you might write something like, "The total value of everything I'm offering is \$5,527. But I'm making the Profit Mining Masterclass and all its bonuses available for a fraction of that, at just \$997."

Once you've done that, I recommend that you don't just stop there. It's a good idea to explain why you're willing to part with something worth so much for so little. Not in that language, of course. But you do want to give a reason that sounds plausible.

For instance, with the Profit Mining Masterclass, I might say that the reason I'm making it available at such a great price is because it's brand-new and I want to introduce it to as many people as possible.

17. Inject Scarcity.

OK, now let's talk about scarcity. You could have the greatest deal in the world but unless you can motivate prospects to act immediately, they'll put off buying for days, weeks or most likely, forever. That's why scarcity is so important.

Scarcity gives a compelling reason for your prospects to act immediately. There are a few different tactics you can use to inject scarcity.

For example, you can say that the price is only being offered for a limited-time, take a bonus away if they don't act immediately, or mention that if the response to your offer is as great as you anticipate, you won't be able to continue selling it at the same price for long.

Just make sure that whatever scarcity tactic you use, you're honest about it. You don't want to say that you're only selling something at a certain price for a limited-time when you always intend to sell it for that price. That'll hurt your credibility. So, try to come up with a legit way to inject scarcity into your offer.

18. Give a Guarantee.

Your ultimate goal as a copywriter is to remove any resistance your prospect has by making his decision a no-brainer. One way to do that is with a guarantee. I suggest making your guarantee the strongest possible one you can give without losing your shirt in the process.

What I like to do is make my guarantee a 30-day one where anyone can get 100% of their money back without any questions or hassles from me. I definitely emphasize the hassle-free nature of it. I want people to know that there's no fine print or funny business--if they don't like the product for whatever reason, they're going to get a full refund.

Usually, I'll then use language in my copy that talks about the "100% risk-free investment" they're making in my product. "Investment," by the way, is another great word to use in copywriting--your prospects don't pay a cost, fee, or price--they make an "investment"!

19. Call to Action.

We've finally reached the point where we're going to tell the prospect exactly what he needs to do next. You want to be direct here, not beat around the bush. If you seem hesitant, it can come off like you're asking for a favor, rather than offering a great solution to a problem people face.

So, in your call to action, tell prospects exactly what to do and then, be clear about what happens next. You want to remove any confusion and walk them through the entire process. For instance, in the Profit Mining Masterclass sales letter, I'd include a "Buy Now" button and below the button, I might say something like:

"Once you click the 'Buy Now' button, you'll be prompted to enter your payment information on my 100% safe and secure checkout page. As soon as your order is complete, you'll have immediate access to the entire Profit Mining Masterclass--all the videos, transcripts, and audio files--so you can launch your new business right away."

Once you've given your call to action, you're ready to move on to the next step, give a warning.

20. Give a Warning.

At this point, you want to warn your prospects of the grim future that awaits them if they don't act now. You know, stuff like they'll be in the exact same boat next year, the problem they're facing won't go away and might even get worse, etc.

My favorite way to issue a warning is to go with the two options route. Usually, it goes something like this...I'll say, "As I see it, you have two options. Option 1 is to keep doing what you're doing." I go into detail about how that isn't working for them and remind them of the pain and frustration they're experiencing.



Then I tell them about their other better option which is of course, to buy my product. So, for example, with the Profit Mining Masterclass, I might say, "The other option is to pony up a small one-time investment of \$997. Download 16 years worth of my own trial and error, all boiled down into one extremely detailed system that has been proven by myself and others, over and over again, to create 6, 7, and even 8-figure online businesses."

So, that's how the warning section works. Finally, we're ready to move on to the last step, closing with a reminder.

21. Close with a Reminder.

At this point, you want to do a final recap of everything. This is your one last chance to convince your prospects. By now, you're probably sick to death of writing your sales letter, so it might be tempting to get sloppy here.



The good news is that this section doesn't have to be too long, because I'm not talking about rewriting everything--really, you just want to summarize the main points of your offer.



Perry said, by the way, that one of [his best closes](#) went like this:

PS - As my grandmother said, "The definition of insanity is doing the same thing over and over again when it doesn't work. So if you keep doing what you're doing now, you'll be in the same place next year." He then summarized the problem, his solution, the offer, and his guarantee.

Anyways, that brings us to the end of our sales letter series. I hope you got a lot out of it and feel like you're now capable of writing one heck of a sales letter. In our next chapter, I'll review some of the core concepts you're going to need to know to write copy for webinars. See you there!



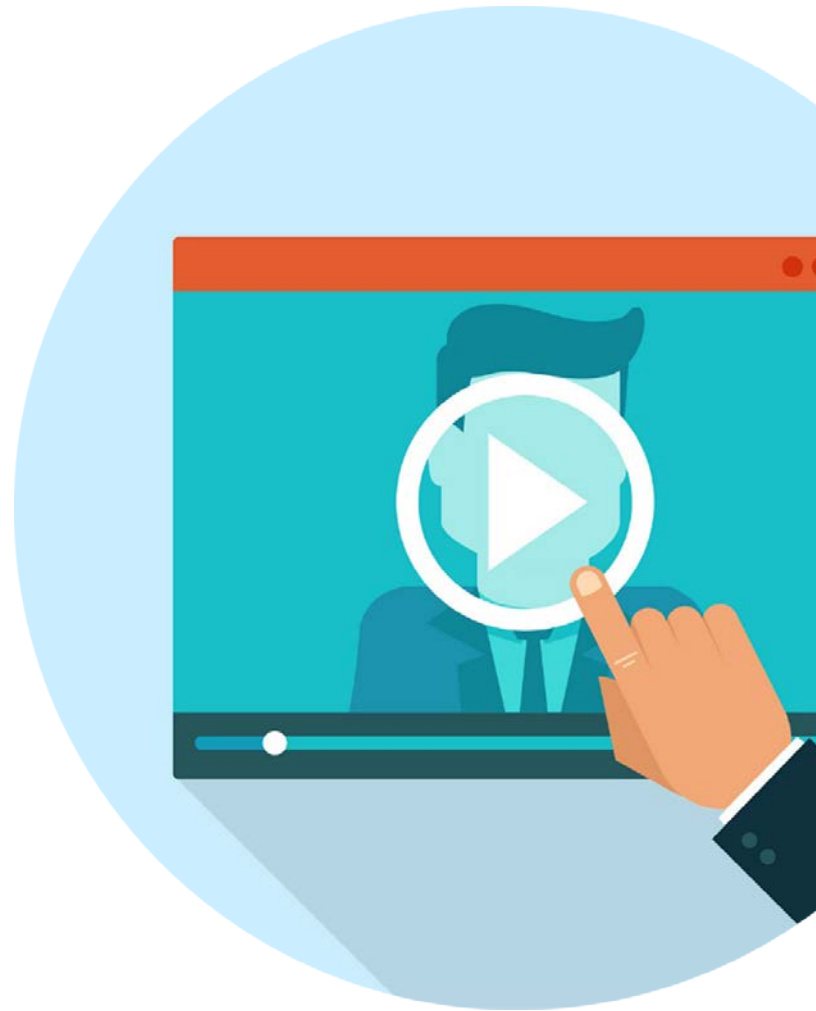
● WEBINAR CORE CONCEPTS PT. 1

Hey guys, so now that we've discussed how you can write great sales letters, we're ready to move on to webinars.

Before we get into this topic in depth, let me just say that with any type of copywriting you do, you're bound to find some overlap. What I mean by that is that every successful sales letter, VSL, webinar, etc. usually offers a guarantee, objection-handling, future casting, and they all trivialize the price so prospects think they're getting a great deal.

So, as we move beyond sales letters and start covering things like webinars and VSLs, some of the information will already be familiar to you. When that occurs, I'll be going over it more rapidly the second time around.

OK, now that we've gotten that out of the way, let's get started. In this chapter and the next one, I'm going to show you some basic concepts you're going to want to know before you write copy for your webinar. Then, in the two chapters after those, I'll walk you through the structure of a super high-converting webinar and show you how those concepts relate.



This information, by the way, comes courtesy of my friend, Russell Brunson. I think I've mentioned him before--he's the founder of ClickFunnels, which is [worth about \\$360 million](#). It's safe to say he knows a little something about creating high-converting webinars.

Anyways, he's been doing them for years and has tinkered and improved upon the process until he came up with a fantastic structure that I use myself when I'm creating my own webinars. So, in this chapter, I'll be talking about some of the concepts he teaches before going on to show you the structure he and I both use in our own webinars.

The first concept I want to teach you is called the Big Domino. The Big Domino is the ONE THING your prospects need to believe that'll make all their objections irrelevant.

It kind of looks like this:

"If I can make people believe that (my new opportunity) is key to (what they desire most) and is only attainable through (my specific vehicle), then all other objections and concerns become irrelevant and they have to give me money."

Let me show you an example of how that works, using one of my products I've already talked about, my Profit Mining Masterclass:

"If I can make people believe that competitor mirroring is *key* to creating a highly profitable online business and is only attainable through the strategies I teach in my Profit Mining Masterclass, then all other objections and concerns become irrelevant and they have to give me money."

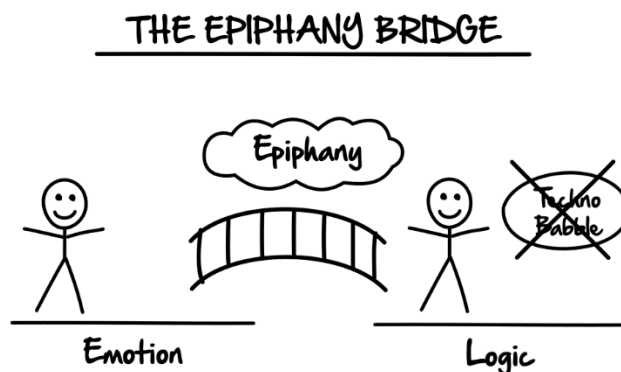
Anyways, that's how the Big Domino concept works. You find ONE THING that if you can get the prospect to believe, they'll buy. In a way, it's a little bit like the Rule of One we discussed in earlier chapters--rather than trying to hit the prospect with every great benefit they'll get from your product, you're really focusing on one big idea. Time and time again, that's been proven to be the most successful tactic.

OK, moving on, the next topic we're going to discuss is the Epiphany Bridge. Now, as I mentioned earlier, people make an emotional decision to buy something--then, they turn to logic to support that decision.

That's what the Epiphany Bridge is all about--helping someone have an emotional "a-ha" kind of moment that's going to make them desire your product--before you logically justify why they should buy it.

Writing your copy any other way backfires, because prospects haven't formed an emotional connection yet. So, with an Epiphany Bridge, you first tell a story which appeals to their emotions. Your prospects have an epiphany that makes them desire your product, and *then*, you use logic to support why they should buy it.

It kind of looks something like this:



(Source: <https://marketingsecrets.com/guides/>)

Alright, now that we've discussed the Epiphany Bridge, let's talk about how you'll want to use it. In your webinar, you'll want to include an origin Epiphany Bridge. Something about the product you're selling created one of those exciting, a-ha moments for you. Whatever it was that got you jazzed about it is the story you want to tell your prospects so they experience something similar.

Now let's talk about the 8 different elements you should include in your Epiphany Bridge story, and I'll give you a brief example of what I'm talking about for each.

1. Backstory.

Here's where you want to explain what was going on in your life before you made this amazing discovery, including the struggles you were facing at the time.

Example: "I was working a job I hated as a vacuum sales cleaner, and my wife was pregnant with our first child. At the time, we were living paycheck to paycheck so I was enormously stressed out, wondering how we were going to be able to afford diapers, formula, and all the other stuff kids need."

2. Your Desires (Internal & External).

In this section, you want to talk about your desires at the time, as well as the internal and external challenges you were facing. This builds rapport with your prospects.

By the way, you don't want to shortchange this section. It's tempting to stick with external desires like wanting more money. But, there's an internal desire hiding behind the external desire. You can usually uncover what it is by asking yourself why you want something.

For instance, when you ask yourself why you want more money, you might find that the internal reason is a greater sense of security. Then, you'd dig deeper--why do you want a greater sense of security? Maybe you grew up poor in an unstable environment and you need to know you'll always have a roof over your head and food on the table.

Keep asking "why" until you really get to the core reason behind your desire. While it might be uncomfortable to share stuff like this, vulnerability makes it easier for your audience to relate to you.

As an example, the external struggle in the fictional story we're creating might be, "Selling \$400 vacuum cleaners door-to-door was a hard way to make a living and some days, I didn't sell any at all."

The internal struggle could be, "My wife was on bed rest so she wasn't able to work. Each day I felt more and more ashamed that I couldn't make a good enough living to support us, and I was scared our financial problems were affecting her pregnancy."

By the way, I know this fictional story is pretty dramatic. The best ones usually are. However, I recommend you tell the truth here. You may not have something quite as dramatic yourself, but as a copywriter, I'm sure you can make it sound good even if you didn't go bankrupt, have your spouse leave you for someone with more money, or find yourself \$500,000 in debt.

I suggest doing the best you can with what you've got.

3. The Wall.

This is the challenge you experienced along the way that led you on a new path. Again, you're going to want to milk it here by discussing your frustration.

Example: "Unfortunately, as bad as things were, they only got worse. This was in 2008 when the economy suddenly tanked. People were worried about how they were going to make their mortgage payments--nobody was interested in buying a \$400 vacuum cleaner.

"My boss let me go, and that wasn't even the worst of it! My wife and I lost our health insurance, and I was scared to death, wondering how I was going to pay our medical bills and prevent us from being evicted."

4. The Epiphany.

At this point in the story, something happens to you that ultimately, changes your life. You read a book, have a conversation, get an idea while on a walk, etc. This is the epiphany that led you to the product you're selling now.

This section, by the way, is where you want to reinforce your Big Domino. So, for example, let's use the Big Domino that I created for my Profit Mining course:

"If I can make people believe that **competitor mirroring is key to creating a highly profitable online business** and is only attainable through the strategies I teach in my Profit Mining Masterclass, then all other objections and concerns become irrelevant and they have to give me money."

Now, let me show you an example of how I might write an epiphany that reinforces the Big Domino:

"One day I came across an article in Wired Magazine about the Samwer brothers--three billionaires who took successful business ideas like Airbnb and Pinterest, and then copied them. These guys were some of the biggest Internet entrepreneurs in Europe, and their strategy of competitive mirroring was so simple!

"The more I read about them, the more hooked I became on their business model. I realized that ***the secret to making a lot of money online was to mirror a business that was already successful.***"

You can see how the line in bold directly relates to the big a-ha moment I want my prospects to have.

5. The Plan.

Now you're ready to tell your prospects what you did after you had this epiphany.

Example: "I decided that the best way to get started was to find a business that was successfully selling an information product. I found a diet book that was highly ranked on ClickBank, and I used all my free time to create a similar diet book that I could market the same way. I then borrowed money from my parents, so I could create a sales page and get traffic to my site."

6. The Conflict.

Things shouldn't be entirely smooth sailing. At this point, you want to add some conflict to your story to make it more interesting and believable. So, you'd do that by discussing your challenges once you implemented your plan.

Example: "I quickly realized that the competitor I was mirroring could easily outspend me on web traffic. Because my competitor had such deep pockets, it was really hard to get my business off the ground and turn it into the successful venture I was imagining.

"But I had invested all my parent's money and I didn't want to let them down or my wife. I knew I had to find a way to make my idea work or I'd struggle to face any of them again."

7. The Achievement.

Something happened that caused you to reach your end result or not. Here's where you're going to explain what that was.

Example: "I knew that unless I could buy more traffic, I'd never gain a large enough share of the market to support my family. So, I came up with a generous affiliate commission structure to attract the attention of top affiliates.

"It was just what I needed to give my business a boost. In time, I had dozens of really great affiliates directing traffic to my sales page. In just a few months, I was outranking my competitor on Clickbank."

8. The Transformation.

Here's where you want to get into how all this changed you. Again, don't just focus on the external changes--talk about the internal ones too.

Example: "After that success, I went on to create several more successful Internet businesses using that same strategy. In time, I had it honed down almost to an exact science.

"Today, I have 10 vintage cars in the garage, 3 oceanfront properties, and \$100 million in the bank. I also spend a lot less time working and more time with my wife and son. I'm way happier than I ever was selling vacuum cleaners, and I feel a huge sense of accomplishment when I think about how far I've come in just 5 years."

OK, everyone, I don't want this chapter to run too long so I'm going to wrap it up here. In the next one, we'll discuss your prospects' false beliefs before we move on to the actual structure of the webinar itself. See you there.

● WEBINAR CORE CONCEPTS PT. 2

Hey guys--so now that we've discussed the Big Domino and Epiphany Bridge concepts, it's time to move on to false beliefs.

Your prospects aren't blank slates. When they come to your webinar, they already have a whole bunch of preconceived ideas about their abilities and sometimes, even about the solution you're providing. Unfortunately, those false beliefs can hurt your chance of making a sale.

So, before you even create your webinar, you're going to want to sit down and think about the false beliefs your prospects have that could create resistance. For instance, in the case of my Profit Mining class, I realized that there were plenty of potential false beliefs:

- The information will be too vague for me to get any value from it.
- I'd like to become an entrepreneur, but I can't come up with a good business idea.
- The information in the course is probably stuff I can find in textbooks.
- I don't have enough time to start my own business.
- I don't know how to market my business idea.
- I'm overwhelmed by the thought of manufacturing and/or distributing physical products.
- I don't have a strong enough business background to become an entrepreneur.
- It costs a lot of money to get a business up and running.
- I doubt this would work for the industry I want to enter.
- Competitive mirroring sounds unethical.
- I'm not convinced that competitive mirroring is the best way to start a business.
- Competitive mirroring only works for people who have some advantage (wealth/time/intelligence) I don't have.
- I'm not sure that by the end of the course, I'll feel confident I can start my own business.

As you can see, I need to address these false beliefs if I want to sell my course. So, I'd start by putting each of them into one of three categories--internal, external, or vehicle-related.

Internal beliefs are beliefs a person has about their own capabilities--I'm not smart enough, I'm not disciplined enough, things like that.

External beliefs are beliefs that an external force could prevent someone's success--like the economy or a lack of time.

Finally, vehicle-related beliefs are false beliefs about the opportunity you're presenting--for instance, that the strategy I teach in my course, competitive mirroring, doesn't work.

So, to create your webinar, naturally, you'd want to tackle some of these beliefs. The best way to do that is to categorize them and then arrange them from most important to least important.

Let me give you an example using the beliefs I just showed you, with the most important ones appearing highest on the list and the least important ones at the bottom of the list:

Internal

I'd like to become an entrepreneur, but I can't come up with a good business idea.

I don't know how to market my business idea.

I'm overwhelmed by the thought of manufacturing and/or distributing physical products.

I don't have a strong enough business background to become an entrepreneur.

Competitive mirroring only works for people who have some advantage (wealth/time/intelligence) I don't have.

External

It costs a lot of money to get a business up and running.

I don't have enough time to start my own business.

Vehicle

I'm not convinced that competitive mirroring is the best way to start a business.

The information in the course is probably stuff I can find in textbooks.

I'm not sure that by the end of the course, I'll feel confident I can start my own business.

Competitive mirroring sounds unethical.

The information will be too vague for me to get any value from it.

I doubt this would work for the industry I want to enter.

Now, we talked about this before, but I'm going to reiterate it again here. It's not just enough to throw a bunch of statistics at people, showing them why their beliefs are false. Instead, you want to create epiphany bridge stories so you can get someone emotionally involved and they reach that conclusion on their own.

This is actually going to be the core of your webinar. Let me show you what I'm talking about. Let's say you've listed all your beliefs, you've categorized them, and you've arranged them from most important to least important.

Now, you'd want to take the most important belief from each category and create an epiphany bridge around it.

So, the 3 beliefs I identified as most important for my course are:

- Belief #1: I'm not convinced that competitive mirroring is the best way to start a business (Vehicle)
- Belief #2: I'd like to become an entrepreneur, but I can't come up with a good business idea (Internal)
- Belief #3: It costs a lot of money to get a business up and running (External)

So, let's first talk about the false belief related to the vehicle, "I'm not convinced that competitive mirroring is the best way to start a business." For this section, I'd explain that initially, I wasn't sure how well it would work either.

Then, I tried it when I launched my first book, a weight-loss ebook. I basically used a sales page pretty similar in layout to the best-selling weight loss ebook on Clickbank. I also used the same traffic strategy as that company, so I could go after the same prospects. In time, my ebook rose to #1 on Clickbank, and at its peak, it was pulling in \$7K every couple of weeks. I knew then that I was onto something.

Competitive mirroring eliminated the risk in selling my ebook, and it saved me money, because I didn't have to figure things out by trial-and-error.

Anyways, since that first book, I've refined my mirroring strategy even more and I've now used it to build all seven of my million-dollar businesses.



For the next belief, I'd like to become an entrepreneur, but I can't come up with a good business idea, I'd explain that there are plenty of amazing money-making opportunities out there--but you have to know where to look.

I know exactly how to uncover them, because I've launched a lot of businesses now. Once I said that, I'd get into a story about how I used JVZoo to come up with an idea for one of my businesses.

I'd tell my prospects that there are plenty of avenues like JVZoo for uncovering great opportunities and at one time or another, I've used them all to successfully develop my own businesses. It's actually very easy and once you know how to do it, you're more likely to find that you have too many great business ideas to pursue, rather than not enough.

For the final belief, it costs a lot of money to create a successful business, I'd tell a story about how I started one of my own businesses for under \$500. I really didn't need a lot of money because I wasn't starting from scratch.

By mirroring a competitor, I was able to create a high-converting sales pages and get tons of great traffic with very little money. That business then went on to make X amount of dollars.



Anyways, once you've done this step for all three of your core false beliefs, you'll have the "meat" of your presentation. You'd then turn these beliefs into secrets you'll reveal during your webinar.

Let me show you an example based on the beliefs we just went over. Here they are again:

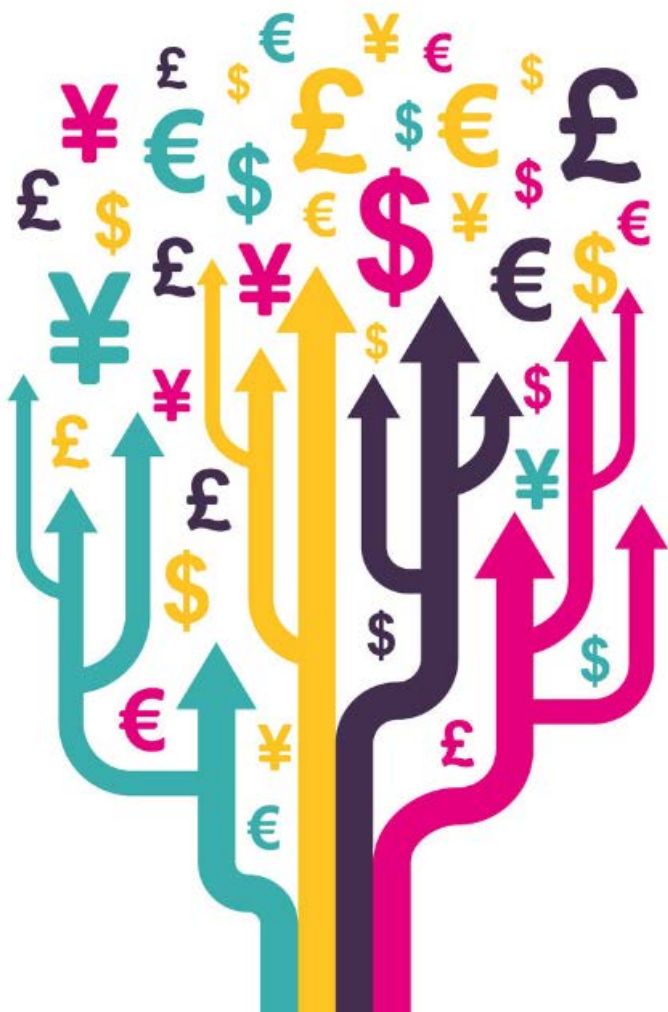
- Belief #1: I'm not convinced that competitive mirroring is the best way to start a business (Vehicle)
- Belief #2: I'd like to become an entrepreneur, but I can't come up with a good business idea (Internal)
- Belief #3: It costs a lot of money to get a business up and running (External)

And now here's the slide I'd create addressing those beliefs:



The 3 Secrets of Creating a Highly Profitable Online Business...

- **Secret #1 - Creating a Highly Profitable Online Business:**
"How to Use Competitive Mirroring to Virtually Guarantee Your Business Will Succeed."
- **Secret #2 - Creating a Highly Profitable Online Business:**
"How to Uncover Dozens of Amazing Online Opportunities So You Can Start Your Business Right Away...Even If You've Been Struggling to Come Up with a Business Idea for a Long Time."
- **Secret #3 - Creating a Highly Profitable Online Business:**
"How to Launch Your Business & Drive Tons of High-Converting Traffic to Your Site...With a Shoestring Budget."



And there you have it. This content will make up the bulk of your webinar. Now having said that, there's something important I want to mention here.

There are really two schools of thought on how to handle this part of your webinar. Internet marketer Frank Kern says that during your webinar, you want someone to walk away feeling like they got something of value that's actionable--meaning that they can start using it immediately, even if they don't end up buying your product.

It's his philosophy that doing that has two main benefits--first, it'll help establish you as an authority in your industry, because you'll be offering proof you know what you're talking about. Second, it'll make your prospects more likely to trust you and to tune into future webinars--because they know they're going to walk away with something of value from them.

So, for example, if my prospects' false belief is that they can't afford to launch their own business and drive traffic to their site, one of my secrets might be to teach them a quick free hack they can use to get more traffic.



As you can see, I'm giving away a little something for free to prove I know what I'm talking about. That's how Frank would recommend handling it.

Russell Brunson, on the other hand, says that his webinars aren't teaching webinars and instead, they're designed to inspire people to buy. According to him, teaching is the surest way to kill sales. He also believes that people won't implement what they've learned if they don't have money on the line. For those reasons, his philosophy is to teach *after* someone's made a purchase.

So, in the example I gave earlier about prospects who can't afford to launch their own business and get traffic, Russell wouldn't teach a traffic hack. Instead, he might use an Epiphany Bridge to tell a story about how he got cheap traffic using competitive mirroring. His prospects would then have to figure out how to do that on their own or buy the course.

Anyways, I think it's interesting that both of these guys approach this subject completely differently and both are hugely successful in their industries.

Based on that, I think you can conclude that there is no one right way--either tactic can work well for you. I believe that expectations play into the success or failure of your webinar so rather than tell you there's one "right" way to tackle this, I'd recommend going with the approach you feel is going to work best for you.



Alright, on that note, we've reached the end of our webinar core concepts chapters. With this background, you're ready to move on to the next chapter where I'll start showing you how to create an amazing webinar, step-by-step. See you there.



● CREATING A HIGH-CONVERTING WEBINAR PT. 1

Hey everyone--so in the last two chapters, I went over all the core concepts I wanted you to understand before we actually walked through the webinar itself.

Now we're ready to create a webinar step-by-step, using what Russell likes to call his "Perfect Webinar" script. While this outline was designed for a webinar, you could also use it for VSLs, email sequences, stage presentations, etc. Although I'll be showing you another formula when we get to VSLs, I just want you to know you have options here.

So, let's get right into it and start with the first slide...

Slide 1 - Title Slide

You want your title slide to appeal to people's curiosity. To do that, "How to X--Without Y" is a good format to use. To illustrate these concepts, by the way, I'll just provide examples using my Profit Mining course. So, for the title slide, I might have:

"How to Create a Highly Profitable Online Business--
Without Spending Lots of Money"

Slide 2 - Intro

This is where you want to welcome people to your webinar and build rapport. You can do that by:



- Justifying their failures
- Putting their fears to rest
- Throwing rocks at their enemies
- Confirming their suspicions and
- Encouraging their dreams.

I wish I had a clever acronym to help you remember that, but if you do enough of these, it'll just become natural for you to begin your webinars this way. So, let me just briefly give you an example of what you might say during this section:

"Hey, thanks for attending my webinar. The first thing I want you to know is that if you've been thinking about starting a business for a long time but haven't yet, it's not your fault. There's so much conflicting business advice out there that it can be really confusing just figuring out how to begin. That's OK though. (JUSTIFY THEIR FAILURES)

"Also, if you've been worried in the past that you couldn't launch your own successful business, I want you to relax. It's not that you can't do it--you CAN. You just needed the right guide to show you a step-by-step process to do it. (PUT THEIR FEARS TO REST)

"Most successful entrepreneurs would love for you to think that this is really tough to do and that it takes some combination of luck, hard work, innate talent, a big bank roll, and superhuman-like abilities. I want you to know that they're wrong. ANYONE can do this if they have the right coach. (THROW ROCKS AT THEIR ENEMIES)

"If you've ever thought that big businesses and banks don't want you to succeed, you're probably right. If you fail, you'll still be forced to rely on them. I'm not like that--I genuinely want to see you have the money, freedom, and happiness you'll experience as a successful entrepreneur. (CONFIRM THEIR SUSPICIONS)

"Anyways, that's what I'm here to help you do. I know you have big dreams and you really want to live a life of more money, more flexibility, greater ease, and a lot more time. You absolutely can have that and during this presentation, I'm going to show you how."
(ENCOURAGE THEIR DREAMS)

Slide 3 - Give Your [Inclusive] Goal

At this point, you want to make sure your prospects understand the goal of your webinar, because if their goal is different from yours, they're going to walk away disappointed. You also want to clarify who your webinar is for and what they'll get from it so people are reassured that your presentation is for them.

So, you might say, "My goal of this presentation is to help two types of people--those who are thinking about starting their own online business and those who've already started a business but never achieved the success they hoped for.

"If you're just thinking about beginning your own business, you'll get X from this. If you're already an entrepreneur, you'll get Y from this presentation."

Slide 4 - The Big Domino

Here's where you're going to want to use the Big Domino concept. As a refresher, the Big Domino is the ONE thing they must believe to overcome all other resistance. So, for this example, my Big Domino might be:

If I can make them believe that competitive mirroring is KEY to creating a successful online business, but it [the knowledge to do that] is only attainable through the Profit Mining Masterclass, then all other objections and concerns become obsolete.

I'm now going to take my Big Domino and restate it as the course goal. So, for example, I'd have a slide like this:

My Goal From This Webinar...

1. The ONLY RISK-FREE WAY for you to create a highly profitable online business is by **Mirroring a Successful Competitor...**
2. The ONLY WAY to learn step-by-step how to do that is with my **Profit Mining Masterclass.**

Slide 5 - Give Your Qualifications

At this point, you're going to want to introduce yourself. Don't read off your resume or give too much information, but you do want to establish your credibility and show people that you've achieved what they desire.

Make sure when you do so, by the way, that you don't just focus on your external achievements but that you also take a moment to explain how you've changed internally.

Slide 6 - Origin Epiphany Bridge Story

This is the point in your presentation where you want to tell the origin Epiphany Bridge story you created. If you recall, that's the story where you talk about your background and challenges until you had the a-ha moment that changed your life and got you to where you are today.

Anyways, if you need to refresh your memory on this subject, I go into great detail about the Epiphany Bridge in the Webinar Core Concepts Part 1 chapter, so let's move on.

Slide 7 - Relate It to Them

Now that you've shared your story, you're going to want to make it relevant to your audience--sure, using a competitor mirroring strategy helped me start all of my businesses but how does that relate to them?

So, at this point, I might say:

"Statistics show that 9 out of 10 new businesses fail. That's incredibly depressing. Competitive mirroring, on the other hand, is almost *guaranteed* to succeed. Not only has it worked successfully for me, but it's also worked for some of the top brands I'm sure you're familiar with like Legos, Oreos, and ShamWow--every single one of those brands began by mirroring a competitor and they're all hugely profitable today.

"If you want to start a new business, my Profit Mining Masterclass is the quickest, easiest way to learn how to do it successfully AND my method is *proven* to work. If you want to become an entrepreneur, you can't afford NOT to have this information."

Slide 8 - Proof

This is a good point in the presentation to cite a case study or a story of someone who sat through this webinar six months ago and look at where they are today!

Slide 9 - 3 Secrets Transition

Now you're ready to transition to the Big 3 Secrets we talked about in the the last chapter.

So, here's the slide I created for that chapter:

The 3 Secrets of Creating a Highly Profitable Online Business...

- **Secret #1 - Creating a Highly Profitable Online Business:**
"How to Use Competitive Mirroring to Virtually Guarantee Your Business Will Succeed."
- **Secret #2 - Creating a Highly Profitable Online Business:**
"How to Uncover Dozens of Amazing Online Opportunities So You Can Start Your Business Right Away...Even If You've Been Struggling to Come Up with a Business Idea for a Long Time."
- **Secret #3 - Creating a Highly Profitable Online Business:**
"How to Launch Your Business & Drive Tons of High-Converting Traffic to Your Site...With a Shoestring Budget."

You'd want to display something similar in your own presentation, putting the secret you created for the vehicle-related false belief first, the secret for the internal belief second, and the external belief third..

Slide 10 - State Your 1st Secret

You're just going to state your first secret here so in this example, I'd say, "How to Use Competitive Mirroring to Virtually Guarantee Your Business Will Succeed."

Slide 11 - Epiphany Bridge

You can transition here by saying, "Now let me tell you a quick story..." Then, you're going to want to launch into the epiphany bridge story you created for this secret. The goal of this story is to change their false belief so they get more excited about your opportunity.

Slide 12 - Show Others' Results

At this point, your audience may be thinking that of course it worked for you, you have more knowledge, luck, money, or whatever. So, now you want to say something like, "What's really cool is that this didn't just work for me. John used to believe X but once he tried doing Y, he experienced awesome result Z."

Slide 13 - Break Related Beliefs

Now, it's time to break any other false beliefs related to this secret. This can be super powerful, because once you've disproved every objection prospects have, you've removed all their resistance to buying.

So, you can use language like, "Right now, you're probably thinking X, right? Let me show you why that isn't the case." Then, launch into another short story--these mini-stories can just be a couple sentences--you can probably spend a minute or less on each one.

Slide 14 - Restate the New Belief as Undeniable Truth

Here's where you want to drive home the main message you want your prospect to get from the story you just told. So in our example, the first false belief I wanted to undo was that competitive mirroring wasn't the best way to start a new business. So, my first secret was: How to Use Competitive Mirroring to Virtually Guarantee Your Business Will Succeed.

After telling stories proving what I'd just said, I'd then say something like, "So now you've seen that competitive mirroring is an amazing way to start a really profitable new business. How cool is that?"

Slides 15 - 24 - Repeat for the Next 2 Secrets

Now you'll want to do the same thing you did in slides 10-14 with your next two secrets.

Slide 25 - Make the Transition to Selling

At this point, you want to kind of tie everything together while cementing these new beliefs. So you might say something like:

"Let me ask you a question. If you followed what I showed you in the first secret and you did X, then you did what I talked about in the second secret and did Y, and then you used what I told you in the 3rd secret and did Z, do you think you could be successful?"

This sums it all up while helping your prospects realize they can do this too.

Slide 26 - Ask Questions

Many webinar presenters struggle when it comes to talking about their offer. Probably the easiest way to do it is to ask a few questions like, "How many of you are excited about what we just talked about? How many of you are feeling overwhelmed because we covered so much?"

Once you've done that, you can say something like, "I tried to cover as much as I could in this presentation, but with only 60 minutes, it would be impossible to show you everything you need to know to get results."

"I've created a special offer for those who want to move forward with this new opportunity. Is it OK if I spend 10 minutes with you going over this special offer I created to help you learn step-by-step how you can create your own successful Internet business?"

After you see heads nodding or hear a yes, you can continue with the sales part of your presentation.

Slide 27 - What You're Going to Get

Now you can just show a visual representation of your solution like a book or DVDs or whatever and explain that as soon as they invest, they'll get immediate access.

Slide 28 - Give a High-Level Recap of the Deliverables

You don't want to go too deep here, because people will find it overwhelming. Instead, you should spend only about 30 seconds on this section. For instance, if you're selling a course, you could say, "In the first module, I'll go over X and then, in the second one, I'm going to tell you how to do Y. In the third module, we'll look at Z, etc."

Slide 29 - Share 3 Case Studies

This is pretty self-explanatory, you're going to want to use this time to share success stories from three people who took your course or whatever it is that you're selling.

Slide 30 - Who This Works For

There are definitely going to be prospects listening to you, thinking, "Well, that's great it worked for so-and-so, but it won't work for me, because of X, Y, and Z."

For instance, with my Profit Mining class, there might be people thinking, "It probably only works for people who have a lot of money already or people who know a lot about marketing or people who want to enter specific industries or whatever..."



At this point in your presentation, you want to try to think of every single thought like this that might crop up and then be as inclusive as possible by saying something like, "I want you to know that even if you have very little money to begin your own business, this can work for you."

Hit all the possible reasons people might have for thinking your solution won't work for them.

Slide 31 - Destroy the #1 Reason People Don't Start

Let me give you an example to illustrate this one. For the Profit Mining course I created, I'd guess that the #1 reason people don't get started is because they think they can figure out this strategy on their own.

So, I'd tackle that head-on here by explaining that while they may think they can figure this stuff out on their own, information about how to do this is really hard to come by. I didn't figure it all out overnight. It actually took me years to develop the explicit, step-by-step strategy I outline in my course.



Sure, they could spend years trying to figure this stuff out on their own--losing time and money in the process--or they could learn in two weeks everything there is to know about the strategy it took me 16 years to develop.

Alright guys, I think this is a good stopping point. I don't want your eyes to glaze over and let this chapter get too long. We'll cover the rest of the webinar outline in the next chapter. See you there.



● CREATING A HIGH-CONVERTING WEBINAR PT. 2

Hey there, so in the last chapter we went over the first half of our webinar template, slides 1-31. In this chapter, we're going to get into the offer itself, so let's start off by talking about slide 32, which is called the stack slide.

Slide 32 - Stack Slide #1

This is called the stack slide, and you use it to show your prospects you're "stacking on" the value. So, your first stack slide might look like this:

**Sign Up Today & You'll Get
Profit Mining Masterclass**

TOTAL VALUE: \$2,997

You'd briefly talk your way through this slide before introducing a bonus in the next slide.

Slide 33 - "The Tools" Bonus

Here's where you show a slide naming the free tool you're giving away that'll make using your solution even easier for people. For example, if you were selling a course on Internet Marketing, you might offer a free book on split testing, so marketers can implement the strategies you teach and then use the book to split test them.

Slide 34 - You'll Be Able To/You Can Get Rid Of

You want your prospect to understand that investing today is going to help them save money. So, using the example I just gave with the split testing book, I might say in this section:

"With this split testing book, you'll be able to create the highest-converting sales pages. Did you know that by increasing your conversion rates as little as 1%, you can make \$1,000 more a month? So, with this book, you'll be able to optimize all your pages and start seeing an extra \$1K, \$5K, or even \$10K a month.

"You'll also be able to get rid of under-performing pages, because the book shows you some very quick fixes you can make to *immediately* start improving conversions."

Slide 35 - The Problem This Tool Solved for You

Now you want to launch into a story about how this tool helped you solve a problem. For instance, "I didn't know anything about split testing when I first started out, and I had to figure all this stuff out on my own, mostly through trial-and-error."

Slide 36 - How Much Time/Money This Tool Will Save Them

Here you're going to tell your prospects about all the expensive, time-consuming obstacles you had to overcome that they won't need to worry about because they'll have this tool.

So, be specific here--if this tool is going to save them thousands of dollars and months--or even years--of trial and error, let them know that.

Slide 37 - Break Related Beliefs About the Tools

If you suspect they have any false beliefs about the tools, you're going to want to break them here and rebuild them with new beliefs, using a quick epiphany bridge story.

Slide 38 - Stack Slide #2

You're now going to add on the value to your initial stack slide so they can see the awesome deal they're getting. I think I mentioned this already but as a refresher--with things like this, you want to list the actual *value* of an item to the prospect. Think about how much time and money your prospect will save and then, value your item accordingly.

The value will probably be vastly different from the price you would actually charge for an item.

Here's an example:

Sign Up Today & You'll Get

- **Profit Mining Masterclass (\$2,997)**
- **The Big Book of Split Testing Ideas (\$997)**
- **TOTAL VALUE: \$3,994**

Slide 39 - Introduce Tangible By-Product #1

For each secret you've identified, Russell suggests you offer a tool or bonus that's going to help put the false belief to rest. As you might recall, the first secret in the webinar was related to a false belief surrounding the opportunity you're presenting.

So, for instance, you might want to make this giveaway a PDF file of case studies of successful users who've bought your solution. Or you could make it video training that's going to help your buyers get up to speed quickly with your product. Then, you would introduce that tool to your prospects in this section.

Slide 40 - Pain and Cost

I won't spend a lot of time here, because it's pretty self-explanatory. You want to use this slide to talk about the pain and cost of developing the bonus that'll make their life so much easier.

Slide 41 - Ease and Speed

OK, in the last slide you mentioned how this bonus is going to make their life easier. Here's where you're going to want to explain why and how.

Slide 42 - Break Related Beliefs

Again, this section is one you've seen before. Break any false beliefs your prospects have about the bonus and their abilities to use it.

Slide 43 - Stack Slide #3

You'll want to keep tallying those bonuses up so you'll display a slide similar to this one:

Sign Up Today & You'll Get

- **Profit Mining Masterclass (\$2,997)**
- **The Big Book of Split Testing Ideas (\$997)**
- **Testly Software 1-Year Trial Subscription (\$4997)**
- **TOTAL VALUE: \$8,991**

Slide 44 - 53 - Introduce Tangible By-Products 2 & 3

OK, now you're going to do the same thing with the products you created for the other two secrets you share during your webinar. So, it's the same process as before--introduce your second bonus, explain the pain and cost in developing it, talk about how it's going to give

your prospects faster, easier results, break any false beliefs, show the stack slide, and then, do the same thing for the third bonus.

Slide 54 - Big Stack

Now you're going to show absolutely everything here--your goal is to make the value 10x higher than what you're charging for your solution.

So, this slide might look something like this:

Here's What You're Gonna Get...

- **Profit Mining Masterclass (\$2,997)**
- **The Big Book of Split Testing Ideas (\$997)**
- **Testly Software 1-Year Trial Subscription (\$4997)**
- **Secrets of Success (\$997)**
- **21-Day Traffic Hack Masterclass (\$1,197)**

Total Value: \$11,185

Slide 55 - If/All Statements

Now, you'd say something like, "Obviously, I'm not going to charge you \$11,185, but if I DID charge you that and all it did was X, would it be worth it to you?"

Then, you're going to drill down even further using language like this:

"If all this system did was X--this should be related to your first secret--would it be worth \$11,185 to you?"

Now, you're going to stop and wait for a yes response.

"And if all it did was Y--relate this to your second secret--would it be worth \$11,185 to you?"

Stop again and wait for a yes response.

And what if all it did was Z--relate this to your third secret--would it be worth \$11,185 to you?"

Wait for the final yes response. You've now gotten your prospects to agree three times that the value they'll get from your product is worth far more than what you intend to charge them.

Slide 56 - I Had Two Choices

OK, here's where you want to let your prospects know that you had two choices. Sure, you could have made your product cheaper and tried to sell as many as possible, but then you wouldn't have been able to offer them as much value. Instead, you went with the second option and while it requires a higher upfront investment, you can now devote more time and energy to their success.

The point of this slide is to prepare them for the price. You do that by getting them to agree that you should charge more to make the program better.

Slide 57 - What Would the End Result Be Worth?

So, obviously, there's a certain result people are expecting with your product. What is it? Here's where you want your prospect imagining that end result and what it would actually be worth to them.

You'd do this by saying something like, "So, if you had a successful online Internet business that was making you money, what would that be worth to you?"

"How much would you pay to have a successful Internet business?"

Each time you ask a question like this, you should stop and give your prospects a moment to really think through the answer. Once they have, you would then say something like, "You can see why people pay X for a similar result from me--because it's not a cost, it's an INVESTMENT."

Slide 58 - Price Drop

At this point, you want to return to the total value of the package you're offering and say something like:

"You already know this entire package is worth \$11,185. And even at \$2,997, which is what I charge the public, it's still a great deal. But because you attended my webinar today, I'm going to give you a very special offer..."

Slide 59 - Price Reveal

Finally, you're ready to give the price. Reveal it now and give your first call-to-action. Every slide going forward, by the way, should have the same call-to-action link on it.

Slide 60 - Price Justification

Even though you tried to warn your prospects, there still might be sticker shock. That's why you want to justify your price here. You could do this by comparing it to something else--for instance, you might say:

"If you had to start your own Internet business without the tips, tricks, and lessons I share with you in my course, the money you'd waste on bad decisions--which every new first-time entrepreneur makes starting out--would cost you way more than this course does."

Or you might say something like, "You know, the general public pays X amount of dollars for this very same solution that I'm offering to you. You're actually getting an amazing deal."

Because you listened to my webinar and you've proved that you're really interested in getting to the next level, you're paying X% less than other people who've bought this same thing."

Slide 61 - Two Choices

Copywriters love the two choices scenario. So, you'd describe that here--their first choice is to do nothing and experience misery for the rest of their lives. Their second choice is to take a leap of faith, test it out, and see if it works for them.

Slide 62 - Guarantee

Now, you'll let them know that if it doesn't work for them, it's not a big deal because you offer a 30-day no-questions-asked risk-free guarantee. If for any reason at all they don't like it, you'll refund every penny.

Slide 63 - The Real Question Is This...

So, here you're going to minimize the risk and give them what hopefully, will be a pretty simple question to answer, "The real question is this--isn't it worth a few minutes of your time? If my product does even half of what I said it does, it will pay for itself as soon as X."

Slide 64 - Stack Slide

You're going to want to show them the stack slide again here and go through each element one by one, reminding them what an incredible deal they're getting.

Slide 65 - Urgency/Scarcity Bonus

If someone doesn't make a purchase during your webinar, they'll never come back and buy your solution later. So, to get hold-outs to buy now, you want to have an urgency or scarcity offer.

Use this slide to offer something special to a certain number of people or for a limited time only or both. This part is super-important, so don't skip it.

Slide 66 - Closing CTA / Q&A

Alright, so if you're doing a live webinar, you're going to want to hang around and answer questions. If it's prerecorded, now's the time to answer the most common questions you get about your solution. Make sure when you're answering questions that you tackle any false beliefs and give a call-to-action after answering each one.

Also, throughout this process, you should display a slide that has a recap of your entire offer, a 30-minute countdown clock, the price, and a call-to-action.

Wow, That was a lot to cover, but now you know how to write an amazing webinar that's going to help you sell a lot. And let me tell you something--the concepts we've discussed throughout these webinar videos don't just apply to webinars. The psychological tactics I taught you to increase conversions will improve *all* the copy you write.

As you can see, copywriting is way more than just putting words on a page. It's also about actually persuading prospects to buy and very few copywriters know how to do that. But you do now--I've used a webinar script very similar to this one a number of times, and I've always had a lot of success with it. I know you will too.

Alright, that concludes the webinar part of this book--in the next chapter, I'll discuss copywriting for emails.

● 10 BEST PRACTICES FOR EMAIL COPYWRITING



Hey, so in this chapter, I'm going to get into some email best practices you're going to want to follow as a copywriter. These are not only going to improve your writing, but they'll also make your copy more persuasive.

1. Know Your Goal.

Before you write any copy, you should always know what you want to accomplish with it. While that may seem obvious, you'd be surprised how many new marketers will take a scattershot approach and try to accomplish a number of different goals in one email.

However, just like we talked about before with the Rule of One, you want to focus on just one goal in your email. That will keep your copy concise, readable, and most importantly, effective.

2. Personalize.

When marketers think of personalized emails, they tend to think of using someone's name in the opener. Of course you should do that, but I'd encourage you to think of that as just a start.

Your emails are going to be much more effective if you personalize them, based on audience segmentation. For instance, you probably wouldn't write the same email to a millennial that you would to a senior citizen.

Different audiences require different approaches. There are a ton of different ways you can segment your audiences, including by age, persona, job function, geographic region, gender, and even by behaviors like whether they purchased a specific item from you or abandoned a shopping cart.

If you own your own business and you're doing the copywriting for it, it might not be possible for you to personalize like this but if you *can* do it, it'll make your copy better.

3. Write a Killer Subject Line.

It's a disappointing reality, but with email open rates hovering around 20-30%, the emails you work so hard to write won't be read by most of your subscribers. However, you can increase the likelihood of your email being read by writing a great subject line. So, here are some tips for doing that:

- **Keep It Brief** - The majority of emails are opened on smartphones these days so to prevent your headline from being truncated, you should [aim for about 50 characters](#) or less.
- **Be Clear** - Yes, of course, you want your subject line to be catchy but that should be your secondary objective. Your first one should be clarity.
- **Appeal to Curiosity** - By writing an open loop or hinting at a secret, your prospects are more likely to open your email. If you use this tactic, just make sure your copy fulfills the promise of the subject.
- **Use Scarcity & Urgency** - Consider these two of your best friends as a copywriter--limited-time offers and limited availability are a great way to interest your prospects.
- **Be Interesting** - There are many different ways you can do this--you can name-drop, you can reference a trending topic, or you could mention an interesting

story you'll be sharing in the body of the email. Again, just make sure that your subject line is relevant to the copy in the email.

For instance, you don't want to namedrop a celebrity in the subject line, and then not relate it somehow to the rest of your copy. That type of false hype will get you unsubscribed.

4. Don't Forget the Preview Text.

Preview text is the text your prospects see alongside the subject line before they open the email. It looks like this:

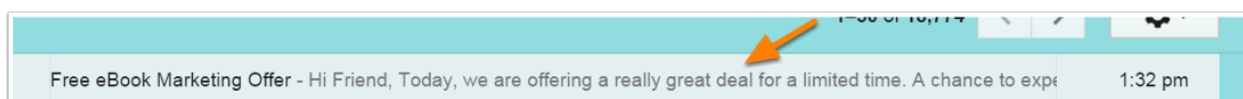


Image Source: <https://blog.hubspot.com/marketing/improve-your-email-subject-line>

If you don't take the time to set this yourself, the prospect's email client will just pull the text from the body of your email. Instead of wasting this opportunity to engage with your prospect, you should take the time to customize your preview text and strengthen your sales message. Here's a really great example I found on SendGrid:

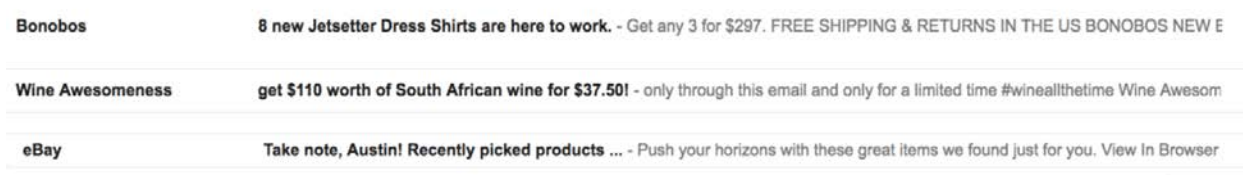


Image Source: <https://sendgrid.com/blog/perfecting-your-email-preview-text/>

As you can see, each of these companies took advantage of the preview text by providing more explicit details about their offers. You should aim to do the same.

5. Be Relatable.

You want your prospects to think of you as a trusted source of useful, relevant information. To do that, imagine how you'd talk to a friend--that's the same type of tone you're going to want to use with your prospects. Use conversational language, rather than being formal.

For instance, I sell a number of different products, all under the umbrella of Bryxen, Inc. While I could send emails to my subscribers under that label, I never do--I always send out emails from Brad, because I'm trying to develop a personal connection with my email list and that wouldn't occur if I sent an email from Bryxen.

6. Write in the 2nd Person.

Writing in the 2nd person means you're going to want to use, "you" and "yours" language most of the time. While sometimes this isn't possible--for instance, if you're telling a personal story to your subscribers--you should use 2nd person whenever possible so you're focused on your customers and their desires, rather than yourself and your brand.

7. Keep Paragraphs Short.

Most people aren't going to read long paragraphs, even if they're well-written. I almost always put a paragraph break after every sentence when I write email copy, because I know people are more likely to read the entire body of my email when it's broken up like that.

8. Keep Your Email the Right Length.

Your email should never be longer than it needs to be to get your point across. Most marketers recommend that you keep your emails short. I agree with that, however there are some times it's appropriate to use a longer email.

I'd suggest you use your longer emails for the bigger and more expensive products you're promoting. These might be full programs, ongoing lessons, software, eCommerce products, or higher priced services. These are the types of things your subscriber will either need to drop a decent chunk of money on all at once, or commit to ongoing subscription payments.

Long emails are better here because it takes more convincing and pre-framing to sell a higher priced product than it does with a lower priced product.

For emails like these, it's usually a good idea to spell out the features and benefits, explain the product in detail, and then endorse it vividly.

You don't want to ask your customers to spend a decent amount of money without giving them plenty of information about what they're buying. If you don't provide enough information, at worst they may resent you, and at best they just won't buy the product.



9. Use an Actionable CTA.

Yes, even emails use CTAs. While oftentimes they're to get people to make a purchase, they can also be used to get people to click over to your blog, like you on Facebook, learn more about the services you provide, complete a survey, register for a webinar, or watch a video.

That, by the way, is why it's important to know the goal of your email before you start. Multiple CTAs confuse your readers and water down your overall message.

10. Don't Get Greedy.

While it may be tempting to send out daily emails urging prospects to buy whatever it is you're selling, that isn't the best way to develop a relationship. Your prospects get hundreds of emails in their inbox every day and if they start to associate you with nothing more than daily sales pitches, they'll either stop opening them or unsubscribe altogether.





So, the goal is to create relevant emails that offer value to your subscriber list. While of course you still want to promote what you're selling from time to time, you also want to mix it up by sending them links to your blog, newsletters, videos, free downloads, and other types of content that will keep them engaged.

You want your email marketing strategy to focus not just on making a quick sale, but rather on developing an ongoing relationship.

To make this easier, I'd suggest that when someone first signs up for your email list that you give them an idea of what they can expect--how often you'll be emailing and what type of content they'll get from you. By managing expectations in advance--and then doing what you said you would--you can go a long way toward keeping your subscriber list interested in hearing from you.

Alright, that brings us to the end of the email best practices chapter. In the next chapter, I'll discuss the different types of emails you're going to want to send as part of your email marketing mix.





● THE 3 TYPES OF EMAILS

Hey everyone--in the last chapter we discussed email best practices, and I mentioned that you don't want to get greedy by only sending out emails designed to sell your products. So, in this chapter, I'm going to talk more about that topic, and discuss the three different emails you'll want to create as a copywriter--content emails, relationship emails, and promotional emails.



So, let's start off by talking about content emails. The first type of content-related emails you'll want to create are newsletter-style emails.

With this type of email, all of the content is located inside the email itself. You're not promoting anything directly here.

Instead, the primary purpose of this email is to get prospects to read your email subject line. Open your email. Read the first sentence. Then the next. And the next. And by the end of the email feel like they learned something valuable from you.

The second type of content-style emails are blog post emails. This type of email serves two purposes.

The first is that it'll help you stay relevant in your prospects' minds.



And the second is, by creating a blog post and sending subscribers to that post, Google will eventually rank the website higher in search results...sending it even more traffic.

This kind of email should contain some super basic information about what the blog post will discuss. The purpose is to whet people's appetites and entice them to click through to the blog.

Of course, you should have an informative and interesting blog post waiting for them. As a copywriter, you never want to trick subscribers. You're trying to entice them to read your helpful blog post, as well as preframe the content, so they're excited and ready to learn.

Finally, the last type of content-based email I would recommend sending out are emails to other people's content.

Now, this one is a little bit tricky, and I wouldn't recommend doing this often, but it will strengthen your credibility with subscribers.

The fact that you're willing to send them somewhere else, other than the website you're promoting, shows them you're selfless and really do care about their wellbeing--that builds trust and deepens the relationship they have with your brand.

OK, now we're ready to move on to the 2nd type of email--relational emails.

The purpose of the relationship-style email is to build a stronger, deeper relationship with your prospects, because the more they know, like, and trust you, the more they'll buy from you. It's that simple.

There are several types of relational-style emails you can send your prospects and customers.



The 1st relational-style email you can send is an email that directs your customers to a video created by your brand. It could be a how-to, a welcome message from the CEO, a Q&A session with the company founder, etc.

The 2nd type of relational-style email is the social media email. With this type of email, you'd direct the prospect to a Facebook page or group. This gives you yet another way to connect with your prospect, because as I'm sure you've heard, the more "touches" you can make, the more your prospects will remember your brand, meaning the more likely they are to buy.

The 3rd type of relational email is the testimonial/social proof-style email. You can do this in a story format or you can include several briefer testimonials from satisfied customers. This, by the way, is a great way to build the confidence new customers have in the product or service they just bought. It can also persuade those prospects still on the fence to buy the product you're promoting.

Ok, so those are the three primary forms of relational emails that as a copywriter, you want to include in your email marketing mix.

The 3rd and final type of email you'll need to write are sales and promotional-style emails. These are the emails that actually make you money, by leveraging all the hard work you've put into crafting the other two types of emails.

A good analogy I like to use when explaining the dynamics between the first two email types and the final type is that of your lawn. I live in Ohio and our winters get pretty frigid. Our lawn goes from needing to be mowed a minimum of once a week to not having to mow it for months. In the winter the grass looks sort of brown and pretty dead. There is zero outward growth of our grass during the winter months. But... did you know that during the winter is when the grass' roots grow the most? The root system grows and strengthens during those cold winter days so that once spring hits, the grass is thicker and stronger than ever.

The same holds true for email marketing. Content and relational-style emails strengthen your connection with subscribers so much that when you get to promotional emails, they work like crazy.

Alright, so there are two primary lengths for this type of email--short and long.

You'll want to make sure that you switch back and forth between the two lengths to keep subscribers engaged.

I typically use short promotional emails when selling lower priced products or giving something away for free.

With these types of shorter emails, you're promoting products that give a ton of value and are priced low, so they don't need a whole lot of convincing or explaining. The value of the product will be pretty obvious so all you'll need to do is endorse it, briefly describe what it is, what it does, and excite subscribers enough that they want to click your CTA and go to the website you're promoting.

Well-known internet marketer, Frank Kern, uses short promotional-style emails very effectively.

Here's one I recently received from him:

The subject read: Your \$2997 credit

And the body read:

For a short time, I've given you a \$2,997 credit towards my top-selling Ultimate Webinar Blueprint. (Which makes it completely free for you :-)

I've recorded a short video showing you what's in the training and you can see it here.

NOTICE: this offer expires soon

... so if you want a \$2,997 training for free, claim yours here!

Frank

P.S. I'm limiting this because it's all part of a new test. I (briefly) explain the test in this video.

P.P.S. If you were to go to my site, click on the "products" tab, and look this one up, you'd see it sells for \$2997 right now.

But you can get it FREE here.



ULTIMATE WEBINAR BLUEPRINT

Ultimate Webinar Blueprint is a 28 day online class that teaches how to create high-content webinars that also sell.

During this class, you'll learn:

- ✓ How to target ideal prospects who are most likely to respond to your webinar offers.
- ✓ How to use the Liquidator method to make offers to your registrants before the webinar starts ...without sacrificing goodwill or hurting the sales performance of the actual webinar itself.
- ✓ How to use Pre-Indoctrination to increase goodwill and trust with your registrants before they attend.
- ✓ The six-part webinar formula for creating a webinar that provides excellent content while still making a strong sales offer.
- ✓ The twelve part Ultimate Offer Formula for maximum sales conversion.

Price: **\$2997**

Level: Beginner to Intermediate

FREE!

ORDER NOW

Frank hyperlinks several of the words throughout the email to a web page where he has a sales video that explains his offer in more detail. He does the actual "selling" in the video on his website and uses the email to just get subscribers to click over to his site.

You can see that the value of this offer appears to be a no-brainer. There isn't much explaining needed to give away a course normally sold for \$2,997, right?

So keep that in mind as you're writing your own emails. Don't think that an email has to be a certain length just because someone told you the "best emails are 500 words long" or whatever the case is. The email should only be as long as it needs to be to get the job done.

Short emails are typically used by eCommerce companies to mail out special offers and discounts. So, if you're writing copy for an eCommerce company selling physical products, use short promotional emails to mail out special discount coupon codes.

But make sure they're truly special emails. An email giving a 5% off discount isn't very special and would probably do more harm than good. I would never go lower than a 25% off discount when sending a short promotional email.

Also, don't overthink it. Keep the email short. Explain what it is, why you're doing it, and how they can receive the deal. Just remember to think about the What, Why, and How in every short promotional email you write, and you'll be positioned for success.

The next type of promotional email is a long email.

These emails should be reserved for the bigger and more expensive products you're promoting like full programs, ongoing lessons, software, eCommerce products, or higher priced services. Your subscribers will either need to drop a decent chunk of money all at once, or they may need to commit to ongoing subscription payments, so it's usually good to spell out the features and benefits, explain the product in detail, and describe and endorse it vividly.

I get long promotional emails related to the internet marketing niche every single day. Here's a well-written one I received recently:

The subject read: How to create video ads in 60-seconds...

And the body read:

As marketers we all know a few things...

#1. Facebook ads are currently the most targeted and effective way to get in front of your prospects.

#2. Facebook ads costs continue to go up.

#3. Video ads perform insanely better than image ads.

So the question becomes...

How can I maximize my ad spend by lowering my costs, while at the same time improving engagement and conversions?

Simple. Using Clipman.

Josh Ratta, who invented this new software, gave us early access to do a few test video ads.

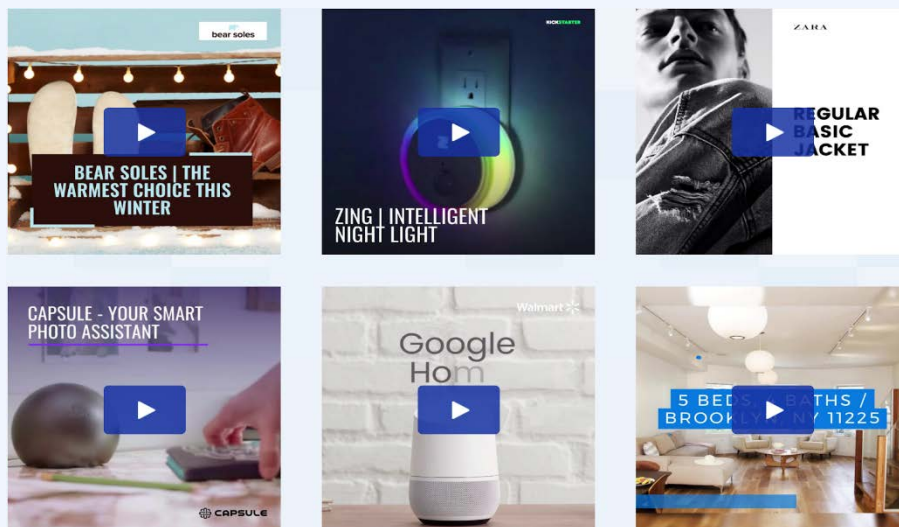
Dang. This tool rocks.

We learned early on that video ads outperform image ads around 30-40% better. Which is why we typically use video ads exclusively when advertising on FB.

What's neat is Clipman helps you create attention-grabbing videos ads in less than a minute.

I like to think of it kinda like our EasyVSL app, but for creating video ads.

Loads of templates and audio/song tracks to choose from, plus it's all integrated with FB ads, so working inside Clipman and getting your new video ad up and running is SUPER simple.



Massive time saver, plus the videos look stunning.

Josh is running a lifetime deal for a short time on the Premium plan (which includes unlimited renders).

After this promotion, the price will go up to \$37-\$97/mo depending on the plan you choose.

Checkout Clipman and start creating your video ads with ease - in less than 60 seconds.

To your online success,
Mark Thompson

P.S. We also have a bonus package if you do decide to grab Clipman through our link. You'll receive 3 bonuses to help accelerate and maximize the Clipman tool for your marketing efforts.

Go and check out our bonus package.

You can see Mark has done several things very well in this email. He's:

1. Written a subject line that's intriguing enough to get someone to open the email.
2. He's started the email with three important points that he claims are true. If prospects believe those three points, they'll be more likely to purchase the product he's promoting.
3. He's spoken about the problem and given the solution in a very descriptive, yet succinct way, with no wasted words.
4. He includes a bit of scarcity when he says: After this promotion, the price will go up to \$37-\$97/mo, depending on the plan you choose.

5. And lastly, in the P.S. he includes some additional value for his subscribers to incentivize them to purchase the product through him.

By combining all of these elements, I'm sure this promotion did very well for him.

Remember, when crafting your emails, variety is key. This is especially true for promotional-style emails. You'll want to make sure they aren't predictable. Vary the lengths. Add stories to some. Don't in others. Use shocking subject lines sometimes. Other times, use more traditional ones.

Never send several sales emails in a row. Always mix it up. Rotate between the three types of emails you've learned about: Content, Relational, and Promotional. You want to keep subscribers guessing – so they're always curious about what good stuff they'll be getting next.

Alright, so go ahead and start thinking about how you can implement each of the three types of emails into the email marketing campaigns you create, and I'll see you in the next chapter.

● COPYWRITING FOR FACEBOOK & GOOGLE ADS

Hey, so in the last chapter, we talked about the different types of emails you're going to want to create for an email marketing strategy. In this chapter, I want to talk to you about copywriting for Facebook and Google ads.

Let's start by talking about Facebook. The goal of your ad is to tell the prospect what they should do and why. Unlike most advertising vehicles, you have very little real estate to do that. So, I'm going to give you some pointers on how to accomplish your goal with limited text, and I'll also show you some examples of good Facebook ads.

- **Write for Your Persona.** OK, so the first thing I want to mention here is that Facebook allows you to target a highly specific audience. That's great for you as a copywriter, because it'll allow you to get a really vivid picture of the person you're trying to persuade.

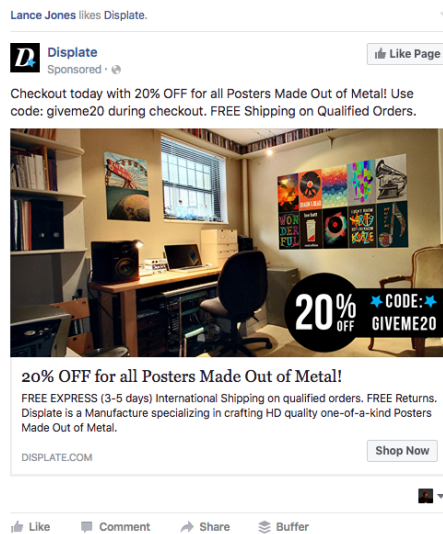
That person is who you want to write for, rather than just creating generic copy for an ad and blanketing it all over Facebook. A targeted message is always going to be more successful than a one-size-fits-all approach. So, I recommend creating specific Facebook campaigns for each of the personas you're trying to reach.

- **Your Copy Isn't that Important.** I'm kind of kidding here, but the main point I'm trying to make is that the image you use is far more important than your copy. Consumer Acquisition found that 75-90% of Facebook [ad performance is based on the image used](#) in the ad.

With that in mind, I'd recommend you work with your design team, if you have one, to come up with your overall strategy and image. There should be a marriage, so to speak, between the image and the ad copy.

Once your team has chosen the image, you'll want to include short, snappy text inside the image itself.

Here's an example of what I'm talking about:



(Img Source: <https://copyhackers.com/2016/06/writing-facebook-ads/>)

As you can see, the text inside the image and the headline immediately communicate value.

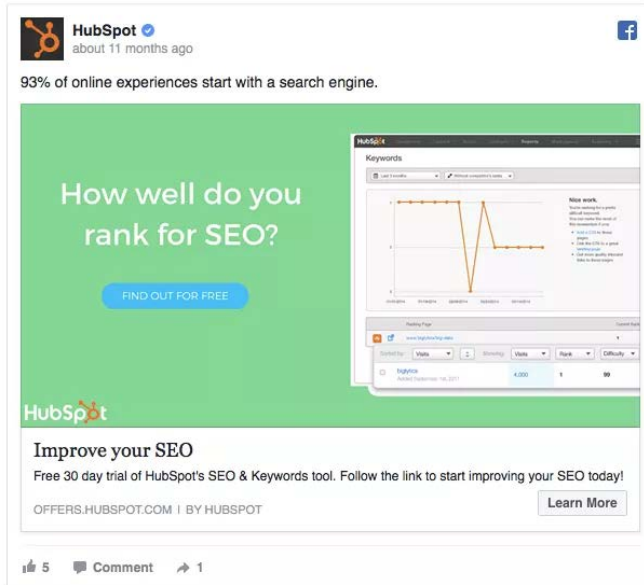
- **Use a Great Headline.** Here are some headline formulas I really like for Facebook:
 1. **Name Dropping:** "See Why Bill Gates Called Us the Next Microsoft"
 2. **Giving Something Away:** "Free Pound of Bacon for Life"
 3. **(Need or Want) + Get:** "Want to Know What's Going on in Your Gut? Get Our SmartGut Kit Today!" or "Need to Lose Weight Fast? Get Our Low-Carb Meal Plan Today"
 4. **Holding a Contest:** "Win a Vacation to Tahiti!"
 5. **(Sick or Tired) + Get:** "Sick of Paying Expensive Copywriters? Get Automatic Script Today!" or "Tired of Sleepless Nights? Get Our Miracle Pillow Now!"
 6. **Telling Them to Stop It:** "Stop Wasting Time in Traffic"
 7. **Making an Offer:** "25% off 1000s of Bathing Suits!"
 8. **How-Tos:** "Get Rich Without Hard Work"

9. **Spreading the News:** "Introducing the New Chase Platinum Card"

By the way, [AdEspresso](#) studied 37,259 Facebook ads and found that the most popular headlines are five words because they're so concise. That's a good guideline, but it's not a hard and fast rule. Sometimes you may need a couple more words to clearly express your main idea--that's OK as long as your copy is still clear and focused. Speaking of which, let's move on to our next guideline, "Use the Rule of One."

- **Use the Rule of One.** You want your ad to sell one idea or emotion. Remember that trying to be all things to all people lowers conversions. So, rather than a "save time and money" approach, pick one or the other and go with it.
- **Numbers and Special Characters.** Numbers and special characters grab the eye. If you have actual numbers you can use in your ad--like a percent-off discount or the number of happy users you have--be sure to include them.
- **Use Questions.** Questions can get people's attention in one of two ways. First, you can use them to let your prospects know you understand their pain point. Second, you can use questions to appeal to people's curiosity.

For instance, here's a Hubspot ad I like that does a lot of things right--it asks a question to capture prospects' interest, it uses the 93% statistic to support why marketers should pay attention to their SEO ranking, it offers something for free, and it uses a short headline. The ad is just very well-done overall.






(IMG Source: <https://karolakarlson.com/best-facebook-ad-examples/>)


- **Include Social Proof.** While you may not want to include social proof in every Facebook ad, it's a good tactic for building credibility with prospects. So, at a minimum, I'd recommend doing this when your prospects are at the product-aware stage of the customer awareness scale, meaning that they know you're selling something they want but they're not sure if it's right for them or whether they can trust you yet. Let me show you a couple different examples of how you can use social proof in your ads...

Here's one featuring a smartpen that was mentioned in the media. As you can see, they pulled a relevant quote and designed their ad around it:




Suggested Post

 **Equil Smartpen** via **TechCrunch**
Sponsored ·   Like Page

"A better solution than hoping friends or coworkers can read your handwriting." ~ TechCrunch





TechCrunch | The Equil Smartpen: Real ink. Real paper. Digitized.
It gives you a Bluetooth-connected pen, a charging case, and a little receiver unit that actually records what you write from the edge of whatever paper you're jotting...
TCRN.CH


Like · Comment · Share · Buffer ·  75  2  15

(Img Source: <https://neilpatel.com/blog/12-ad-copy-strategies-thatll-double-your-ctr-and-increase-your-roi/>)


Here's another one that uses a testimonial right in the copy:




 **Nations Photo Lab**
Sponsored · 

Quality I can depend on!



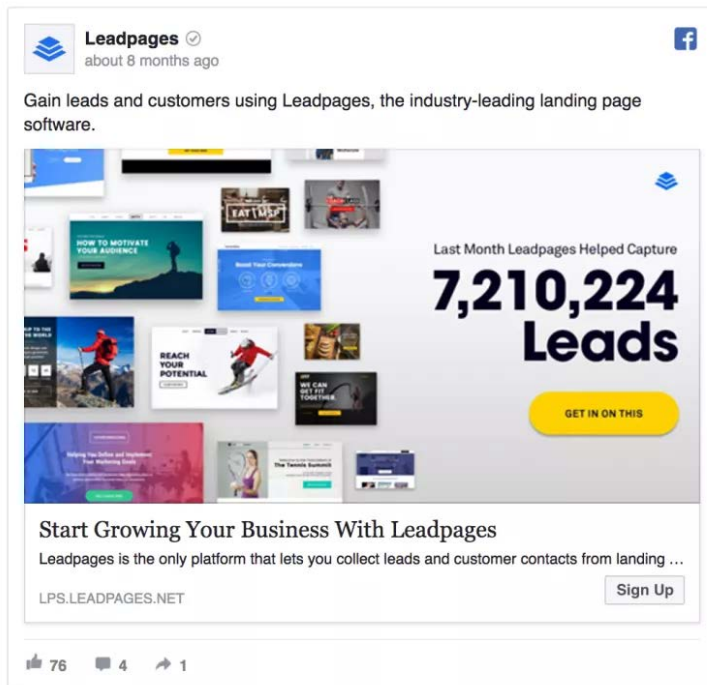
★★★★★ **"Quality I can depend on!"**
Coral: I switched to a 'local lab' and shortly after came running back. Nothing I've found beats the quality, wide variety of products, and awesome customer service of Nations!

[HTTPS://WWW.NATIONSPHOTO LAB.COM/](https://www.nationsphotolab.com/) 

Like · Comment · Share ·  2,223  16  56

(Img Source: <https://neilpatel.com/blog/12-ad-copy-strategies-thatll-double-your-ctr-and-increase-your-roi/>)

And finally, here's one that mentions how many leads were captured in the past month with their landing page software:



(Img Source: <https://karolakarlson.com/best-facebook-ad-examples/>)

- **Scarcity and Urgency.** Alright, the last thing I suggest you do with your Facebook ads is to use scarcity and urgency when you can. For instance, you can do that by making something a limited time offer or available for the first 50 signups only or whatever.

OK, now that we've talked about Facebook ads, let's move on to Google AdWords. With AdWords, you don't have the opportunity to use images, so the focus here is strictly on your copy.

The copy you can write, however, is pretty limited--you get two headlines that can't be more than 30 characters each--those headlines are separated by a dash--and then you also get 80 characters for your description. Those limitations really force you to communicate your main idea in a concise way.

Having said that, now let's talk about things you're going to want to keep in mind when you create copy for Google AdWords:

- **Write a Great Headline.** Unfortunately, most people won't spend time leisurely studying your ad. What they're going to do is quickly scan it, see if it offers some type of value to them, and then, either click through or look farther down in the search results.

With that in mind, you really want to make sure you come up with a great headline-- that'll be the most important part of your ad.

So, let's talk about some of the [best headline formulas](#) you can use when creating Google ads:

- **Keyword + Benefit** - This headline is as simple as they come, but it can be highly effective. An example of this would be something like: Beautiful Flowers & Bouquets - Same Day Delivery Available
- **Keyword + Location + Value Proposition** - This is a great one to use if you provide a local service. When people search for a chiropractor, for example, they typically enter something like Chiropractor and then the city. So, with this formula, you might make your headline: Portland Chiropractor | First Exam Is Free. Call Now.
- **Ask a Question** - A question can really jump out and command prospects' attention. For example: Need a Last Minute XMas Gift? | Guaranteed Delivery by 12/24
- **Odd Numbers** - Now, I mentioned in the Facebook section that numbers can make your ad more effective. That's especially true when the numbers are unusual ones--the number 5,659 is so oddly specific that it seems more legit than 5,000. Here's an example of what I'm talking about: Local Tax Preparation - \$85,378 Saved in January
- **Keyword + Overcome Objection** - You can also reverse this order. Let's say for example that you're writing copy for an SEO company. The biggest concern prospects might have is, "Can this company actually get me on page one of Google's search results?" So, a headline you could use is: SEO

Company - Our Clients Are On Page 1 or like I said, you could phrase it: Our Clients Are On Page 1 - SEO Company

- **Offer a Deal** - Alright, the final one I'm going to discuss here is offering a deal. Marketers use this one a lot. For example, you might see something like: Frye Boots at DSW Shoe Store - Buy a Pair, Get a Pair Free; OK, those are the headline formulas I'd recommend, now let's talk about other things you'll want to consider when you're creating your Google ads.
- **Avoid Broad Ads.** If you go too broad with your ads, they'll be less effective. For example, let's say someone did a search on Google for Frye men's boots and came across both of these ads:

Get Frye Boots for Men

Shop a great selection of Frye Men's boots at Nordstrom Rack.

Find designer Frye Men's boots up to 70% off and get free shipping over \$100.

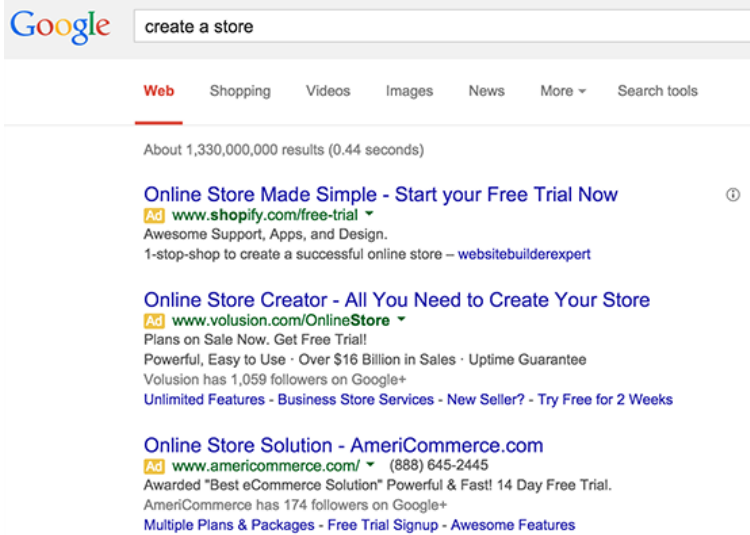
Frye Mens Boots

We offer 1000s of boot brands.

Deals on Frye Men's Boots.

As you can see, the top ad is far more compelling than the generic one below it. So, definitely keep that in mind when you're writing your copy and keep your focus narrow.

- **Use "You" and "Your."** Remember that your prospects have a desire they're trying to fill. Rather than keeping the focus on you and your brand, think about what your customers want and how you can fulfill that need. Then, use "you" and "your" language to appeal to them. Check out this example I found on Neil Patel's site.



(Img Source: <https://neilpatel.com/blog/12-ad-copy-strategies-thatll-double-your-ctr-and-increase-your-roi/>)

You can see here how Shopify uses "Start **your** Free Trial Now" language, whereas Volusion uses "All **You** Need to Create **Your** Store." Compare both of those to AmeriCommerce's "Online Store Solution" which doesn't really speak to prospects at all.

- **Consider Your User's Objective.** Before even starting to write your ad, spend a minute thinking about what your prospect's objective is. For instance, let's say you're a chiropractor. While your clients' end goal is to alleviate pain, they may have other goals like to find a chiropractor who accepts their insurance plan or who offers evening and weekend appointments. Use what you know about your prospects' desires to craft your copy. For instance, here are 3 different headlines you could write about this subject:

Portland Chiropractor - Accident and Injury Therapy

Portland Chiropractor - Book a Night/Weekend Appt Now!

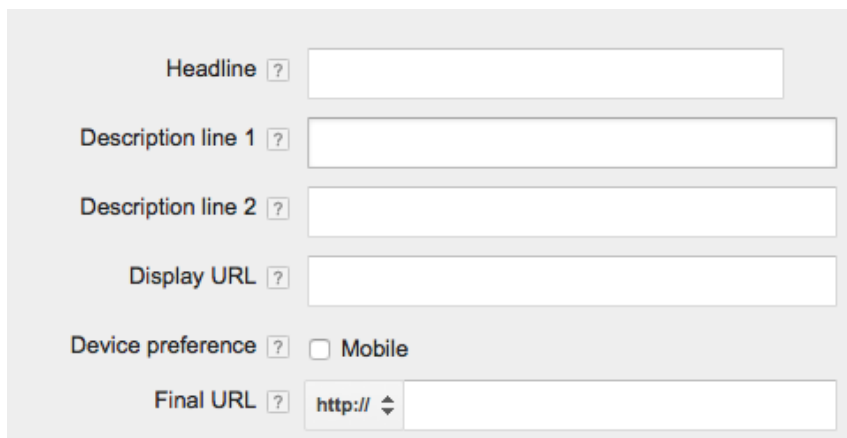
Portland Chiropractor - Most Insurance Plans Accepted

The first example is a wasted opportunity. It's obvious that a chiropractor offers therapy to people who've injured themselves or been in accidents. That's pretty much what chiropractors *do*.

You could strengthen this ad by perhaps appealing to accident victims directly with a question like, "Been in a Car Accident?" and saying you'll work with their insurance or help with whiplash or whatever, but the way it's written currently, all it does is state the obvious.

By contrast, you can see that the next two headlines clearly address issues important to most clients. So, the lesson from this is that you want to spend time thinking about your prospects' desire and then, write copy that explains how you can help them fulfill that desire.



- **The Right Format.** OK, the last thing I'm going to cover in this section is the kind of copy you'll want to [include in each section](#) of your ad. For instance, the Google AdWords' interface shows you a screen that looks like this:



The image shows a screenshot of the Google AdWords interface. It features several input fields and a dropdown menu. The fields are labeled as follows: 'Headline' with a question mark icon, 'Description line 1' with a question mark icon, 'Description line 2' with a question mark icon, 'Display URL' with a question mark icon, 'Device preference' with a question mark icon and a radio button next to the word 'Mobile', and 'Final URL' with a question mark icon, a dropdown menu showing 'http://', and an empty input field.

(IMG Source: <https://www.acquisio.com/blog/agency/5-tips-adwords-copy-experts/>)

Now, we've already talked about what you're going to put in the headline, but we haven't discussed yet what you're going to want to write in the description lines, so let's get into that now.





In the first description line, I'd suggest writing copy that describes the benefits of your product and service in greater detail or that talks about your unique value proposition.

The second description line is where your call-to-action should go. Even though its Google AdWords, you don't want to leave out the CTA. If you want, you can also use this line to describe your benefits in greater detail, if you have enough space to do so.

And that's it! Although I want to quickly mention here that if you have access to A/B split testing software like Testly, I'd strongly encourage you to split test various headlines and CTAs to see which lead to higher conversions. I'm a big proponent of split testing, because I've seen firsthand how it can really improve click-thru-rates.

Alright, we've reached the end of this chapter. In the next chapter, I'll get into VSLs which I know is a hot topic for a lot of you. See you there!



● SHORT VSLs: 90 SECONDS

Hey everyone--so in the last chapter, we talked about writing ads for Facebook and Google AdWords. Now we're ready to move on to the final section of this book, video sales letters or VSLs.

So, let's start out by talking about 90-second VSLs which are pretty easy to write once you have the structure down. Most of your VSLs are going to be longer than this, but from time to time, you might have an upsell you want to create a VSL for.

An upsell is an add-on product you try to sell to a customer when they're in the process of checking out on your website. Anyways, about the only time I'd recommend doing a VSL this short is for upsells. Anything beyond that and you'll probably want to go with a longer VSL.

Alright, let me get started by quickly going over a 90-second VSL script I created as an example. I have a product I give away for free--called the Big Book of Split Testing Ideas--and during the checkout process, here's an upsell I might use to sell my A/B split testing software, Testly:

"Hey, it's Brad, and I just wanted to congratulate you for claiming your free copy of The Big Book of Split Test Ideas. I know you're going to love having tons of new ideas for optimizing your pages. But to do that, you'll need to run tests using split testing software."

"Yet, there's a *huge* problem with traditional split testing software. It actually takes 9 LOSING tests before you uncover 1 winning test. If you ran 1 test a week, it would take you two months before you'd get a winning test. And over those two months, you'd be losing *thousands of dollars* in lost conversions."

"Fortunately, there's a solution. My split testing software, Testly, uses screen recordings to track visitors as they navigate your site. With real-time access to their mouse movements, keystrokes, and scrolling, you'll learn *immediately* why they bought or didn't--meaning you can start optimizing pages and making more money from conversions right away."

"Because of your interest in my split testing book, I'm offering you an incredible deal today only. Sign up now for a free 14-day trial of Testly. If you like it, continue on with my Professional Plan for businesses with 1,000,000 users. Usually I charge \$777/month for this, but because of your interest in my book, once your trial ends, you'll lock in a lifetime rate of just \$49/month."

"To take advantage of this special risk-free offer, you must act today. Click the "I want a free 14-day Testly trial" checkbox below for immediate access to Testly, and start enjoying higher sales right away."

So I'm going to break down the pieces of that VSL for you in a minute, but before I do, I just want to mention here that short upsells like these work best for inexpensive, easy-to-understand items.

Split testing software is something a bit more complex so the actual VSL I created for my site was closer to five minutes in length. However, the script I just went over is a good illustration of the basic 7-part VSL structure you want to use. It goes like this:

1. Intro
2. Relevance
3. Frustration
4. Solution
5. Benefits
6. Deal
7. CTA

Alright, let's talk about each of those parts.

1. The Intro

So, the first section is the intro. In the intro, you're going to say hello, briefly introduce yourself, and tell them they're going to love what they ordered. Pretty simple, right? Here's an example from my VSL script:

"Hey, it's Brad, and I just wanted to congratulate you for claiming your free copy of The Big Book of Split Test Ideas. I know you're going to love having tons of new ideas for optimizing your pages."

2. Relevance

OK, the next thing you're going to want to do is establish relevance, meaning that whatever upsell you're trying to make, it should be for something you think your prospect wants. It would be ridiculous, for example, for me to try to sell my Fat Loss Factor System during the checkout process for my split testing book.

You would think this goes without saying but marketers do stuff like this all the time. So, this is the point in the VSL where you want to use language like, "Because you're going to love X, I know you'll also love Y," or some other type of transition to your upsell product. Here's how I did it:

"I know you're going to love having tons of new ideas for optimizing your pages. But to do that, you'll need to run tests with split testing software."

By the way, it's important not to imply here that they can't get great results with the product they're buying, unless they also purchase your upsell product. That frustrates prospects and makes them feel like they're being scammed.

Your upsell product should be something for those who want to go the extra mile, not an essential product to get great results. For instance, in this example, a person can still run great split tests whether or not they sign up for a free trial of Testly--my software will just help them get faster results.

3. Frustration

Here you're going to want to touch upon the pain points and frustrations your prospect will experience trying to get results without your upsell product. While the sections we just went over should only take about 1-2 slides each, you can use 5-6 slides here to really get your point across. So, for example, you'd say something like this:

"Yet, there's a *huge* problem with traditional split testing software. It actually takes 9 LOSING tests before you uncover 1 winning test. If you ran one test a week, it would take you two months before you'd get a winning test. And over those two months, you'd be losing *thousands of dollars* in lost conversions."

4. Solution

Now, you're ready to introduce your solution. This is kinda self-explanatory--here's what I wrote:

"Fortunately, there's a solution. My split testing software, Testly, uses screen recordings to track visitors as they navigate your site."

5. Benefits

OK, here's where you want to get into the benefits of your solution. How does it solve their problems? In what way will it make their life better? For example:

"With real-time access to their mouse movements, keystrokes, and scrolling, you'll learn *immediately* why they bought or didn't--meaning you can start optimizing pages and making more money from conversions right away."

Because this is a super-short VSL, you won't have a lot of time to get really detailed about benefits--which is why short VSLs like this one should be used for easy-to-understand, inexpensive items, but you can see the general idea here.

6. Deal

You want to give them the so-called "deal of a lifetime" here. Because you're trying to encourage an impulse purchase, you want it to be a no-brainer. So, here's what I wrote for mine:

"Because of your interest in my split testing book, I'm offering you an incredible deal today only. Sign up now for a free 14-day trial of Testly. If you like it, continue on with my Professional Plan for businesses with 1,000,000 users. Usually I charge \$777/month for this,

but because of your interest in my book, once your trial ends, you'll lock in a lifetime rate of just \$49/month."

You'll note that in my deal, I used urgency by saying that my deal was available today only. In a longer VSL, I'd go into more detail about that, explaining that if they went to my website right now, they'd find that they'd have to pay \$777/month for this plan, and this is the only way to lock-in such a great lifetime price.

7. CTA

OK, just like with any other copy you write, you'll want to end with a CTA. So, tell them what you want them to do and let them know what they can expect. For instance, is it a digital product that they'll get immediate access to? Is it a physical product that'll be shipped out with their order? Here's an example:

"To take advantage of this special risk-free offer, you must act today. Click the "I want a free 14-day Testly trial" checkbox below for immediate access to Testly and start enjoying higher conversions right away."

And that's it! That's the basic 7-part structure you want to use for short upsells, and you'd write it using all the same copywriting principles we've discussed throughout this book, so you'd focus on benefits, use "you" and "your" language, keep the tone conversational, etc.

We've reached the end of this chapter. In the next chapter, I'll teach you how to write 5-minute VSLs.

● SHORT VSLs: 5 MINUTES

Hey everyone--so in the last chapter, we talked about 90-second VSLs--the kind you might write for an upsell. Today, we're going to talk about longer VSLs--those that are right around the 5-minute mark.

Before I get into them, you might be wondering exactly what the right length is for a VSL. The answer is that there are no hard-and-fast rules. You should write whatever it takes to make the sale and no more. Figuring out exactly what that is, is the tricky part.

Anyways, to keep things interesting, I'm going to walk you through a VSL structure you can use that hits around the 5-minute mark, but this time, I created it for a product I used to sell, Flawless under eye cream which is part of the truVitaliti skin care line.

I actually sold my company, truVitaliti, but I thought that since we used Testly as an example in the last one, it would be kind of dull for you to hear similar copy a second time, so this time around, our VSL is for eye cream.

The basic 5-minute VSL structure is like this:

1. Grab Prospects' Attention
2. Discuss & Agitate the Problem
3. Introduce the Solution
4. Establish Credibility
5. Offer Proof
6. Describe What They'll Get & Reveal the Price
7. Urgent CTA

Let me walk you through what that looks like...

1. Grab Prospects' Attention.

You want to startle your prospects so they're intrigued to find out more. The best way to do this is with a shocking statement or an open loop. So, let me give you an example:

"Attention: Anyone Concerned About Wrinkles. Would you like to look 5-10 years younger in five minutes--*without* Botox, surgery, or fillers? In a minute, I'll tell you how you can but first, let me explain something about wrinkles."

So note that in this example, I really used three different ways to get prospects attention. First, I actually used the phrase, "Attention: Anyone Concerned About Wrinkles." Then, I made a shocking statement by suggesting that my prospects could look younger in five minutes without surgery. Finally, I created an open loop by telling them I'd reveal how later.

OK, moving on...

2. Discuss & Agitate the Problem.

At this point in your VSL, you want to state what the problem is and why it's a problem. Don't be shy here, because once you've identified the problem, the point is to pour salt in the wound...to discuss the frustrations your prospects are experiencing so that when you mention your solution, they're primed for it.

For instance, here's what I wrote for our example:

"Wrinkles occur around the eye area first. That's because the skin around your eye is like tissue paper--thin and fragile. That skin is also under continuous strain, because you have 22 muscles around your eyes that are in perpetual motion, and you're blinking 10,000 times a day.

"That's why the eyes always show signs of aging first. As you get older, wrinkles set in, fine lines develop, and the dreaded crow's feet appear--all around the eye area. Unfortunately, wrinkles around the eyes can age you by by years, making you look much older than you actually are.

"There's not much you can do about them either. Sure, you can try creams, serums, and makeup to hide them, but none of those work very well, making you feel discouraged and frustrated that there's no way to hide visible signs of aging.

"It seems like no matter what you try, the lines never go away, making you feel less confident, less attractive, and older than you really are."

Now if I were actually creating this VSL, I'd also discuss the problems with alternatives like Botox and surgery, but I think you get the general idea here, so let's move on.

3. Introduce Your Solution.

This part is pretty much self-explanatory. Once you've really hit upon and agitated your prospect's pain points, you're ready to tell them about your solution. So, I might say something like:

"If you're bothered by the wrinkles around your eye area, I have great news for you--I've developed Flawless, a truly remarkable eye serum. It uses a newly discovered, safe neuropeptide called Argireline to reduce the appearance of wrinkles around the eyes within *minutes*.

It works the same way Botox does, but unlike Botox, it doesn't require a doctor's visit, a painful injection, or hundreds of dollars every couple months to maintain the results. Instead, you simply apply a pea-sized amount of cream to your under eye area and gently fan until the cream sets in. As you do, the muscles around your eyes relax, so you look years younger--instantly."

4. Establish Credibility.

At this point, you want to explain why your prospect should trust you. This being a brief VSL, you don't want to give your resume. Instead, just offer up a few key bullet points on why you're an authority in this area. For my actual truVitaliti VSLs, I partnered with a doctor and she read the scripts I wrote.

5. Offer Proof.

Alright, here's where you want to offer proof--think of three things you can show your prospect to convince them your solution does what you say it will. For example, you could offer up testimonials, display before-and-after pictures, mention studies, etc. Use the best proof you have to really sell your prospects on your product.

6. Describe What They'll Get & Reveal the Price.

Here's where you want to tell your prospects what they'll get with your offer and how much it'll cost. So, for example, I might write something like:

With Flawless, You Can Say Goodbye To:

- Fine Lines Around the Eyes
- Unsightly Dark Circles
- Deep Under Eye Wrinkles
- The Dreaded Crow's Feet

Enjoy the Effects of an Eye Lift (Without Surgery!):

- Radiant, Glowing Skin
- Smooth, Even Texture
- Lighter, Brighter Under Eye Area
- More Youthful Appearance

And I've got great news for you--my Flawless serum only costs \$49, and one tube lasts about six months, making it an incredible value.

7. Urgent CTA.

OK, now you're ready to move on to your CTA. I'm describing it as an urgent CTA, because prospects won't hurry unless you give them a reason to. Unfortunately, if they don't buy your product while they're actually watching your VSL, the chances of them returning to do so later are pretty much nonexistent.



So, you're going to want to give a compelling, honest reason why they should make a purchase right now. Maybe you're offering a special discount for your VSL viewers or maybe you only have a limited quantity in stock or maybe you're throwing in a special bonus that they can only get now or whatever. Bottom line is that you want to tell them what they need to do and why they need to do it now.

Example:

"If you want to look 5-10 years younger in minutes, you need to act now. Because demand for Flawless was much higher than I expected, I have limited inventory on hand.



If you're watching this video, there's still some left but my supplies are running low, so you don't want to wait. Click the orange, "I want Flawless" button below this video right now, and you'll be taken to a secure checkout page. Once you complete your order, I'll process it immediately, so you can enjoy a more youthful appearance right away."

And that's really how it's done. Anyways, there are no hard-and-fast rules about what to include in your VSLs and you'll find plenty of different VSL formulas all over the web. But this is one I happen to like for videos that aren't too long and don't require a whole lot of explanation to make the sale.



If I were doing an actual VSL for Flawless, I'd go into more detail about how the Argireline neuropeptide works and I'd discuss my guarantee. But short scripts like this one are usually going to be for inexpensive products that prospects don't have a whole lot of resistance to, so I opted not to do that here.

In our next chapter, we'll go over how you to structure a longer VSL. When you're ready, I'll see you there.



● LONG VSLs PT. 1



Hey everyone--so now that we've covered shorter VSLs, we're ready to move on to long ones. I know that many of you taking this chapter and use my course-creation software, Doodly, and if you do, you're going to find this chapter especially useful.

If you're not using Doodly or VSLs, you're still going to get a lot of helpful information from this chapter, because VSLs are awesome sales tools. They're actually a really great way to get someone's attention and keep it for a long period of time--as long as you keep your prospects engaged, you have a lot of time to persuade them to buy.

To help you create a great VSL, I'm going to share with you my proven VSL formula. This is the formula I used to create a VSL for Fat Loss Factor RX and I got a conversion rate of 7% which is really high for that type of product.

OK, so let me show you the formula right now and then, I'll get into the specifics of each step:

My Proven VSL Formula

1. Use an Open Loop
2. Say Who It's For
3. Tell 'Em Their Problem Isn't Their Fault
4. Introduce Yourself

5. Establish Credibility
6. Drop a Hint About What You're Going to Reveal
7. Tell Your Story
8. Offer Proof It Helps Others
9. The Big Reveal
10. Explain Why the Big Reveal *Matters* to Your Prospects
11. Introduce Your Solution
12. Handle Objections
13. Bonus #1
14. Bonus #2
15. Price Reveal
16. Minimize the Price
17. Call-to-Action (CTA)
18. Testimonials
19. Bonus #3
20. Strong Guarantee
21. Sum Up Your Entire Offer
22. Repeat Your CTA
23. Describe What Happens Next
24. Remind Them of Their 2 Choices.
25. Repeat Your CTA.
26. Add Urgency or Scarcity.
27. Repeat Your CTA.

Anyways, those are the steps I recommend using to write your next VSL Along with my VSL formula, you're also going to get the transcript of my Fat Loss Factor VSL with this chapter, so you have an easy reference.

Now that we've gotten that out of the way, let's start with the first step.

1. Use an Open Loop.

We've discussed open loops before but again, they're really just teasers. Basically, you're hinting at something interesting you're going to share with your prospects further along in the video.

This is pretty much a time-honored tactic copywriters like to use, because it works so well. If you can get your prospects' attention--and keep it--while subtly persuading them they need your product, you're halfway toward a conversion.

When copywriter Victor Schwab compiled his list of 100 good headlines, many of them used open loops and that was way back [in 1941](#). Among them, he included headlines like:

A Little Mistake that Cost a Farmer \$3000 a Year

The Secret of Making People Like You

Why Some People Almost Always Make Money in the Stock Market

As you can see, all of these headlines create intrigue and make a prospect want to stick around to find out what you're going to reveal.

So to create an open loop, you want to think of something that's interesting enough to the prospect that they'll be willing to watch your VSL to find out the answer.

For instance, with the Fat Loss Factor VSL, I started right off by saying, "In this video, I'm going to reveal my #1 fat-burning tip." Then, I kind of upped the ante by telling them I could guarantee they've probably never heard of it before, but it explains why popular, well-known diets like Atkins, Weight Watchers, and Paleo work for some people, but not for others.

As you can see, prospects have a compelling reason to stick around, because anyone who wants to lose weight is going to want to hear about a fat-burning tip that they've never heard of before.

By the way, I've also gone into a bit more detail in the actual VSL than I'm going to go into here. The entire VSL I wrote for Fat Loss Factor is 15 pages, which is about a half-hour long. While that tends to run on the lengthy side for a \$47 product, I knew that with the weight loss industry in particular, people tend to be very skeptical--most dieters have been trying to lose weight for years, so I had a lot of objections to overcome. While it's on the longer side, I removed any copy I felt didn't move my persuasive argument along.

OK, moving on...step 2 is to say who it's for.

2. Say Who It's For.

You want your prospects to realize that yes, your product is designed to help them specifically. This has two benefits:

1. You're steering people away from your products who are going to get bad results. These are the kind of sales you don't want to make anyway, because you don't want a bunch of vocal people online saying your product sucks.
2. You're further convincing what I'll call your "ideal prospects," that you can help them. The more they see themselves in the description you paint, the more likely they'll want to stick around and hear what you have to say.

So, when I got to this section, I used text like, "This tip is most effective if you've been yo-yo dieting for years and never manage to keep weight off for long."

3. Tell 'Em Their Problem Isn't Their Fault.

As a general rule, it's probably not a good idea to walk around blaming your problems on circumstances outside your control.

However, that isn't how most of your prospects think and that's what this section is about. This section takes the pressure off them and helps to alleviate some of the blame and self-doubt they feel. It also helps sell the prospect on your product.

Take Fat Loss Factor, for example. If a person believes they can't lose weight because they don't eat right or exercise enough, they'll have a hard time buying the notion that my weight loss system's going to help. But if they believe that the reason they can't lose weight is because they didn't have the information they needed to be successful, I've positioned my product as something that can help them reach their goal.

So, in my VSL, I used a line like, "If you've struggled to lose weight in the past, it's not your fault. Without knowing what I'm about to share, you were fighting an uphill battle."

OK, moving on, the next step is to introduce yourself.

4. Introduce Yourself.

At this point, you just want to tell your prospects who they're listening to. This doesn't have to be you, by the way. You can hire someone to read your script or, if you're selling a health product, for example, you can find a doctor to endorse your product and write the script as if he or she were the one speaking.

For example, in my script, I used Dr. Livingston, my old college roommate, because we're partnering on this project together.

So, you'd use a line here like, "I'm Dr. Livingston."

The next step is to establish credibility.

5. Establish Credibility.

Why should someone listen to you? What makes you an expert on this topic? Don't be too explicit here, but make sure you provide enough information, so your prospects feel like you're an authority on this subject.

For instance, "I'm a certified advanced nutritionist, speaker, author," etc.

Your next step is to drop a hint about your solution.

6. Drop a Hint About What You're Going to Reveal.

While you don't want to reveal your solution just yet, you *do* want to keep people excited about what they're going to learn. So, in the case of Fat Loss Factor, I said something like, "Today I'm going to share with you a discovery that's helped people all over the world shed extra pounds, lose stubborn belly fat, improve immune function, sleep better, look and feel younger, etc."

7. Tell Your Story.

Now that you've gotten them intrigued, it's time to share your story. Remember you're going to want to do this using the storytelling principles we talked about in the Webinar Core Concepts Part 1 chapter. So, you'll talk a little bit here about your background, your desires, the struggles you faced, and the transformation you experienced.

In the case of my friend, Charles Livingston, I talked about how he used to be ripped but grew soft as he got older. Fortunately, he was OK with me writing that, because he wants to sell a lot of our Fat Loss Factor System too.

Then, the VSL talks about how using the solution he developed, he was able to get really great results in a short amount of time. It's at this point that he shows before-and-after photos of himself in the video.

Once you've shared your story, you're ready to move on to the proof part of your VSL.

8. Offer Proof It Helps Others.

Here's where you're going to want to show proof your product works. You could have just gotten lucky with your results so you want to show why that isn't the case.

For many of you, you might not have actual proof in the form of case studies or statistics. That's fine. While hard evidence is always great for building your case, stories work well here and are usually more interesting.

At this point in my VSL, I launch into the story of Dr. Livingston's client, Lori, who lost 100 pounds on Fat Loss Factor. I describe the various challenges she had losing weight and explain how easy the system was for her and how much she's transformed--not just by losing weight either. I also talk about how her weight loss affected her self-esteem, self-confidence, and relationships.

When you think about it, losing 100 pounds is more of a feature. People don't want to lose 100 pounds--they want to have all the things they think come with a smaller body like feeling better about themselves, finding a partner, being healthier for their kids, etc.

In this section, I also included before-and-after photos.

Moving on, our next step is the big reveal.

9. The Big Reveal.

Now you're finally ready to close the loop you began when the VSL first started. Hopefully along the way, you dropped hints about your big secret to keep your prospects intrigued until you got to this part.

So, in my VSL, I tell a story about Dr. Livingston drinking a glass of wine at a California winery, getting violently ill, and realizing he suffers from Asian Flush Syndrome--that's what the disease is really called, by the way. Anyway, it was this experience that made him start to think about the role liver health plays in weight loss. Then, I explain why that is.

As you can see, my big reveal is the liver's impact on weight loss, and I'm using my open loop to build a case for the liver detox solution I'm selling.



Another thing to note here is that once you start talking livers, enzymes, bile and other things that are difficult for the average person to grasp, people start to tune out. So, here's where you'll want to use analogies to keep things simple.

For example, in my VSL, I wrote, "Think of a pan that's caked with grease--bile is like the liquid detergent that cuts through the grease, breaking down fats." That's way more interesting than mechanically reciting how bile works, and it also paints a really clear visual.

Alright, now you're ready to move on to the next step, which is to relate the big reveal to your prospects.

10. Explain Why the Big Reveal Matters to Your Prospects.

Why should they care? How is this information relevant to them? You don't want to hope they'll draw the right conclusion here. Instead, you're going to want to explicitly point out why this information matters to them.





So, in this section of my VSL, I say that age plays a huge factor in liver health. I drive the point home by saying that, "Anyone who eats foods containing even small amounts of fat--like eggs, chicken, and potatoes--can develop an unhealthy liver, leading to weight gain."

Finally, I tell them that it can take years for abnormalities to show up in liver lab tests, but my prospects may have a sluggish liver if they suffer from any one of the following conditions--then I name about a dozen really common conditions that virtually everyone experiences at least one of.

That, by the way, is an example of how copywriters will name something to quickly communicate a complex term. I feel pretty certain that there's no medical condition referred to as a "sluggish liver." However, it pretty quickly gets the point across without getting into specifics.

Alright everyone--I think rather than continue on with this chapter, I'm going to cut it off here so it doesn't get too long. In the next chapter, we'll cover the rest of the long-form VSL formula. See you there.



● LONG VSLS PT. 2

Alright, welcome back--you're almost done with this book. I'm just going to finish up going over my VSL formula with you, and then you'll be ready for the final chapter, the book conclusion.

So, let me just quickly display my VSL formula as a refresher. Here it is and if you recall, we've already covered the first 10 items.

My Proven VSL Formula

1. Use an Open Loop
2. Say Who It's For
3. Tell 'Em Their Problem Isn't Their Fault
4. Introduce Yourself
5. Establish Credibility
6. Drop a Hint About What You're Going to Reveal
7. Tell Your Story
8. Offer Proof It Helps Others
9. The Big Reveal
10. Explain Why the Big Reveal *Matters* to Your Prospects
11. Introduce Your Solution
12. Handle Objections
13. Bonus #1
14. Bonus #2
15. Price Reveal
16. Minimize the Price
17. Call-to-Action (CTA)
18. Testimonials
19. Bonus #3
20. Strong Guarantee

21. Sum Up Your Entire Offer
22. Repeat Your CTA
23. Describe What Happens Next
24. Remind Them of Their 2 Choices.
25. Repeat Your CTA.
26. Add Urgency or Scarcity.
27. Repeat Your CTA.

Because you've seen this before, I'm just going to get right into it and start at #11, which is where you introduce your solution.

11. Introduce Your Solution.

This is the moment you've been waiting for--you're finally ready to tell your prospects about your offer. If you did a good job on the steps *before* this one, your prospects are going to be really interested to learn about what you're selling.

So, in this section, I explain what it is I've created, how it's going to help my prospects, and I tell them what they can expect--in this case, for example, they'll get an e-book outlining my liver detox plan.

12. Handle Objections.

Naturally, your prospects are going to start thinking of all the reasons your solution might not work for them--no one wants to be taken for a ride. So, here's where you'll identify all the objections your prospects have and then, start countering them.

In my VSL, I explained how Fat Loss Factor helps people reach their weight loss goal no matter how many pounds they need to lose, and it doesn't require them to give up their favorite foods to do it.

Earlier on in the VSL, I had already dropped hints about my discovery, saying that it worked for men *and* women, and that it explains why other popular diet programs they may have tried haven't worked for them in the past.

So, my prospects' main objections have been covered pretty thoroughly. There are probably other objections related to meal planning and exercise, but as you'll see in a minute, I offered tools to overcome their resistance on those topics.

13. Bonus #1.

Moving on to your first bonus, here's where you want to sweeten the deal. If you're a new entrepreneur, you might not be thrilled about the idea of offering bonuses. But I'd recommend you do it anyway.

Bonuses are going to increase the value of the offer in your prospects' eyes and there are plenty of different ones you can add that are dirt-cheap like how-to's, templates, guides, audio files, etc.

In the Fat Loss Factor VSL, we went ahead and offered meal-planning tools like a healthy liver grocery list, a safe snacking guide, a recipe for a secret stamina shake, etc.

It's pretty common in this section to display each bonus and its value before moving on to the next one. However, I deliberately opted not to do that in this case, because the items are pretty cheap. I think it's a hard sell to try to convince someone that a stamina shake recipe is actually valued at \$50 or whatever.

So, use your best judgment here. If you think it makes your offer more desirable to list the value of your bonuses, you should definitely do so. I didn't do that because I felt like

someone's BS detector would go off if I tried to claim these tools were worth hundreds of dollars.

14. Bonus #2

OK, technically this section is optional, but if you have another bonus, now's the time to mention it. What I like to do is offer bonuses that are going to (1) increase the perceived value of my offer and (2) further convince the prospect that with my system, they're going to get everything they need to achieve their desired results.

So, for the first bonus, I offered meal-planning tools. For the second bonus, I'm giving away motivational tools like my Stop the Stress System and Eliminate Emotional Eating System. Like I said earlier, tools like these overcome buyer objections, which is why I didn't find it necessary to discuss this subject in-depth in the objection-handling section.

Anyways, once you've revealed your second bonus, you're finally ready to get into pricing. If your video's longer than 20 minutes, it's a good idea to do that by the 22-minute mark, so your prospects don't lose their patience.

15. Price Reveal.

Now before I actually revealed my price, I did a lead-in to lower people's resistance. I started out by asking how much they'd be willing to spend to never have to worry about how their body looks again.

Then, I said that previous customers told me the answer was about \$2,000. I told them they could breathe a big sigh of relief because I wasn't going to ask them to pay anywhere near that. I wasn't going to ask for half that or even 10% of that. Because I wanted my system to be affordable for everyone, I was only asking for a one-time payment of \$47, which is 90% off the original \$500 price tag.

As you can see, by introducing the price like that, I made the cost seem really reasonable. Then, I went even further in the next step by minimizing the price even more.

16. Minimize the Price.

I reminded them that their last restaurant meal might have cost more than \$47, and my plan offers much more than a meal does. A restaurant meal is enjoyed once, then quickly forgotten about.

By contrast, my system will give them a slimmer body, greater self-confidence, and higher self-esteem. Those benefits far outlast the ones you'd get from a meal out. When you look at it that way, spending \$47 on Fat Loss Factor is a bargain.

OK, once you've listed the price, you're going to want to immediately give your call-to-action.

17. CTA.

So, here's where you'd say something like, "To take advantage of this special offer, click the orange button that says, 'Give Me Fat Loss Factor,' below this video right now."

Except that isn't what I said, because my button actually says, "Next Step." Let me explain. One-hundred percent of the traffic to my Fat Loss Factor page will come from the Google Display network. The kind of traffic that you get from there doesn't like feeling "sold to" and the "next step" button is less threatening than a more direct CTA.

Ordinarily, you'd tell your prospects exactly what you want them to do here, and you wouldn't beat around the bush. But because I've tested this a ton, I know that using "next

step" works best. Almost anything you read about copywriting will tell you that's a horrible CTA but in this case, it's done on purpose.

So, there are two takeaways from this: (1) Always split test and (2) Sometimes you'll get better results by breaking commonly-accepted copywriting rules. This is one of those cases.

Alright, moving on...

18. Testimonials.

Now that I've given the price and the CTA, I want to immediately get into my testimonials. If my prospects haven't made a purchase yet but are still sticking around, they're on the fence and need more convincing.

So, I like to use about 3-4 testimonials here, and I usually start them by saying, "But don't just take my word for it about how great the Fat Loss Factor System is. Listen to what Kathy S. in San Francisco had to say about it..."

Once I've done a few testimonials like that, I reveal my final bonus.

19. Bonus #3

In this case, I gave away exercise tools to help people who lack the time or motivation to get moving. I wanted my prospects to see that my plan provides really simple exercises that virtually anyone can do that don't take a lot of time. So, I offered up my Walk for Weight Loss Challenge and Tone in 10 Exercise Protocol.

Again, these are digital files that don't cost a lot of money to make and are easy to distribute. Although they're really cheap, they get prospects more excited about the whole package they're getting.

Once you've described your third bonus, it's time to tell your prospects about your guarantee.

20. Your Best Guarantee.

You want to remove all risk here for prospects so the mindset is, "I have nothing to lose if I give this a try." So, come up with the best guarantee you're capable of giving. I like to offer a 30-day one. If for any reason someone doesn't like Fat Loss Factor, I refund every penny of their purchase, no questions asked.

21. Sum Up Your Entire Offer.

Moving on to the next step, now I sum up the entire offer. This is a real high-level overview of everything they're going to get with my solution.

So, usually, I'd say something like, "I've covered a lot here today so let me just quickly review all the things you're going to get with the Fat Loss Factor System--you're going to get the plan itself, valued at \$X. You're also going to get bonus A, valued at \$Y and bonus B, valued at \$Z, etc."

22. Repeat Your CTA.

Now that you've just summed up what an incredible value your offer is, you'll want to repeat your CTA.

23. Describe What Happens Next.

To minimize confusion and reduce your refund rate, make sure you specify what the prospect can expect next. So, you might say something like, "Once you click the 'Next Step' button, you'll be taken to a secure checkout page. Just enter your credit card details and complete your order to gain immediate online access to the Fat Loss Factor System and all the bonuses. Then if you want, you can download and save them to your computer."

Once you've done that, you'll want to put your prospects at the crossroads by reminding them of their two choices.

24. Remind Them of Their 2 Choices.

Here's where you want to let your prospects know what awaits them if they don't take you up on your offer. I like to do this by presenting them with two choices.

"As I see it, you have two choices. You can keep doing what you're doing and continue feeling frustrated and discouraged about your weight. I know how tired you are of feeling that way because I used to feel the same way.

Fortunately, there's another choice. You can give the Fat Loss Factor system a try. There's absolutely no risk to do so, and it's helped thousands of people all over the world get the body they want. Find out for yourself and start dropping your extra pounds easily, have more energy, watch your self-confidence grow, feel happier about how your body looks, etc, etc."

25. Repeat Your CTA.

Once you've presented your prospects with their two choices, repeat your CTA again.

26. Add Urgency or Scarcity.

Now I've said this before, but I think it bears repeating--you only want to add urgency or scarcity if you can do so honestly. If you tell your prospect that they won't get a better deal from you on your website and they head to it and discover you lied, you've eroded your credibility.



So, if you can legitimately add scarcity or urgency, I strongly recommend you do it because it'll increase conversions. I just read one blog recently about how someone added a special offer to a landing page along with a 20-minute countdown timer and [increased conversions by 332%](#). While that was a landing page, this tactic will help with any type of copywriting you do.

Anyways, to add scarcity or urgency, you can say you only have a limited quantity in stock, offer a discount for a short time only, give a special bonus to the first 50 people who buy, etc.

In the case of Fat Loss Factor, I had to kind of get creative, because I knew we weren't planning to use any limited-time offers. I decided to give away Dr. Livingston's email address to anyone who bought Fat Loss Factor right then, so customers could contact him directly if they had questions about the program or ran into challenges.

27. Repeat Your CTA.



Alright, now that you've made your urgent appeal, you want to repeat your CTA one last time.



And that's it! That's how you craft a VSL. By using this formula, your VSLs will convert higher and they'll be a lot easier to write.

If you have time, again I'd encourage you to check out the full text of the Fat Loss Factor VSL, because it goes into a lot more detail than I had time to cover here.

I'm going to wrap this up now, but I'll see you in our final chapter, the book conclusion.



● BOOK CONCLUSION

Congratulations! You've reached the final chapter of this book. By now, you should be feeling really good about your ability to write copy that *sells*.

Before I wrap this book up, I just wanted to give you some final pointers about copywriting. So, in no particular order, let me share with you some of the things I've learned along the way that have really helped me improve as a copywriter.

1. Rely on Your Experience.

Because we have the ability to measure the success of an ad or email or whatever, we tend to know what works and what doesn't when it comes to copywriting. That's led to a lot of copywriting "rules" that have been passed down from one copywriter to another.

While I'm not suggesting you abandon those rules, I want you to know that experience is the best teacher. Markets change, prospects grow more sophisticated, and what works well today, won't necessarily work five years from now.

So, learn from your successes and failures and continue to grow as a copywriter--don't just rely on the rules. As you become more experienced, you may find that a copywriting rule you accepted as gospel, really doesn't work well for your product.

That's when you'll want to pay attention to what your experience tells you, rather than what you've heard from others.

2. Test Everything.

You *have* to test your copy. If you're an aspiring copywriter, that might not be possible. But if you own your own business and have the ability to A/B split test copy, split testing is an investment that pays for itself.

Once you start doing it, you'll quickly realize that something as seemingly "minor" as a one-word change, can have a big impact on conversions. Even a 1-2% change in conversions can lead to hundreds--if not thousands--of dollars in additional sales.

Another benefit of split-testing is that it'll make you a better copywriter. When you have the ability to tweak your copy and test version A against version B, for example, you really start to get a sense for what works and what doesn't. Having access to those metrics will help you ramp up your copywriting skills quickly.

3. Practice Makes Perfect.

The more copywriting you do, the better you get. You can think of copywriting like a muscle that gets stronger the more you use it. When you first start writing copy, you usually end up referring to formulas a lot and overthinking every word you write. That's totally natural.

But once you've done it enough, you really get a feel for what works and what doesn't. You start to develop a rhythm, and the kind of copy that used to take hours to write, flows a lot faster. You'll also find that you become so good at crafting persuasive arguments, that you don't need to pour over copywriting formulas like you did in the beginning.

In this book, I've taught you everything you need to know to become a successful copywriter. Now you need to put those skills into practice, so they become habits. That's what will turn you into a master copywriter.

4. Emotions Are Key.

Have you ever told a funny story that was met by a blank stare? I think that's happened to all of us at one point or another. It's usually the kind of thing that makes us say, "I guess you had to be there."

While you might have told the story accurately, it bombed because you weren't able to elicit the emotional response you were looking for. That's something you want to avoid in copywriting.

The goal of any story you tell as a copywriter should be to get an emotional response from your prospects. To do that, first, you need to be able to put yourself in your prospects' shoes, so you can really understand what they're going through. Then, you need to use that information to paint a clear and vivid picture of someone they'll be able to relate to.

5. Phone-A-Friend.

The people we love are usually our biggest fans and our harshest critics. Take advantage of that by asking someone honest to listen to your copy.

For instance, if you've recorded a VSL, have someone in your real life sit next to you and watch it with you. You'll be WAY more self-conscious and you'll notice parts in the VSL that are too cheesy, too harsh, don't have impact, are boring, and so on.

The same thing holds true for any other copy you write. Have someone read your copy out loud. Hearing it like that will help you identify what works and what doesn't. You can also use that as an opportunity to ask for honest feedback and make edits based on what your mom--or whoever--tells you.

6. Study What Works.

Although I said there may be times you should throw away the copywriting rules, you first want to know what they are.

To get a really good sense of what works, study copy that's converting well. Of all the things I've done over the years to improve as a copywriter, that's what helped me the most.

I'd visit sites making lots of money and spend time analyzing the why behind the what-- basically, I tried to understand why they were doing what they were doing. As a kid, my dad used to tell me, "Brad, you're thinking too much," because I would always ask him a ton of questions.

While that may have made me a pain to parent, my curious nature really paid off as an adult. I think it's the main reason I've gotten really good at writing high-converting copy.



So, my final suggestion is to check out copy that's converting really well and figure out the why behind it--I think that'll help you master this skill even faster.

Alright, those are my final copywriting tips. Before I go, I'd just like to say thanks again for taking this book. I've really enjoyed having the opportunity to share with you everything I've learned about copywriting over the years.

And because copywriting's been so important to the success of my own businesses, I know what a game-changer this skill's going to be for you. So, I'd love to hear how it's going once you start putting what you've learned into action--my email address is :

bradcallen@bryxen.com, and I'm really looking forward to hearing your comments.

Finally, if you want to stay updated on what I'm doing and get actionable tips related to internet marketing, please friend me on Facebook--I post on there pretty regularly.



You can also visit my website at www.bradcallen.com. That's where you'll find my blog, and you can check out some of the other sales letters I created that we didn't have time to cover in this book.

Thanks again, I can't wait to hear about your high conversion rates, once you start putting these tips into action!

