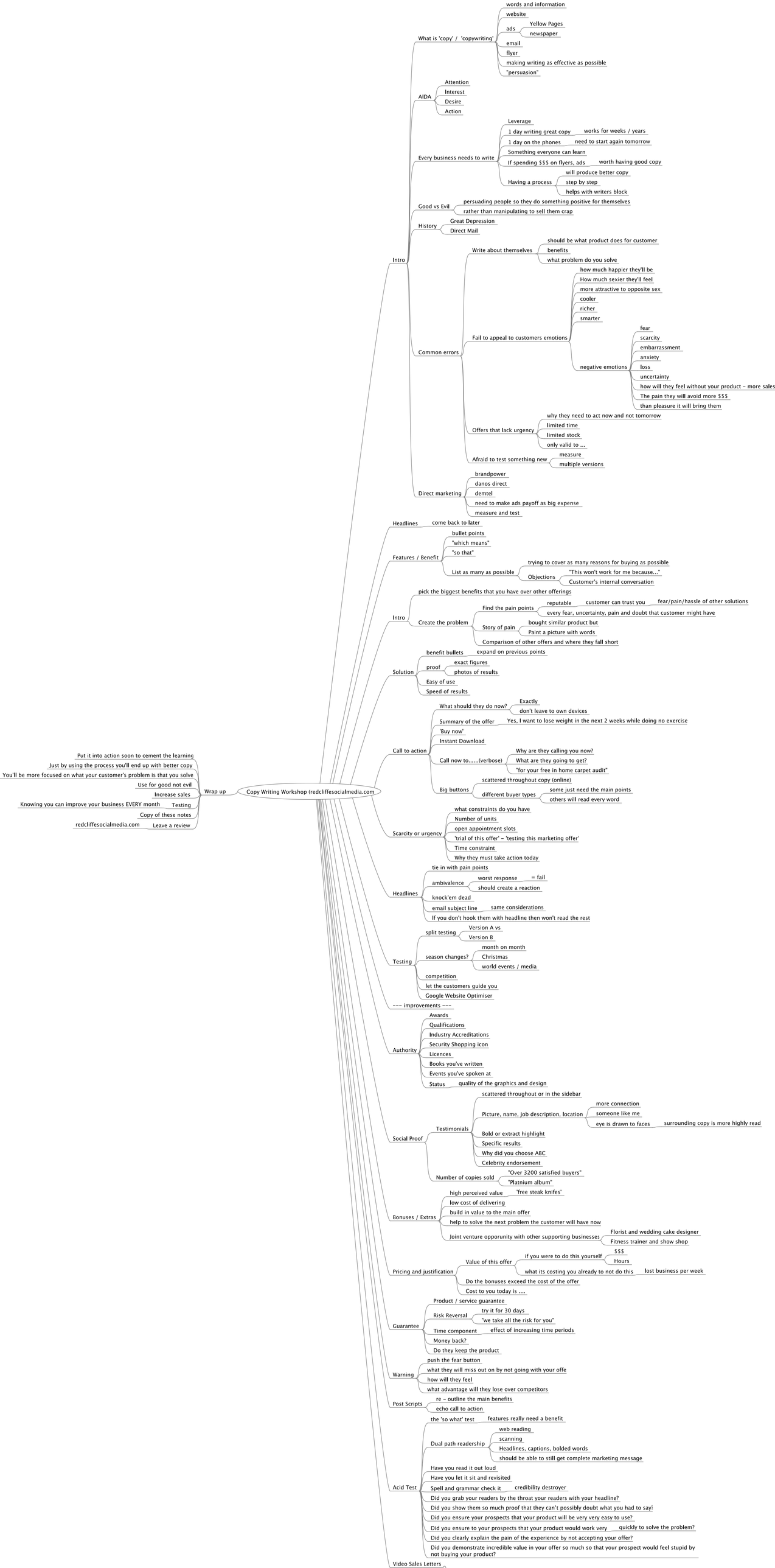
Copy Writing Workshop (redcliffesocialmedia.com
Intro
What is 'copy' / 'copywriting'
words and information
website
ads
Yellow Pages
newspaper
email
flyer
making writing as effective as possible
"persuasion"
AIDA
Attention
Interest
Desire
Action
Every business needs to write
Leverage
1 day writing great copy
works for weeks / years
1 day on the phones
need to start again tomorrow
Something everyone can learn
If spending $$$ on flyers, ads
worth having good copy
Having a process
will produce better copy
step by step
helps with writers block
Good vs Evil
persuading people so they do something positive for themselves
rather than manipulating to sell them crap
History
Great Depression
Direct Mail
Common errors
Write about themselves
should be what product does for customer
benefits
what problem do you solve
Fail to appeal to customers emotions
how much happier they'll be
How much sexier they'll feel
more attractive to opposite sex
cooler
richer
smarter
negative emotions
fear
scarcity
embarrassment
anxiety
loss
uncertainty
how will they feel without your product – more sales
The pain they will avoid more $$$
than pleasure it will bring them
Offers that lack urgency
why they need to act now and not tomorrow
limited time
limited stock
only valid to ...
Afraid to test something new
measure
multiple versions
Direct marketing
brandpower
danos direct
demtel
need to make ads payoff as big expense
measure and test
Headlines
come back to later
Features / Benefit
bullet points
"which means"
"so that"
List as many as possible
trying to cover as many reasons for buying as possible
Objections
"This won't work for me because..."
Customer's internal conversation
Intro
pick the biggest benefits that you have over other offerings
Create the problem
Find the pain points
reputable
customer can trust you
fear/pain/hassle of other solutions
every fear, uncertainty, pain and doubt that customer might have
Story of pain
bought similar product but
Paint a picture with words
Comparison of other offers and where they fall short
Solution
benefit bullets
expand on previous points
proof
exact figures
photos of results
Easy of use
Speed of results
Call to action
What should they do now?
Exactly
don't leave to own devices
Summary of the offer
Yes, I want to lose weight in the next 2 weeks while doing no exercise
'Buy now'
Instant Download
Call now to.....(verbose)
Why are they calling you now?
What are they going to get?
"for your free in home carpet audit"
Big buttons
scattered throughout copy (online)
different buyer types
some just need the main points
others will read every word
Scarcity or urgency
what constraints do you have
Number of units
open appointment slots
'trial of this offer' – 'testing this marketing offer'
Time constraint
Why they must take action today
Headlines
tie in with pain points
ambivalence
worst response
= fail
should create a reaction
knock'em dead
email subject line
same considerations
If you don't hook them with headline then won't read the rest
Testing
split testing
Version A vs
Version B
season changes?
month on month
Christmas
world events / media
competition
let the customers guide you
Google Website Optimiser
--- improvements ---
Authority
Awards
Qualifications
Industry Accreditations
Security Shopping icon
Licences
Books you've written
Events you've spoken at
Status
quality of the graphics and design
Social Proof
Testimonials
scattered throughout or in the sidebar
Picture, name, job description, location
more connection
someone like me
eye is drawn to faces
surrounding copy is more highly read
Bold or extract highlight
Specific results
Why did you choose ABC
Celebrity endorsement
Number of copies sold
"Over 3200 satisfied buyers"
"Platnium album"
Bonuses / Extras
high perceived value
'free steak knifes'
low cost of delivering
build in value to the main offer
help to solve the next problem the customer will have now
Joint venture opporunity with other supporting businesses
Florist and wedding cake designer
Fitness trainer and show shop
Pricing and justification
Value of this offer
if you were to do this yourself
$$$
Hours
what its costing you already to not do this
lost business per week
Do the bonuses exceed the cost of the offer
Cost to you today is ....
Guarantee
Product / service guarantee
Risk Reversal
try it for 30 days
"we take all the risk for you"
Time component
effect of increasing time periods
Money back?
Do they keep the product
Warning
push the fear button
what they will miss out on by not going with your offe
how will they feel
what advantage will they lose over competitors
Post Scripts
re – outline the main benefits
echo call to action
Acid Test
the 'so what' test
features really need a benefit
Dual path readership
web reading
scanning
Headlines, captions, bolded words
should be able to still get complete marketing message
Have you read it out loud
Have you let it sit and revisited
Spell and grammar check it
credibility destroyer
Did you grab your readers by the throat your readers with your headline?
Did you show them so much proof that they can't possibly doubt what you had to say!
Did you ensure your prospects that your product will be very very easy to use?
Did you ensure to your prospects that your product would work very
quickly to solve the problem?
Did you clearly explain the pain of the experience by not accepting your offer?
Did you demonstrate incredible value in your offer so much so that your prospect would feel stupid by not buying your product?
Video Sales Letters
Wrap up
Put it into action soon to cement the learning
Just by using the process you'll end up with better copy
You'll be more focused on what your customer's problem is that you solve
Use for good not evil
Increase sales
Testing
Knowing you can improve your business EVERY month
Copy of these notes
Leave a review
redcliffesocialmedia.com