

Taking the First Step Toward Better Sales Copy

Ultimately Selling is:

- Helping people get a SOLUTION to their PROBLEMS
- Help them achieve their DESIRES
- Help them elevate their STATUS

What Most People Try To Sell is:

- Product & its Features

What You Should Sell is:

Always Sell:

- Benefits
- Results
- Speed
- Time

People Buy:

- Easy
- Fast
- Safe

Pro Tip: Best Marketer Do “Deep Research”

“Deep Research” before writing a Single Word. I want to know complete in & out of that topic.

Deep Research:

- What’s your product name? Complete Knowledge of the Product.
- Describe your customers. Who are they? What demographics are they in? What do they think about themselves?
- What’s the Problem that your product is solving?
- Why is this problem of your customers painful? How would they describe it?
- What’s your customers’ DESIRED situation?
- Why do your customers want to move to their desired situation? How will their life be better after reaching the desired situation?
- Why can’t your customers achieve their desired situation on their own?
- What are the ideas & thoughts that your customers believe because of which they feel they cannot achieve their desired situation?
- Why do they believe the above things?

- What's your offer? How does it help your customers move to the desired situation?
- What results will the solution provide?
- What is the problem your product/service is designed to solve? (SMART TIP: Start by telling your story of what motivated you to create your product/service to translate your expertise in the industry.)
- How will your product solve your target audience's problem?
- What makes your product/service stand out from your competitors and what features does it have that your competitor's products/services don't?
- I want to see my competitor's Ads, Sales Page, and benefits claims on their page. (By Using Facebook Ads Library)
- Can they somehow get the same thing done on their own? Or by going somewhere else? If yes, then why should they come to you?
- If your product is broken into modules, OR has many fantastic features, write them down.
- What's the major objection that can come regarding purchasing your product? What's your answer to that?
- What will you offer as bonuses or special incentives in your offer? How will these bonuses help achieve the original outcome your customer wants?

- What is the price of your product/service? Is there any special deal they are getting on this page?
- Is there any refund policy? Mention in detail that

Read Every Single:

- Problem
- Complaint
- Demand Appreciation
- What language my customer is using

Your ideal customer is posting.

Places to read:

- Google
- Amazon Book Comments
- YouTube comments on Niche Channels
- GoodReads
- Engaged Facebook groups
- Reddit
- Forums
- Ask ChatGPT

Here's How I Write My Sales Copy: “OPSJ” Formula:

- **Opportunity** - Biggest Opportunity/Desirable Outcome your product is helping is helping with
- **Problem** - Number 1 Biggest Problems Your Product is Solving
- **Solution** - Introduce Your Solution
- **Justify** - Justify Your Solution

Make a Detailed List Of:

- Feature/Deliverables
- Benefit
- Assumed Benefits
- Pain Points/Problems
- Objections

You need to kill every objection. Even if a single objection is left, your sale is gone.

3-Step Formula:

- What - What Exactly they are getting
- Why - Why is it important
- How - How to do it

Just Your Headline Should Convey Your Sales Message To The Audience

People ONLY read the Headlines first.

If they like the messaging, they will read the whole page then.

Most Important To Convince a Person to Buy:

Trust

Fill your page with:

- Testimonials
- Case Studies
- Stats & Facts
- Good Association Photos

Note Down:

- Headlines that attracted YOU
- See Best Seller Headlines

Work Extra Hard On Your Offer

Because that's ultimately your customer will pay you money for.

If people are not given a REASON to Take Action NOW

Then Majority will NOT take action Now

Means Less Revenue

And then some will FORGET completely.

Most Important To Convert a Person to Take Action NOW

- Urgency - Limited Time
- Scarcity - Limited Quantity