

Build and Launch Effective Campaigns With Good Copywriting



Recap



- Building your brand
- Identifying your Audience
- Creating an Angle/ Niche Selection
- Building Trust
- Using Education Based Emails
- Finding Great Content

What is Copywriting



- Using written word to influence or persuade someone to take action
- Using Psychology to change your prospects inner dialogue
- Create curiosity and desire so the prospect takes the desired action


**SELLING
THROUGH THE
WRITTEN WORD**

Where do you use copywriting

- Print Ads and Flyers
- Social Media Ads
- Emails
- Youtube Video
- Audio
- Website, Blog, Articles
- Press Releases
- Landing Pages
- Lead Magnets
- Sales Pages

In a
Nutshell
everywhere
you see
someone
selling in
print

Why do you need copywriting



- Face to Face selling limitations
- Annoying your friends and family
- Scale up your current business

If you want people to buy you need to talk to them with a different type of language.

- Hot buttons
- Pain Points
- Solving their problem
- Filling a burning desire

Is it good Copy?



Are readers compelled to click
Does the prospect finish the article
Did the reader take action

How can you tell before sending? Ask yourself!

Would it grab my attention
Would I open that email
Would I feel the solution presented would work for me

How to get started



- Read sales letters
- Read your promotional emails
- If you like something-sit down and write it out word for word

Break it down, write it out, read, read read.

You cannot read and look at too much great copy

Read material from the best copywriters

Compare some bad copy to some good copy

When the light comes on and you “get it” you’re ready to get started

Putting the pen to paper



Before you begin-go to the previous lesson and ensure you are clear on
Who is your audience
What are their pain points
What problem are you solving

Give your ideal customer a name and a face and approach this like a conversation with the person you create. Really imagine how the conversation will go.

Tip: if you feel stuck here use a real paper and pen-ditch the computer and the distractions that come with it.

Two approaches to get started



Create affinity, shared experiences, interests by pretending you like them too
(this is where a passion project can really come in handy)

Create authority- be an expert

Some methodology you can use



- Compassion- show them you understand to build rapport
- Amplify the problem or pain you previously identified
- Unique selling proposition- how are you different then everyone else
- Features and benefits -how does this improve their world or solve their problem
- Action Words - Buy Now, You'll see how, Read on...
- Social proof and testimonials
- Transformation you can deliver- Before and After scenarios
- Hooks- Get their attention, answer the so what test
- Think like a salesman- Get to the next step, small yes yes yes leads to the big YES, closing the deal
- Headlines, Openers, Develop your story, Call to action/close

Let's give it a try....



Create Your Statement of Value

BEFORE

AFTER

What problem does your prospect
HAVE and what solution do you
provide...

How does your prospect FEEL
about the problem, what is his pain
and what is his desire...

What is your prospect doing on
an AVERAGE DAY before he buys
from you and after he buys

What is your prospect's STATUS

What is GOOD and what is EVIL
in your industry...

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Basics of a Great Sales Message



1. Find out what they want and go get it

2. Make a promise

3. Reverse Risk- what's the guarantee

4. Turbulence- Pattern interrupt, create curiosity they must satisfy

4. Wow- bonuses and extras, limited time offers

5. Make the offer and close

Important things to remember

- Liking- people buy from people they like
- Reciprocity- people are more willing to do for you if you do something for them
- Scarcity-people are more likely to buy if there are limited quantities or limited time
- Authority- people are more likely to buy from you if you have certifications or endorsements
- Commitment and consistency-get the little yes's to lead to the big yes.
- Social proof-case studies and testimonials
- Because- people are more likely to buy if there is a clear reason why
- Be Assumptive- speak as if the desired outcome is a forgone conclusion

Lean on your vendors

Homework!



164 Best Email Subject Lines to Boost Your Email Open Rates (2019)


<https://optinmonster.com/101-email-subject-lines-your-subscribers-cant-resist/>

How to Build an Affiliate Autoresponder Sequence without “Burning” a List


<http://www.stevescottsite.com/build-affiliate-autoresponder-sequence>

Using the niche and audience you selected last week and the information you learned today write one email that has “copywriting skills.”

Last Week's Homework



1. Pick a Niche
2. Pick 2 products that you want to promote within that niche
3. Edit or create a presell page and add opt in
4. Determine your Audience



**TRY AND FAIL,
BUT DON'T
FAIL TO TRY.**

STEPHEN KAGGWA

Spirit Science

What if I just cannot write!

Outsource it