



# **WRITE TO CONVERT**

**UNLOCK THE SECRET OF MASTERING  
COPYWRITING**

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# WHAT IS COPYWRITING?

**Copywriting** is simply the act of writing copy. Copywriting is the act of creating the text that used to advertise or market a product, a service or a brand.

## **So how copywriting is different from other types of writing?**

The one thing that makes copywriting different from other writing is its intent. Copywriting aims to sell something. That something might be a car (a product). It might be a restaurant (a service).

Or it might be a brand (Nike). Regardless, if copywriting is involved, that copywriting is designed to sell something

Typically, copywriting asks the reader to do something, such as buy a product, visit a website, or call a toll-free number to place an order. If a piece of text does not ask the reader to do anything, it is probably not copywriting. Creative writing entertains, technical writing explains, news writing informs, but copywriting asks readers to do something

**COPYWRITING SELLS BRANDS, NOT JUST PRODUCTS AND SERVICES.** - Apple, for example, makes a product called the iPad. They offer a service called iTunes. But the Apple name is the brand.

# TYPES OF COPYWRITING

THERE ARE FIVE MAIN TYPES OF COPYWRITING: PRINT, OUTDOOR, ONLINE, BROADCAST, BRANDING. AS A COPYWRITER, YOU MAY BE ASKED TO WRITE COPY FOR ANY OF THESE CHANNELS.

**1.PRINT COPYWRITING**, AS THE NAME IMPLIES, IS COPYWRITING THAT APPEARS ON PRINTED SHEETS OF PAPER. PRINT COPYWRITING INCLUDES NEWSPAPERS, MAGAZINES, BOTH CONSUMER AND TRADE, BROCHURES, FACTSHEETS, SPECIFICATION SHEETS AND OTHER SALES COLLATERAL

**2.OUTDOOR COPYWRITING** IS PROMOTIONAL MESSAGES THAT APPEAR IN PUBLIC SPACES. OUTDOOR INCLUDES BILLBOARDS, BUS SHELTER ADS, ADS ON THE SIDES OF BUSES, SUBWAY ADS,

**3.ONLINE COPYWRITING** IS PROMOTIONAL MESSAGES THAT APPEAR ON, OR ARE SENT THROUGH, THE INTERNET. INTERNET COPYWRITING INCLUDES BANNER ADS ON WEBSITES AND SOCIAL MEDIA PLATFORMS (SUCH AS FACEBOOK), ONLINE TEXT ADS (SUCH AS GOOGLE ADWORDS ADS), ONLINE DISPLAY ADS, PROMOTIONAL MESSAGES SENT BY EMAIL, MOBILE ADS (THAT APPEAR ON SMARTPHONES), E-COMMERCE PRODUCT PAGES.

**4.BROADCAST COPYWRITING** IS PROMOTIONAL WRITING THAT IS BROADCAST TO AN AUDIENCE USING ELECTRONIC MEANS. IT INCLUDES RADIO ADS, TELEVISION ADS, TELEVISION INFOMERCIALS, CABLE TELEVISION ADS.

**5.BRANDING COPYWRITING** IS PROMOTIONAL WRITING THAT PROMOTES AN ORGANIZATION OR AN EVENT, AS OPPOSED TO A PRODUCT OR A SERVICE.

# SPECIALIZED COPYWRITING

**SEO COPYWRITING** INVOLVES WRITING FOR THE INTERNET IN SUCH A WAY THAT THE COPY STANDS THE BEST CHANCE OF BEING RANKED WELL IN SEARCH ENGINE RESULTS. SEO STANDS FOR SEARCH ENGINE OPTIMIZATION. SEO COPYWRITING IS THE ACT OF WRITING COPY THAT IS OPTIMIZED FOR SEARCH ENGINES. THIS IS A SPECIAL SKILL

**THEN THERE'S DIRECT RESPONSE COPYWRITING;** DIRECT RESPONSE COPYWRITING IS WRITING DESIGNED TO SOLICIT AN IMMEDIATE ACTION FROM THE PROSPECTIVE CONSUMER, AN ACTION THAT CAN BE TRACKED. DIRECT RESPONSE COPYWRITING INCLUDES DIRECT MAIL AND DIRECT RESPONSE TELEVISION.

**THEN THERE'S RADIO AND TELEVISION COPYWRITING:** SELLING PRODUCTS AND SERVICES THROUGH RADIO AND TELEVISION COMMERCIALS REQUIRES A SET OF SKILLS UNIQUE TO THESE MEDIUMS. RADIO, FOR EXAMPLE, RELIES ENTIRELY ON THE SPOKEN WORD, MUSIC AND SOUND EFFECTS TO COMMUNICATE WITH POTENTIAL BUYERS

**THE FINAL TYPE OF COPYWRITING THAT REQUIRES EXPERTISE IS BUSINESS TO BUSINESS COPYWRITING:** SELLING TO A BUSINESSES REQUIRES A DIFFERENT SKILL SET THAN SELLING TO CONSUMERS.

THE MAIN THING TO REMEMBER ABOUT SPECIALIZED FORMS OF COPYWRITING IS THAT YOU CAN CHARGE MORE WHEN YOU ARE A SPECIALIST

# WHAT COPYWRITING IS NOT

**1. CONTENT MARKETING** WRITING IS NOT COPYWRITING. WRITING A BLOG POST IS NOT COPYWRITING. WRITING AN ARTICLE IS NOT COPYWRITING. WRITING THAT IS DESIGNED SIMPLY TO INFORM OR TO EDUCATE (AS MOST CONTENT MARKETING WRITING IS DESIGNED TO DO) IS NOT COPYWRITING. COPYWRITING ALWAYS SELLS SOMETHING.

**2. TECHNICAL WRITING** IS NOT COPYWRITING. TECHNICAL WRITING IS DESIGNED TO EXPLAIN HOW SOMETHING WORKS. SOME COPYWRITING PROMOTES PRODUCTS AND SERVICES THAT ARE TECHNICAL (SOFTWARE, FOR EXAMPLE), BUT THAT IS NOT TECHNICAL WRITING. THAT IS TECHNICAL COPYWRITING.

**3. PUBLIC RELATIONS** WRITING IS NOT COPYWRITING. SOMEONE WRITING A NEW RELEASE IS NOT WRITING COPY. SOMEONE WHO WRITES SPEECHES, POSITION PAPERS, MEDIA BRIEFS AND NEWS RELEASES FOR A LIVING IS NOT A COPYWRITER. THEY ARE NOT INVOLVED WITH COPYWRITING. THAT'S BECAUSE THE GOAL OF PUBLIC RELATIONS WRITING IS TO INFORM, TO PERSUADE OR TO CHANGE PERCEPTIONS. BUT THE GOAL OF COPYWRITING IS TO SELL SOMETHING. THE END RESULT OF COPYWRITING IS THAT SOMEONE BUYS SOMETHING.

IF YOU WANT TO EARN YOUR LIVING AS A COPYWRITER, REMEMBER THAT YOUR JOB IS TO PERSUADE PEOPLE TO BUY SOMETHING. YOU MAY OCCASIONALLY BE ASKED TO DRAFT A NEWS RELEASE, OR WRITE A BLOG POST. JUST REMEMBER THAT YOUR JOB AS A COPYWRITER IS TO SELL SOMETHING, TO SOMEONE, USING SOME WORDS.

**BEFORE YOU WRITE A SINGLE WORD OF COPY, IS TO GET THE ANSWERS YOU NEED FROM YOUR CLIENT. BY ASKING SEVEN SIMPLE QUESTIONS, YOU GET TWO VITAL THINGS—FACTS, AND INSIGHTS. ALL GOOD COPY CONTAINS CONCRETE, COMPELLING FACTS. AND ALL GOOD COPY CONTAINS AT LEAST ONE INSIGHT INTO WHY PROSPECTS SHOULD BUY THE PRODUCT OR SERVICE.**

**HERE ARE THE SEVEN QUESTIONS.**

**1.WHERE ARE WE SELLING?** FIRST, YOU NEED TO DISCOVER IF YOU ARE WRITING FOR AN OFFLINE AUDIENCE OR AN ONLINE AUDIENCE. THEN YOU NEED TO DRILL DOWN AND DISCOVER WHAT MEDIUM YOU ARE WRITING FOR, SUCH AS A PRINT BROCHURE, A DIRECT MAIL SALES LETTER, A FACEBOOK AD, OR A LANDING PAGE. BUT YOU ALSO NEED TO DISCOVER WHERE IN THE SALES CYCLE YOU ARE SELLING.

**2.WHAT ARE WE SELLING?** NATURALLY, YOU NEED TO DISCOVER IF WHAT YOU ARE SELLING IS A PRODUCT OR A SERVICE. BUT YOU NEED TO GO WAY BEYOND THAT. GOOD ADVERTISING ALWAYS SELLS A SOLUTION TO A PROBLEM. YOUR JOB IS TO FIND OUT WHAT THAT PROBLEM IS. WHENEVER A CLIENT ASKS YOU TO WRITE COPY TO SELL SOMETHING, ALWAYS TAKE THE TIME TO DISCOVER WHAT YOU ARE SELLING. GO BEYOND THE OBVIOUS SPECIFICATIONS AND FEATURES TO DISCOVER WHAT THE CUSTOMER IS REALLY BUYING. AND ALWAYS DISCOVER THE PROBLEM THAT THE CUSTOMER IS LOOKING TO SOLVE BY BUYING THE PRODUCT OR SERVICE THAT YOUR COPY IS PROMOTING.

**3.WHO ARE WE SELLING IT TO?** YES, YOU HAVE TWO MAIN AUDIENCES—BUSINESSES AND CONSUMERS. BUT YOU NEED TO KNOW A LOT MORE THAN JUST THAT. YOU NEED TO DISCOVER EVERY RELEVANT FACT AND INSIGHT ABOUT THEM, SUCH AS THEIR GENDER, THEIR AGE, THEIR INCOME LEVEL, WHERE THEY LIVE, AND WHAT THEY THINK IS IMPORTANT.



**4.WHY SHOULD THEY BUY IT?** PEOPLE BUY FOR RATIONAL REASONS AND FOR EMOTIONAL REASONS. YOU NEED TO DISCOVER BOTH. YOU ALSO NEED TO DISCOVER EVERY FEATURE, AND EVERY BENEFIT FOR EVERY FEATURE.

**5.WHO IS OUR COMPETITION?** YOU FACE THREE MAIN COMPETITORS. INERTIA (THE BUYER DOESN'T WANT TO DO ANYTHING). YOUR OTHER PRODUCTS (YOUR POTENTIAL BUYER IS HAPPIER WITH BUYING ONE OF YOUR OLDER MODELS). YOUR MARKETPLACE COMPETITORS.

**6.WHAT DO WE WANT THE PROSPECT TO DO?** ALL GOOD COPY IS DESIGNED TO CHANGE BEHAVIOUR. YOU WANT YOUR READER TO THINK SOMETHING OR FEEL SOMETHING OR DO SOMETHING. WHAT IS IT?

**7.WHAT IS THE SINGLE THING WE MUST COMMUNICATE OR DEMONSTRATE?** EFFECTIVE COPY IS SINGLE-MINDED. IT COMMUNICATES A SINGLE SALES PROPOSITION. YOU MUST DISCOVER THE ONE THING THAT YOUR COPY ABSOLUTELY HAS TO COMMUNICATE.

**IF YOU WANT YOUR COPY TO BE SUCCESSFUL,** DON'T WRITE TO INFORM, OR ENTERTAIN OR LECTURE. . . . .  
WRITE TO INSPIRE ACTION. . . . . INSPIRE ACTION BY GIVING YOUR COPY A GOAL. . . . . MAKE THAT GOAL SPECIFIC. MAKE IT MEASURABLE. AND THEN TELL YOUR PROSPECTIVE CUSTOMER WHAT TO DO, AND HOW TO DO IT.

TAKE MY WORD FOR IT, IF YOU ASK THESE SEVEN QUESTIONS BEFORE YOU START TO WRITE, AND IF YOU KEEP ASKING QUESTIONS UNTIL YOU GET THE ANSWERS YOU NEED, YOU'LL NEVER BE AFRAID OF A BLANK SCREEN, OR OF A DEADLINE, EVERY AGAIN. AS A BONUS, YOUR COPY WILL BE MORE EFFECTIVE

# STUDY YOUR PROSPECT MORE THAN YOUR PRODUCT

THE SWEETEST SOUND IN ANY LANGUAGE IS THE SOUND OF YOUR NAME. . . . THAT'S WHY THE MOST IMPORTANT WORD IN COPYWRITING IS "YOU."

SINCE YOUR PROSPECTIVE CUSTOMERS CARE ABOUT THEMSELVES MORE THAN THEY CARE ABOUT YOU OR WHAT YOU ARE SELLING, YOUR COPY SHOULD MAKE YOUR PROSPECTS THE HERO.

WHICH MEANS YOUR PROSPECT IS MORE IMPORTANT THAN WHAT YOU ARE SELLING. . . . YOU CAN COMMIT TO MEMORY EVERY FEATURE OF YOUR PRODUCT . . . BUT IF YOU FAIL TO DISCOVER WHO YOUR PROSPECT IS AND WHAT SHE WANTS AND WHY SHE BUYS, YOU WILL WALK HOME WITHOUT A SALE.

## **SO, STUDY YOUR PROSPECT MORE THAN YOUR PRODUCT.**

WHAT PROBLEMS DOES YOUR PROSPECT FACE THAT YOU CAN SOLVE WITH WHAT YOU ARE OFFERING?. . . WHAT KEEPS HER AWAKE AT NIGHT THAT YOU CAN SOLVE WITH WHAT YOU ARE OFFERING?. . . WHAT IS HE AFRAID OF THAT YOU CAN SOLVE WITH WHAT YOU ARE OFFERING?. . . WHAT IS SHE ANGRY ABOUT? WHO IS SHE ANGRY AT?. . . WHAT ARE THEIR TOP-THREE DAILY FRUSTRATIONS THAT YOUR PROSPECT FACES THAT YOU CAN SOLVE WITH WHAT YOU ARE OFFERING?. . . WHAT TRENDS IS SHE FACING IN HER BUSINESS LIFE OR PERSONAL LIFE THAT YOU CAN SOLVE WITH WHAT YOU ARE OFFERING?. . . WHAT DOES SHE SECRETLY DESIRE MOST THAT YOU CAN GIVE HER WITH WHAT YOU ARE OFFERING?

# YOUR HEADLINE MUST DO TWO THINGS: STOP AND COMPEL

I LEARNED EVERY HEADLINE HAS TWO JOBS TO DO, AND ONLY TWO JOBS.

**STOP THE READER. AND COMPEL THE READER.** THAT'S IT. EVERY HEADLINE YOU WRITE HAS TO INTERRUPT SOMEONE AND GET THEM TO PAY ATTENTION TO YOU. AND THEN IT HAS TO PERSUADE THEM TO KEEP READING.

EXAMPLE - "IPAD PRO. ANYTHING YOU CAN DO, YOU CAN DO BETTER."

"IPAD PRO" IS PART A, AND THE PHRASE "ANYTHING YOU CAN DO, YOU CAN DO BETTER" IS PART B.

PART A OF THE HEADLINE GRABS THEIR ATTENTION BY PUTTING THE PRODUCT NAME FIRST. THEN PART B OF THE HEADLINE GIVES THEM A REASON TO CLICK.

PART A OF THE HEADLINE FLAGS YOU DOWN BECAUSE YOU ARE LOOKING FOR AN IPAD. AND PART B OF THE HEADLINE AROUSES YOUR CURIOSITY BECAUSE IT PROMISES A BENEFIT BUT DOESN'T TELL YOU WHAT IT IS.

**THIS BRINGS ME TO MY FINAL POINT. IF YOU WANT TO WRITE EFFECTIVE HEADLINES, ONE OF THE BEST PLACES TO LOOK IS SUCCESSFUL ADS AND SALES COLLATERAL.**

# HOW TO BRAINSTORM HEADLINE IDEAS

**1. INCLUDE YOUR SELLING PROMISE** IN YOUR HEADLINE  
THE BEST HEADLINES PROMISE READERS A BENEFIT, SUCH AS FEWER CAVITIES, CHEAPER GAS, WHITER CLOTHES.

IF THERE IS ONE RULE THAT I'D SAY YOU SHOULD FOLLOW WHENEVER POSSIBLE, IT'S THAT YOU SHOULD ALWAYS TRY TO INCLUDE A COMPELLING BENEFIT IN YOUR HEADLINE.

CUSTOMERS DON'T BUY FEATURES. THEY BUY BENEFITS LIKE-

"ACHIEVE FLAWLESS SKIN WITH OUR 7-DAY SKINCARE ROUTINE"

- PROMISE: VISIBLE SKINCARE RESULTS IN A WEEK.

**2. NAME WHAT YOU ARE ADVERTISING** IN YOUR HEADLINE  
IF THE HEADLINE IS ALL THAT YOUR PROSPECTS READ, THEN AT LEAST TELL THEM THE NAME OF WHAT YOU ARE SELLING.

IF THE NAME STICKS, YOUR AD WILL HAVE AT LEAST MADE YOUR READERS FAMILIAR WITH YOUR PRODUCT.

AND THAT IS A VITAL ROLE IN ADVERTISING — KEEPING YOUR PRODUCT'S NAME AT THE TOP OF THE CONSUMER'S MIND LIKE

"OUR TOP-RATED RUNNING SHOES FOR MARATHON TRAINING"

- PRODUCT: RUNNING SHOES SPECIFICALLY DESIGNED FOR MARATHON RUNNERS.

**3. AVOID AWARD-WINNING CLEVERNESS** IN YOUR HEADLINES-

PUNS AND LITERARY ALLUSIONS MAY BE CLEVER TO YOU, BUT THEY DON'T NECESSARILY SELL YOUR PRODUCT.

# HOW TO BRAINSTORM HEADLINE IDEAS

ONLINE AND OFFLINE, YOUR HEADLINE COMPETES WITH HUNDREDS OF OTHER HEADLINES FOR YOUR READER'S ATTENTION.

READERS SKIM THROUGH THESE HEADLINES. THEY DON'T STOP LONG TO DECIPHER OBSCURE HEADLINES. CLEVER HEADLINES, WHILE THEY MAY WIN TROPHIES AT ADVERTISING AWARDS SHOWS, OFTEN SERVE TO DRAW ATTENTION TO THEMSELVES AND NOT THE PRODUCT. SO, DON'T WRITE CLEVER HEADLINES JUST TO BE CLEVER. WRITE CLEVER HEADLINES TO SELL MORE LIKE

1. "GET RID OF ACNE FAST WITH OUR PROVEN SKINCARE SOLUTION"
  - STRAIGHTFORWARD AND CLEAR ABOUT THE PRODUCT'S PURPOSE.
2. "SAVE TIME AND MONEY WITH OUR EFFICIENT HOME CLEANING SERVICES"
  - CLEARLY STATES THE BENEFITS WITHOUT RELYING ON WORDPLAY.

# HOW TO BRAINSTORM HEADLINE IDEAS

## **4. AVOID "IF" HEADLINES**

BE DECLARATIVE IN YOUR HEADLINES.

AVOID CONDITIONAL PHRASES, SUCH AS "IF YOU BUY THIS HIGH-EFFICIENCY FURNACE, YOU'LL SAVE

CONDITIONAL PHRASES DRAIN THE POWER FROM YOUR HEADLINES. SO, DO THESE THREE THINGS INSTEAD. PUT YOUR PROSPECT RIGHT INTO YOUR HEADLINE.

ASSUME THAT YOUR PROSPECT HAS THE NEED THAT YOU ARE ADDRESSING.

SPEAK AS THOUGH THE PROSPECT IS ALREADY SATISFIED WITH YOUR PRODUCT LIKE

"TRANSFORM YOUR BODY IN 30 DAYS WITH OUR WORKOUT PLAN"

- CONFIDENTLY PROMISES RESULTS WITHOUT USING "IF."

## **5. SAY THINGS IN THE PRESENT TENSE** IN YOUR HEADLINES

THE PRESENT TENSE IS STRONGER AND MORE IMMEDIATE THAN THE PAST TENSE: LIKE -

"ACHIEVE YOUR FITNESS GOALS WITH OUR PERSONALIZED TRAINING PROGRAM"

- PRESENT TENSE MAKES IT FEEL LIKE THE SOLUTION IS HAPPENING NOW.

# HOW TO BRAINSTORM HEADLINE IDEAS

## **6. MAKE HEADLINES WORK WITH THE VISUAL, NOT THE BODY COPY**

MAKE YOUR HEADLINE TELL ONE PART OF THE STORY AND HAVE YOUR VISUAL TELL THE OTHER PART.

DON'T USE A HEADLINE TO REPEAT WHAT THE VISUAL IS SAYING. AND DON'T SIMPLY ILLUSTRATE THE HEADLINE. INSTEAD, LET YOUR HEADLINE AND YOUR VISUAL WORK TOGETHER LIKE -

VISUAL: A VIBRANT PHOTO OF A BEACH VACATION.

HEADLINE: "ESCAPE TO PARADISE: BOOK YOUR DREAM VACATION TODAY"

# HERE ARE SOME IDEAS FOR HOW TO START YOUR COPY:

## 1. START WITH A GRIPPING STORY

ONE WAY TO GET YOUR READERS' ATTENTION AND TO DRAW THEM INTO YOUR PROMOTIONAL COPY IS TO START WITH AN INTERESTING ANECDOTE OR STORY. PEOPLE LIKE TO READ ABOUT PEOPLE

YOU HAVE A NUMBER OF GOALS WHEN OPENING YOUR COPY WITH A STORY:

GRAB YOUR READER'S ATTENTION. AROUSE ENOUGH CURIOSITY THAT YOUR READER IS MOTIVATED TO READ ON. AND ESTABLISH RAPPORT.

THIS IS ESPECIALLY VITAL WHEN YOUR COPY IS REACHING "COLD" PROSPECTS WHO DON'T KNOW YOU, YOUR ORGANIZATION OR WHAT YOU'RE PROMOTING LIKE

1. "FROM OVERWHELMED TO EMPOWERED: HOW ONE WOMAN TRANSFORMED HER LIFE WITH OUR COACHING PROGRAM"
  - OPENS WITH A TRANSFORMATION STORY THAT PIQUES CURIOSITY.
2. "HOW A SMALL STARTUP TURNED INTO A MARKET LEADER USING OUR MARKETING STRATEGIES"
  - PROMISES AN INSPIRING SUCCESS STORY RELATED TO YOUR OFFERING.
3. "DISCOVER THE SECRET BEHIND THE CHEF'S AWARD-WINNING DISH: OUR GOURMET INGREDIENTS"
  - SETS UP A STORY ABOUT A PRESTIGIOUS CULINARY ACHIEVEMENT.



# HERE ARE SOME IDEAS FOR HOW TO START YOUR COPY:

## 2. ASK A PROVOCATIVE QUESTION

ONE EFFECTIVE WAY TO START YOUR COPY IS TO ASK A PROVOCATIVE QUESTION. AND BY PROVOCATIVE, I MEAN CHALLENGING.

YOUR AIM IS NOT TO ENRAGE YOUR READERS OR INSULT YOUR READERS, BUT TO PROVOKE THEM TO THINK. DO THIS BY ASKING A QUESTION THAT CANNOT BE ANSWERED WITH A YES OR A NO.

WHEN YOU OPEN WITH A QUESTION, ASK SOMETHING THAT RAISES CURIOSITY AND IMPLIES A BENEFIT TO FOLLOW. THAT WAY, YOU'LL ENCOURAGE YOUR READERS TO CONTINUE READING LIKE -

1. "ARE YOU STILL STRUGGLING TO LOSE WEIGHT? DISCOVER WHAT REALLY WORKS"
  - CHALLENGES THE READER'S CURRENT STRUGGLES AND INVITES THEM TO FIND A SOLUTION.
2. "WHAT IF YOU COULD DOUBLE YOUR INCOME IN JUST 6 MONTHS?"
  - PROVOKES CURIOSITY ABOUT ACHIEVING A SIGNIFICANT FINANCIAL GAIN.
3. "TIRED OF SLEEPLESS NIGHTS? FIND OUT HOW TO SLEEP LIKE A BABY TONIGHT"
  - ADDRESSES A COMMON PROBLEM AND OFFERS A SOLUTION.
4. "WHY AREN'T YOUR MARKETING EFFORTS PAYING OFF? UNCOVER THE MISSING LINK"
  - QUESTIONS THE EFFECTIVENESS OF CURRENT STRATEGIES, ENTICING READERS TO LEARN MORE.

# HERE ARE SOME IDEAS FOR HOW TO START YOUR COPY:

## **3. START WITH AN ARRESTING FACT**

SOMETIMES, THE MOST EFFECTIVE WAY TO START YOUR COPY IS TO STATE A SIMPLE FACT. BUT THE SECRET IS TO STATE THAT SIMPLE FACT IN A COMPELLING WAY. FACTS ON THEIR OWN ARE RARELY IMPRESSIVE. BUT A FACT ABOUT YOUR PRODUCT OR SERVICE, OR A FACT ABOUT THE PROBLEM THAT YOUR CUSTOMER FACES EVERY DAY, CAN BECOME IMPRESSIVE WHEN YOU TAKE THE TIME TO PRESENT IT IN A CREATIVE WAY LIKE

- "90% OF NEW BUSINESSES FAIL WITHIN THE FIRST YEAR—LEARN HOW TO BEAT THE ODDS"
- USES A STARTLING STATISTIC TO HIGHLIGHT THE IMPORTANCE OF YOUR SOLUTION.
- "THE AVERAGE PERSON SPENDS 3 HOURS A DAY ON SOCIAL MEDIA—DISCOVER HOW TO MAKE THAT TIME WORK FOR YOU"
- PRESENTS A SURPRISING FACT TO SHOW HOW YOUR OFFER CAN IMPROVE A COMMON BEHAVIOR.

## **4. OPEN WITH A SCINTILLATING (AND RELEVANT) QUOTE ONE POWERFUL WAY TO START YOUR COPY IS WITH A ZINGER.**

A ZINGER IS A ONE-SENTENCE SAYING THAT SAYS A LOT. IT MIGHT BE A QUOTE. OR A PROVERBIAL SAYING WITH A UNIQUE TWIST. OR AN OBSERVATION ABOUT THE HUMAN CONDITION THAT AROUSES CURIOSITY ABOUT WHAT IS TO FOLLOW IN YOUR COPY.

THE SECRET TO USING ZINGERS WELL IS TO THINK OF THEM AS BAIT. THAT'S BECAUSE YOU ARE FISHING FOR A SALE. AND THE ZINGER IS THE LURE ON THE END OF YOUR LINE.

# HERE ARE SOME IDEAS FOR HOW TO START YOUR COPY:

YOU WANT PROSPECTS TO TAKE YOUR LURE SO THAT YOU CAN REEL THEM IN LIKE

- "‘SUCCESS IS NOT THE KEY TO HAPPINESS. HAPPINESS IS THE KEY TO SUCCESS.’ – ALBERT SCHWEITZER. DISCOVER HOW TO ACHIEVE BOTH WITH OUR LIFE COACHING PROGRAM."
- USES A RELEVANT QUOTE TO INTRODUCE A SERVICE THAT ALIGNS WITH THE THEME OF HAPPINESS AND SUCCESS.
- "‘THE BEST WAY TO PREDICT THE FUTURE IS TO INVENT IT.’ – ALAN KAY. START CREATING YOUR FUTURE TODAY WITH OUR INNOVATIVE BUSINESS SOLUTIONS."
- OPENS WITH A FORWARD-THINKING QUOTE THAT TIES INTO THE OFFER OF BUSINESS SOLUTIONS.

## **5. WRITE LIKE A SEARCH ENGINE**

YOU ONLY HAVE A FEW SECONDS TO GET AND KEEP A PERSON'S ATTENTION WITH YOUR ADVERTISING AND MARKETING COPY. YOUR PRIMARY GOAL AT THE BEGINNING OF YOUR COPY IS TO DEMONSTRATE RELEVANCE.

YOU MUST PROVE, AND QUICKLY, THAT WHAT YOU HAVE TO SAY IS RELEVANT TO YOUR READER.

THAT'S WHY I RECOMMEND YOU WRITE YOUR COPY AS THOUGH IT'S APPEARING ON PAGE ONE OF A GOOGLE SEARCH RESULTS PAGE.

YOUR POTENTIAL CUSTOMERS THINK IN TERMS OF PROBLEMS, NOT PRODUCTS.

# HERE ARE SOME IDEAS FOR HOW TO START YOUR COPY:

IF YOU WANT TO WRITE HEADLINES AND BODY COPY THAT YOUR POTENTIAL BUYERS ACTUALLY READ AND RESPOND TO, THINK LIKE A SEARCH ENGINE.

GIVE YOUR POTENTIAL CUSTOMERS EXACTLY WHAT THEY ARE LOOKING FOR, AND YOU'LL CLOSE MORE SALES LIKE

- "TOP 10 TIPS FOR LOSING WEIGHT WITHOUT FAD DIETS"
- USES A SPECIFIC SEARCH PHRASE TO TARGET READERS INTERESTED IN WEIGHT LOSS SOLUTIONS.
- "BEST PRACTICES FOR MANAGING YOUR SMALL BUSINESS FINANCES EFFICIENTLY"
- FOCUSES ON A SEARCH QUERY RELATED TO FINANCIAL MANAGEMENT FOR SMALL BUSINESSES.

## **6.START WITH THE WORD "YOU"**

STARTING A COPY WITH THE WORD "YOU" IS A POWERFUL TECHNIQUE BECAUSE IT IMMEDIATELY ENGAGES THE READER BY MAKING THE MESSAGE PERSONAL AND RELEVANT TO THEM. WHEN YOU ADDRESS THE READER DIRECTLY, IT CREATES A CONNECTION AND SHIFTS THE FOCUS ONTO THEIR NEEDS, DESIRES, OR PROBLEMS. THIS APPROACH MAKES THE READER FEEL SEEN AND UNDERSTOOD, WHICH INCREASES THE LIKELIHOOD THAT THEY'LL PAY ATTENTION TO THE REST OF YOUR MESSAGE. IT'S A SIMPLE YET EFFECTIVE WAY TO MAKE YOUR COPY MORE PERSUASIVE AND CUSTOMER-CENTRIC, ULTIMATELY LEADING TO HIGHER CONVERSIONS LIKE

- "YOU CAN ACHIEVE YOUR FITNESS GOALS WITH OUR PERSONALIZED TRAINING PROGRAM"
- DIRECTLY ADDRESSES THE READER AND THEIR GOALS.

# WRITE WITH FEATURES AND BENEFITS

THE MOST COMMON MISTAKE THAT ADVERTISERS MAKE IN THEIR COPY IS CONCENTRATING ON FEATURES AND FORGETTING ABOUT BENEFITS.

**GOOD COPY USES FEATURES AND BENEFITS.  
GOOD COPY NOT ONLY LISTS A PRODUCT'S FEATURES, IT ALSO DESCRIBES THE BENEFITS OF THOSE FEATURES.**

WHEN WRITING COPY, FOCUSING ON BOTH FEATURES AND BENEFITS IS ESSENTIAL FOR PERSUADING YOUR AUDIENCE. FEATURES DESCRIBE WHAT YOUR PRODUCT OR SERVICE OFFERS, SUCH AS SPECIFICATIONS OR FUNCTIONALITIES. HOWEVER, BENEFITS EXPLAIN WHY THESE FEATURES MATTER TO YOUR AUDIENCE—HOW THEY SOLVE THEIR PROBLEMS, IMPROVE THEIR LIVES, OR FULFILL THEIR DESIRES. BY HIGHLIGHTING BENEFITS ALONGSIDE FEATURES, YOU CONNECT THE DOTS FOR THE READER, SHOWING THEM THE REAL VALUE OF WHAT YOU'RE OFFERING.

THIS APPROACH NOT ONLY INFORMS BUT ALSO MOTIVATES THEM TO TAKE ACTION, MAKING YOUR COPY MORE COMPELLING AND EFFECTIVE.

FEATURE: "THIS SMARTPHONE HAS A 12MP DUAL-CAMERA SYSTEM."

BENEFIT: "CAPTURE STUNNING, PROFESSIONAL-QUALITY PHOTOS WITH EASE, EVEN IN LOW LIGHT. YOU'LL NEVER MISS A MOMENT, AND EVERY SHOT WILL BE INSTAGRAM-WORTHY."

# OVERCOME SALES OBJECTIONS

ONE OF THE DISADVANTAGES OF COPYWRITING IS THAT YOU ARE SELLING ON PAPER OR IN PIXELS, NOT IN PERSON.

THAT MEANS YOU ARE UNABLE TO READ YOUR PROSPECT'S BODY LANGUAGE, UNABLE TO HEAR AND OVERCOME OBJECTIONS.

YOU CAN EVEN START YOUR COPY WITH A COMMON OBJECTION, AND ANSWER IT SQUARE ON.

**HERE ARE THREE COMMON OBJECTIONS, AND WAYS THAT YOU CAN OVERCOME THEM IN YOUR COPY.**

**OBJECTION 1:** WE DON'T WANT IT  
OVERCOME THIS OBJECTION BY PRESENTING BENEFITS THAT YOUR READER MAY HAVE OVERLOOKED, OR MAY NEVER HAVE CONSIDERED.

**OBJECTION 2:** YOU ARE TOO EXPENSIVE  
OVERCOME THIS OBJECTION BY DESCRIBING THE QUICK RETURN ON INVESTMENT THAT YOUR PROSPECT WILL ENJOY (ASSUMING THERE IS ONE).  
OR SHOW HOW BUYING A COMPETITOR'S PRODUCT IS ACTUALLY MORE EXPENSIVE ONCE TOTAL COST OF OWNERSHIP IS CALCULATED.

# OVERCOME SALES OBJECTIONS

**OBJECTION 3:** WE ALREADY HAVE A SUPPLIER  
OVERCOME THIS OBJECTION NOT BY BAD-MOUTHING YOUR  
COMPETITOR BUT BY STRESSING BENEFITS THAT YOUR  
COMPETITOR DOES NOT OR CANNOT OFFER.  
OR SHOW HOW YOUR COMPETITOR ISN'T REALLY A  
COMPETITOR BECAUSE YOUR COMPANY CONCENTRATES  
ONLY ON SELLING THE PRODUCT IN QUESTION, WHILE YOUR  
COMPETITOR SELLS A GREAT DEAL MORE, MAKING THEM A  
GENERALIST BUT YOU A SPECIALIST.

# BE SPECIFIC

BEING SPECIFIC IN YOUR HEADLINES MEANS PROVIDING CLEAR AND DETAILED INFORMATION THAT PRECISELY ADDRESSES THE READER'S NEEDS OR INTERESTS. THIS APPROACH HELPS TO GRAB ATTENTION AND ENSURES THE READER UNDERSTANDS EXACTLY WHAT THEY WILL GAIN OR LEARN. SPECIFICITY MAKES YOUR HEADLINE MORE COMPELLING AND ACTIONABLE LIKE

- "INCREASE YOUR EMAIL OPEN RATES BY 40% IN 30 DAYS WITH OUR PROVEN STRATEGIES"
- SPECIFIC: DETAILS THE EXACT PERCENTAGE INCREASE AND TIME FRAME, OFFERING A TANGIBLE BENEFIT.
- "UNLOCK 5 FREE TEMPLATES TO DESIGN STUNNING SOCIAL MEDIA GRAPHICS IN MINUTES"
- SPECIFIC: STATES THE NUMBER OF TEMPLATES AND THE BENEFIT (STUNNING GRAPHICS) ALONG WITH THE EASE (IN MINUTES).
- "SAVE \$200 ON YOUR NEXT PURCHASE WITH OUR LIMITED-TIME DISCOUNT CODE"
- SPECIFIC: PROVIDES THE EXACT AMOUNT OF SAVINGS AND INDICATES THAT THE OFFER IS LIMITED IN TIME.
- "ACHIEVE A 20% BOOST IN WEBSITE TRAFFIC WITH OUR 7-STEP SEO PLAN"
- SPECIFIC: GIVES THE EXACT PERCENTAGE BOOST AND OUTLINES THE METHOD (7-STEP PLAN).



# DIFFERENTIATE

DIFFERENTIATION IN COPYWRITING MEANS HIGHLIGHTING WHAT SETS YOUR PRODUCT, SERVICE, OR OFFER APART FROM THE COMPETITION. BY EMPHASIZING UNIQUE FEATURES, BENEFITS, OR VALUE PROPOSITIONS, YOU MAKE YOUR MESSAGE STAND OUT AND SHOW WHY YOUR OFFERING IS THE BEST CHOICE LIKE

1. STANDARD HEADLINE: "AFFORDABLE FITNESS TRACKER"

- DIFFERENTIATED HEADLINE: "TRACK YOUR FITNESS PROGRESS WITH THE ONLY TRACKER THAT MONITORS STRESS LEVELS AND SLEEP PATTERNS"
- EXPLANATION: THE DIFFERENTIATED HEADLINE HIGHLIGHTS UNIQUE FEATURES (STRESS LEVELS AND SLEEP PATTERNS MONITORING) THAT SET THIS FITNESS TRACKER APART FROM OTHERS.

2. STANDARD HEADLINE: "PROFESSIONAL RESUME WRITING SERVICES"

- DIFFERENTIATED HEADLINE: "GET HIRED FASTER WITH OUR INDUSTRY-SPECIFIC RESUME WRITING SERVICES TAILORED FOR TECH PROFESSIONALS"
- EXPLANATION: THIS HEADLINE EMPHASIZES A SPECIFIC AUDIENCE (TECH PROFESSIONALS) AND A UNIQUE BENEFIT (INDUSTRY-SPECIFIC FOCUS), MAKING IT MORE APPEALING TO A NICHE MARKET.

# OVERCOME DOUBTS WITH TESTIMONIALS

YOUR COPY MUST OVERCOME THREE DOUBTS. THESE THREE DOUBTS ARE FLOATING AROUND IN THE SKULLS OF YOUR CUSTOMERS AND POTENTIAL CUSTOMERS ALL THE TIME, AND SURFACE WHENEVER THEY READ A SALES PITCH FROM YOU (AND OTHER BUSINESSES), ASKING FOR THEIR BUSINESS.

THESE DOUBTS ARE REALLY QUESTIONS THAT CONSUMERS AND BUSINESS BUYERS ASK THEMSELVES AS THEY ARE READING YOUR COPY, WHILE THEY ARE DELIBERATING ABOUT WHETHER THEY WILL BUY FROM YOU OR NOT.

**THE THREE QUESTIONS ARE THESE:**

**1. CAN I TRUST YOU?**

**2. DO YOU UNDERSTAND MY NEED?**

**3. WILL YOUR PRODUCT OR SERVICE MEET MY NEED?**

**IN EVERY PIECE OF COPY YOU WRITE, YOU NEED TO OVERCOME THESE DOUBTS OR YOU WILL NOT CLOSE THE SALE.**

IF NOT SO YOU WON'T SECURE THE LONG-TERM LOYALTY OF YOUR CUSTOMER.

ONE OF THE BEST WAYS TO OVERCOME THESE THREE DOUBTS IS WITH TESTIMONIALS.

A TESTIMONIAL IS A STATEMENT MADE BY SOMEONE THAT EITHER RECOMMENDS, PROVES OR PAYS TRIBUTE. A PROOF TESTIMONIAL IS A STATEMENT THAT BACKS UP A CLAIM OR SUPPORTS A FACT THAT YOU MAKE IN YOUR COPY.

# HERE ARE SOME TIPS ON USING TESTIMONIALS TO MAKE YOUR COPY MORE PLAUSIBLE AND PROFITABLE.

**1. DON'T WRITE YOUR OWN TESTIMONIALS** - THAT'S BECAUSE CUSTOMER TESTIMONIALS HAVE AN AUTHENTIC SOUND TO THEM THAT YOU CANNOT REPRODUCE WITH YOUR OWN PEN.

**2. ATTRIBUTE THE TESTIMONIALS FULLY**- YOUR TESTIMONIALS CARRY THE MOST CREDIBILITY WHEN THEY ARE ATTRIBUTED TO A PERSON BY NAME, AND INCLUDE THAT PERSON'S JOB TITLE AND COMPANY. PROSPECTS CHECK UP ON US MARKETERS,

**3. MATCH YOUR TESTIMONIALS WITH YOUR TARGET AUDIENCE** IDEALLY, YOU SHOULD HAVE AN ARSENAL OF TESTIMONIALS AT YOUR DISPOSAL FOR EVERY KIND OF TACTIC AND TARGET AUDIENCE. THE BEST ADVERTISEMENTS AND PROMOTIONS USE TESTIMONIALS THAT MATCH THE NEEDS AND WANTS OF THE PROSPECT. COLLECT TESTIMONIALS ABOUT YOUR PRODUCT QUALITY, CUSTOMER SERVICE, RESPONSE TIMES, PROFESSIONALISM, VALUE FOR MONEY AND SO ON. THEN PICK THE TESTIMONIAL THAT MATCHES YOUR SELLING PROPOSITION, OFFER AND AUDIENCE.

# HERE ARE SOME TIPS ON USING TESTIMONIALS TO MAKE YOUR COPY MORE PLAUSIBLE AND PROFITABLE.

## **4. ASK PERMISSION**

ALWAYS GET WRITTEN PERMISSION FROM YOUR CUSTOMERS TO USE THEIR TESTIMONIALS IN SALES LETTERS, COLLATERAL AND ONLINE PROMOTIONS.

## **5. TURN COMPLIMENTS INTO TESTIMONIALS**

YOU DON'T HAVE TO SOLICIT TESTIMONIALS IF YOUR CUSTOMERS REGULARLY SAY OR WRITE NICE THINGS ABOUT YOU, WHICH I IMAGINE IS THE CASE. SIMPLY ASK THEIR PERMISSION TO QUOTE WHAT THEY HAVE ALREADY SAID.

# GIVE YOUR BUYER A DEADLINE

GIVING YOUR PROSPECT A DEADLINE FOR ORDERING, PARTICULARLY WHEN THAT DEADLINE IS A DATE AND NOT SIMPLY A PERIOD OF DAYS, WILL OUTPULL COPY WITH NO DEADLINE ALMOST EVERY TIME.

BUT YOU NEED TO BE CAUTIOUS ABOUT DEADLINES. IF YOU'RE MAKING A TIME-LIMITED OFFER, GIVE A REASON. AND MAKE IT A GOOD REASON. OTHERWISE YOUR READERS MAY BE SKEPTICAL. YOUR TIME-LIMITED OFFER NEEDS TO BE PLAUSIBLE. AND IT SHOULDN'T MAKE YOU LOOK GREEDY. LIKE

1. "SIGN UP TODAY AND GET 20% OFF—OFFER ENDS IN 24 HOURS!"
  - EXPLANATION: THE 24-HOUR DEADLINE CREATES URGENCY TO TAKE ADVANTAGE OF THE DISCOUNT.
2. "REGISTER FOR OUR WEBINAR NOW—SEATS ARE LIMITED AND FILLING FAST!"
  - EXPLANATION: EMPHASIZES LIMITED AVAILABILITY TO PROMPT IMMEDIATE REGISTRATION.
3. "GET FREE SHIPPING ON ORDERS OVER \$50—HURRY, OFFER ENDS MIDNIGHT SUNDAY!"
  - EXPLANATION: THE SPECIFIC DEADLINE (MIDNIGHT SUNDAY) MOTIVATES CUSTOMERS TO MAKE A PURCHASE QUICKLY.
4. "APPLY FOR OUR LIMITED-TIME SCHOLARSHIP BY FRIDAY AND SAVE \$1,000 ON TUITION!"
  - EXPLANATION: THE FRIDAY DEADLINE ENCOURAGES POTENTIAL APPLICANTS TO ACT QUICKLY TO SECURE FINANCIAL SAVINGS.

# OFFER A GUARANTEE THAT HURTS

## **1. MAKE YOUR GUARANTEE UNCONDITIONAL.**

LET CUSTOMERS KNOW YOU WILL HONOUR YOUR GUARANTEE FOR ANY REASON.

SAY SOMETHING LIKE, "IF YOU ARE UNSATISFIED WITH OUR PRODUCT FOR ANY REASON, WE WILL REFUND YOUR MONEY."

## **2. OFFER A 100% MONEY-BACK REFUND.**

GIVE EVERY PENNY BACK.

SAY SOMETHING LIKE, "IF YOU ARE UNSATISFIED WITH OUR PRODUCT FOR ANY REASON, WE WILL REFUND YOUR FULL PURCHASE PRICE."

## **3. SET THE LENGTH OF THE GUARANTEE AT INFINITY.**

OFFER A LIFETIME GUARANTEE.

SAY SOMETHING LIKE, "IF YOU ARE UNSATISFIED WITH OUR PRODUCT FOR ANY REASON, AT ANY TIME THAT YOU OWN THIS PRODUCT, RETURN IT TO US FOR A FULL REFUND."

OFFERING THIS KIND OF GUARANTEE WILL HURT.

# HERE'S WHY YOU NEED AN OFFER:

**REASON NUMBER 1:** YOUR PROSPECTS ARE PREOCCUPIED  
THE PEOPLE YOU ARE TRYING TO REACH ARE JUST AS  
BUSY AS YOU ARE.

THEY AVOID SALESPEOPLE.

THEY AVOID THINGS THAT WASTE THEIR TIME.

THEY USE CALL DISPLAY TO AVOID TELEMARKETERS AND

THEY USE AD BLOCKERS TO AVOID ADS.

YOU NEED A COMPELLING OFFER BECAUSE YOU ONLY HAVE  
A SECOND OR TWO TO GRAB YOUR PROSPECT'S  
ATTENTION.

DON'T EXPECT THAT YOUR COMPANY NAME, OR YOUR  
PRODUCT NAME, OR YOUR TOP PRODUCT FEATURE, WILL  
GRAB THEIR ATTENTION.

USE A COMPELLING OFFER INSTEAD.

**REASON NUMBER 2:** YOUR PROSPECTS DON'T CARE ABOUT  
YOU THAT SOUNDS KIND OF HARSH, STATED LIKE THAT.  
BUT YOUR PROSPECTS DON'T CARE ABOUT YOUR  
COMPANY, YOUR QUALIFICATIONS OR YOUR PRODUCT  
FEATURES.

THAT MEANS YOUR COPY HAS TO MEET YOUR PROSPECTS  
WHERE THEY ARE, NOT WHERE YOU ARE.

YOU HAVE TO START BY SAYING "YOU" RATHER THAN  
SAYING "WE." YOUR OFFER, CLEARLY COMMUNICATED,  
SHOWS PROSPECTS THAT YOU CARE ABOUT THEM

# HERE'S WHY YOU NEED AN OFFER:

**REASON NUMBER 3:** YOUR PROSPECTS ARE SCEPTICAL YOUR OFFER HELPS TO OVERCOME THIS SCEPTICISM BY SHOWING YOUR PROSPECTS THAT YOU WILL REWARD THEM FOR TAKING ACTION. YOU ARE NOT ASKING THEM TO BELIEVE YOUR SALES PITCH, JUST TO RESPOND TO YOUR OFFER, AND TO TAKE THE SALES PROCESS TO THE NEXT STEP.

**REASON NUMBER 4:** YOUR PROSPECTS ARE SELF-INTERESTED THEY CARE ABOUT "WHAT'S IN IT FOR ME?"

HERE ARE SOME EXAMPLES OF OFFERS THAT BUSINESSES USE TO SELL THEIR PRODUCTS AND SERVICES USING THE POWER OF "FREE." EACH OF THESE OFFERS GIVES THE PROSPECT SOMETHING FOR FREE.

**"FREE" IS STILL A WORD THAT INCREASES RESPONSE,** THOUGH IT IS NOT AS EFFECTIVE AS IT ONCE WAS BECAUSE READERS ARE MORE SCEPTICAL AND BECAUSE SPAM FILTERS OFTEN DELETE EMAILS THAT CONTAIN THE WORD. LIKE

## 1. FREE TRIAL

CUSTOMERS TRY YOUR PRODUCT OR SERVICE BEFORE PAYING FOR IT.

## 2. FREE GIFT FOR INQUIRY

PROSPECTS RECEIVE A FREE GIFT WHEN THEY REQUEST MORE INFORMATION.

## 3. FREE INFORMATION

YOU GIVE PROSPECTS INFORMATION THAT HELPS THEM MAKE AN INFORMED BUYING DECISION.



# DISCOUNTS ARE EFFECTIVE OFFERS.

DEPENDING ON WHAT YOU ARE SELLING, AND DEPENDING ON WHO YOU ARE SELLING IT TO, OFFERING A DISCOUNT IS LIKELY TO INCREASE YOUR RESPONSE RATE AND THE NUMBER OF ORDERS YOU RECEIVE.

## HERE ARE FOUR DISCOUNTS THAT YOU CAN OFFER.

### 1. CASH DISCOUNT.

THIS IS THE MOST COMMON DISCOUNT.

YOU DISCOUNT YOUR PRICE BY A DOLLAR AMOUNT OR A PERCENTAGE OF THE PURCHASE PRICE.

EXAMPLE: "BUY THIS BEFORE 12 AUGUST AND SAVE 20% OFF THE RETAIL PRICE (A \$55 SAVING)."

### 2. INTRODUCTORY DISCOUNT.

YOU LET BUYERS TRY YOUR PRODUCT OR SERVICE FOR A LIMITED TIME AT A SPECIAL LOW RATE.

EXAMPLE: "ENJOY 30 DAYS OF THIS SOFTWARE FOR JUST \$5 A MONTH."

### 3. EARLY BIRD DISCOUNT.

YOU OFFER A DISCOUNT TO CUSTOMERS WHO BUY BEFORE A COMPELLING DEADLINE OR BUYING SEASON.

### 4. QUANTITY DISCOUNT.

YOUR CLIENTS RECEIVE A DISCOUNT WHEN THEY ORDER A CERTAIN QUANTITY OR VOLUME OF YOUR PRODUCT.

# IMPROVE YOUR OFFERS WITH THIS CHECKLIST

**TO BE EFFECTIVE, YOUR OFFERS MUST PASS SEVEN TESTS.**

## **TEST 1. IS YOUR OFFER EXCLUSIVE?**

ARE YOU MAKING YOUR OFFER ONLY TO A SELECT FEW (AND MAKING THEM FEEL THAT THEY ARE AN EXCLUSIVE BUNCH), OR ARE YOU MAKING YOUR OFFER TO EVERYONE AND HIS DOG?

## **TEST 2. IS YOUR OFFER VALUABLE?**

WILL YOUR PROSPECTS PERCEIVE YOUR OFFER TO BE OF VALUE TO THEM? YOUR OFFER MAY BE INEXPENSIVE FOR YOU TO OFFER, BUT IT MUST HAVE HIGH PERCEIVED VALUE TO YOUR POTENTIAL CUSTOMERS.

## **TEST 3. IS YOUR OFFER UNIQUE?**

IS THE DEAL YOU ARE OFFERING ONLY AVAILABLE THROUGH YOUR BUSINESS? IN OTHER WORDS, IS NO OTHER BUSINESS OFFERING A SIMILAR OFFER?

**TEST 4. IS YOUR OFFER USEFUL?** MAKE SURE YOUR OFFER HELPS YOUR PROSPECTS SAVE MONEY, SAVE TIME, DO THEIR JOBS BETTER OR SOMETHING ELSE JUST AS HELPFUL

**TEST 5. IS YOUR OFFER RELEVANT?** YOUR OFFER MUST BE RELEVANT TO YOUR TARGET AUDIENCE.

## **TEST 6. IS YOUR OFFER EASY TO OBTAIN?**

THE HARDER YOU MAKE IT FOR YOUR PROSPECTS TO OBTAIN YOUR OFFER, THE LOWER YOUR RESPONSE RATES WILL BE.

# WRITING HEADLINES AND SUBHEADS.

- 1.KEEP IT SHORT.
- 2.ALSO, THE BEST HEADLINES ARE SPECIFIC.
- 3.THAT MEANS THEY'RE COMMUNICATING CLEARLY WHAT'S ON OFFER, IN TERMS OF GAINING BENEFITS OR AVOIDING PAIN.
- 4.THEY SPELL OUT EXACTLY WHAT THE READER WANTS,

## HERE'S TITLE FORMULA 1.

GET THE [UNUSUAL ADJECTIVE] BENEFIT/POWER OF [YOUR SERVICE OR PRODUCT'S PURPOSE] WITHOUT [PAIN POINT].

LIKE - "GET THE INCREDIBLE POWER OF WEIGHT LOSS WITHOUT STARVING YOURSELF"

- SERVICE/PRODUCT: WEIGHT LOSS PROGRAM
- PAIN POINT: STARVING OR EXTREME DIETING

## HERE'S TITLE FORMULA 2.

[ADJECTIVE] [WHAT YOU OFFER] THAT WILL [GIVE YOU CRAZY RESULTS].

INNOVATIVE FITNESS PLANS THAT WILL TRANSFORM YOUR BODY FAST"

- WHAT YOU OFFER: FITNESS PLANS
- CRAZY RESULTS: RAPID BODY TRANSFORMATION

## NOW FOR HEADLINE FORMULA NUMBER 3.

THE ONLY [WHAT YOU OFFER] MADE TO [GIVE YOU CRAZY/UNUSUAL RESULTS]

"THE ONLY SKINCARE LINE MADE TO ERASE WRINKLES OVERNIGHT"

- WHAT YOU OFFER: SKINCARE LINE
- UNUSUAL RESULTS: ERASING WRINKLES OVERNIGHT

# CALL TO ACTION BUTTONS.

## TIP 1. USE ACTION WORDS.

SOME CALL TO ACTION BUTTONS COME WITH BORING WORDS LIKE "SUBMIT" OR "ENTER" ON THEM. YOU SHOULD FOCUS ON ACTION WORDS THAT MAKE THE LEAD FEEL THEY'RE TAKING THE NEXT STEP TO SOLVING THEIR PROBLEM.

HERE ARE SOME OTHER ACTION WORDS THAT YOU CAN USE ON YOUR CALL TO ACTION BUTTONS OR IN YOUR COPY:

1. "START," AS THIS MAKES THE LEAD FEEL THEY'RE TAKING INSTANT ACTION.
2. "STOP," AS IN "STOP DOING SOMETHING THAT IS A PAIN POINT."
3. "BUILD" IS ANOTHER GREAT ACTION WORD. SO IS "GROW."
4. "JOIN." THIS MAKES THE LEAD FEEL THEY ARE TAKING ACTION TO BECOME PART OF SOMETHING TO TAKE THEM TO THEIR NEXT STEPS.
5. "LEARN." IF YOU'RE SELLING A LARGE OR COMPLEX PRODUCT, THE LEAD MAGNET MAY BE AN INTRODUCTION TO IT.
6. "DISCOVER." IF YOU HAVE SECRETS, HINTS, TIPS, STRATEGIES, OR INSIDER KNOWLEDGE, THE WORD "DISCOVER" CAN BE PRETTY TANTALIZING.
7. "FIND OUT" WORKS WELL, TOO, LIKE IN THIS EXAMPLE FROM DIRECTIVE GROUP, AN INTERNET MARKETING FIRM.

# CALL TO ACTION BUTTONS.

## **TIP NUMBER 2. CONSIDER INCLUDING PAIN POINTS IN YOUR CALL TO ACTION.**

THIS TECHNIQUE IS MOST COMMONLY USED IN THE TEXT BEFORE THE CALL TO ACTION BUTTON, BUT IT CAN BE USED IN THE CALL TO ACTION BUTTON AS WELL.

TIP NUMBER 3. MAKE YOUR CALL TO ACTION PERSONAL. THERE ARE TWO WAYS TO DO THIS.

ONE IS TO USE THE TERMS "YOU" OR "YOUR" ON THE CALL TO ACTION BUTTON

THE OTHER WAY TO MAKE THE CALL TO ACTION MORE PERSONAL IS TO USE TERMS LIKE "ME," "I," "MY" AND "MINE, EXAMPLE "GET MY FREE DOWNLOAD,"

# ANATOMY LANDING PAGE FOR A LEAD MAGNET

## 1. CRAFT A COMPELLING HEADLINE:

YOUR HEADLINE SHOULD IMMEDIATELY GRAB ATTENTION AND CLEARLY STATE THE VALUE OF THE LEAD MAGNET. IT SHOULD BE SPECIFIC AND BENEFIT-DRIVEN, HIGHLIGHTING WHAT THE VISITOR WILL GAIN BY OPTING IN.

## 2. HIGHLIGHT THE VALUE PROPOSITION:

CLEARLY EXPLAIN WHAT THE LEAD MAGNET OFFERS AND WHY IT'S VALUABLE. FOCUS ON THE BENEFITS AND HOW IT SOLVES A PROBLEM OR MEETS A NEED FOR YOUR AUDIENCE.

## 3. USE ENGAGING VISUALS:

INCORPORATE RELEVANT IMAGES, GRAPHICS, OR VIDEOS THAT ENHANCE THE MESSAGE AND MAKE THE PAGE MORE VISUALLY APPEALING. VISUALS SHOULD SUPPORT THE CONTENT AND MAKE THE OFFER MORE TANGIBLE.

## 4. CREATE A CLEAR AND SIMPLE OPT-IN FORM:

KEEP YOUR FORM FIELDS MINIMAL—USUALLY JUST A NAME AND EMAIL ADDRESS. THE SIMPLER THE FORM, THE HIGHER THE CONVERSION RATE. MAKE SURE THE CALL-TO-ACTION (CTA) BUTTON IS PROMINENT AND COMPELLING.

## 5. BUILD TRUST WITH SOCIAL PROOF:

INCLUDE TESTIMONIALS, REVIEWS, OR THE NUMBER OF PEOPLE WHO HAVE ALREADY DOWNLOADED THE LEAD MAGNET. THIS BUILDS CREDIBILITY AND REASSURES VISITORS THAT THEY'RE MAKING A GOOD DECISION.

# ANATOMY LANDING PAGE FOR A LEAD MAGNET

## **6. ENSURE THE PAGE IS MOBILE-FRIENDLY:**

OPTIMIZE YOUR LANDING PAGE FOR MOBILE DEVICES. MANY USERS WILL ACCESS YOUR PAGE VIA SMARTPHONES, SO IT NEEDS TO BE RESPONSIVE AND EASY TO NAVIGATE ON SMALLER SCREENS.

## **7. USE URGENCY OR SCARCITY:**

IF APPROPRIATE, CREATE A SENSE OF URGENCY OR SCARCITY BY HIGHLIGHTING THAT THE LEAD MAGNET IS AVAILABLE FOR A LIMITED TIME OR THAT SPOTS ARE LIMITED. THIS CAN MOTIVATE VISITORS TO ACT QUICKLY.

## **8. REMOVE DISTRACTIONS:**

ELIMINATE UNNECESSARY ELEMENTS LIKE NAVIGATION MENUS OR EXTERNAL LINKS THAT COULD DIVERT ATTENTION. THE LANDING PAGE SHOULD HAVE A SINGLE FOCUS: CONVERTING VISITORS INTO LEADS.

## **9. OPTIMIZE FOR SEO:**

USE RELEVANT KEYWORDS IN YOUR HEADLINE, META DESCRIPTION, AND THROUGHOUT THE CONTENT. THIS HELPS THE LANDING PAGE RANK BETTER IN SEARCH ENGINES, DRIVING MORE ORGANIC TRAFFIC.

## **10. TEST AND OPTIMIZE:**

CONTINUOUSLY TEST DIFFERENT ELEMENTS OF YOUR LANDING PAGE (HEADLINES, IMAGES, CTA BUTTONS, ETC.) USING A/B TESTING. ANALYZE THE RESULTS AND MAKE DATA-DRIVEN ADJUSTMENTS TO IMPROVE CONVERSION RATES.

BY FOCUSING ON THESE ELEMENTS, YOU CAN CREATE A LANDING PAGE THAT EFFECTIVELY CAPTURES LEADS AND MAXIMIZES THE IMPACT OF YOUR LEAD MAGNET.

# GIVE YOUR SALES PITCH A PROVEN STRUCTURE

WHEN POTENTIAL BUYERS READ YOUR PROMOTIONAL COPY, THEY EXPECT TO BE TREATED THE SAME WAY. THEY EXPECT YOU TO TAKE THEM ON A JOURNEY FROM POINT A TO POINT B USING THE MOST EFFICIENT ROUTE. AND THEY EXPECT YOU TO VALUE THEIR TIME BY TELLING THEM ONLY WHAT THEY NEED TO KNOW.

## **1. START WITH THE PROBLEM.**

RIGHT AT THE START OF YOUR COPY, ACKNOWLEDGE THAT YOUR POTENTIAL BUYER HAS A PROBLEM OR A CHALLENGE OR PAIN. NAME IT IN YOUR HEADLINE IF YOU LIKE. MENTION IT IN YOUR SUBHEAD. NAME IT IN YOUR OPENING PARAGRAPH.

## **2. NEXT, DISCUSS THE CONSEQUENCES**

OF NOT SOLVING THAT PROBLEM OR CHALLENGE OR PAIN. SHOW YOUR PROSPECTS WHAT WILL HAPPEN IF THEY DO NOTHING, OR IF THEY CHOOSE THE WRONG SOLUTION.

## **3. THIRD, PRESENT YOUR SOLUTION.**

SHOW YOUR POTENTIAL CUSTOMER HOW YOUR PRODUCT OR SERVICE SOLVES THEIR PROBLEM, MEETS THEIR CHALLENGE OR REMOVES THEIR PAIN.

## **4. NEXT, SHOW PROOF.**

PROVE TO YOUR READER THAT YOUR CLAIMS ARE CREDIBLE. FOR EVERY CLAIM YOU MAKE ABOUT HOW YOUR PRODUCT OR SOLUTION SOLVES YOUR BUYER'S PROBLEM, SHOW PROOF.



# GIVE YOUR SALES PITCH A PROVEN STRUCTURE

## 5. FINALLY, ASK FOR THE ORDER.

TELL THE PROSPECT WHAT YOU WANT THEM TO DO.

IF YOU WANT THEM TO BUY, ASK THEM TO BUY.

IF YOU WANT THEM TO DOWNLOAD A WHITE PAPER, TELL

THEM TO DOWNLOAD THE WHITE PAPER

## IF YOU WANT TO MAKE AN EFFECTIVE LANDING PAGE FOR A LEAD MAGNET, YOU HAVE TO:

1. HOOK THE READER AND KEEP THEM HOOKED.

2. KEEP A NARROW FOCUS.

3. TALK THE LANGUAGE OF THE READER.

AND 4. MAKE THE OFFER SIZZLE.

ABOVE ALL, IT HAS TO BE IRRESISTIBLE.

YOU HAVE TO MAKE YOUR READER FALL IN LOVE WITH YOUR OFFER.

## YOU MUST INCLUDE YOUR VALUE PROPOSITION WHEN YOU'RE WRITING YOUR LANDING PAGE FOR A LEAD MAGNET.

ANSWER THESE THREE QUESTIONS:

1. ARE THERE SIMILAR LEAD MAGNETS OUT THERE THAT PROVE CUSTOMER DEMAND?

2. WHAT CUSTOMER NEEDS ARE MET BY COMPETITORS, AND WHICH ARE NOT?

3. HOW CAN YOUR LEAD MAGNET MEET THESE NEEDS?

# FOLLOW THESE FIVE TIPS FOR BETTER COPY

## 1. START WITH YOUR PROSPECT, NOT YOU -

READERS OF ADVERTISEMENTS AND MARKETING MESSAGES ARE INTERESTED MORE IN THEMSELVES THAN THEY ARE IN AN ADVERTISER'S PRODUCT OR SERVICE. AIM YOUR MESSAGES AT THE PROSPECT AND SAY EVERYTHING FROM THE PROSPECT'S POINT OF VIEW. DON'T BEGIN YOUR COPY WITH "WE" WHEN YOU CAN BEGIN WITH "YOU."

## 2. START IN THE MIDDLE

NEVER BEGIN YOUR BODY COPY BY REPEATING WHAT THE READER ALREADY KNOWS FROM YOUR HEADLINE AND VISUAL.

START YOUR BODY COPY WITH YOUR NEXT POINT. GO RIGHT TO YOUR MAIN SELLING PROPOSITION

## 3. START SELLING IN THE FIRST PARAGRAPH

FIRE YOUR BIGGEST CANNON IN THE FIRST LINE OF COPY. PROMISE READERS A BENEFIT.

GIVE THEM A REASON TO CONTINUE READING.

## 4. BE RELEVANT

GOOD COPY IS INTERESTING TO READ, BUT NOT EVERYTHING THAT'S INTERESTING BELONGS IN THE COPY. SO, STICK WITH YOUR MAIN SELLING PROPOSITION. IF YOUR FACTS AREN'T ACCURATE, YOU'LL LOSE CREDIBILITY AND THE SALE.

# FOLLOW THESE FIVE TIPS FOR BETTER COPY

## 5. PRESENT USEFUL INFORMATION

EACH PIECE OF COPY YOU WRITE MUST TELL YOUR READERS SOMETHING USEFUL THAT THEY DIDN'T KNOW. WHENEVER POSSIBLE, PRESENT HARD, REAL-WORLD TIPS, FACTS AND ADVICE THAT HELP PROSPECTS MAKE RESPONSIBLE, INFORMED DECISIONS ABOUT YOUR PRODUCT.

**THE PROBLEM IS, MANY PROSPECTS DON'T READ YOUR COPY FROM START TO FINISH.**

THEY SKIM.

THEY READ YOUR HEADLINE.

THEY READ YOUR SUBHEAD.

THEY SKIP DOWN TO YOUR CALL TO ACTION.

THEY READ YOUR FIRST SUBHEAD.

THEY LOOK AT YOUR PHOTOS.

THEY READ YOUR CALLOUT.

THEY READ YOUR TESTIMONIAL.

MY ADVICE IS THAT YOU USE SUBHEADS, CALLOUTS AND OTHER DEVICES TO KEEP YOUR READERS HOOKED.

# THE SECRET IS MAKING YOUR COPY EASY TO READ.

## **1. ENTERTAIN**

SUCCESSFUL COPY AROUSES YOUR INTEREST, MAKES YOU LAUGH, INTRIGUES YOU IN SOME WAY OR MAKES YOU WANT TO SIT DOWN WITH A COFFEE AND SEE WHAT THE WRITER HAS TO SAY.

WITHOUT DETRACTING FROM YOUR MAIN MESSAGE AND REASON FOR WRITING, TRY TO MAKE YOUR COPY ENTERTAINING.

## **2. MATCH YOUR TONE WITH YOUR READER**

THINK ABOUT YOUR PROSPECT'S AGE, GENDER AND PERSONALITY TYPE WHILE YOU WRITE.

## **3. AVOID JARGON 24/7**

USE PLAIN ENGLISH THAT MAKES YOUR POINT WITHOUT PATRONIZING THE READER OR MAKING YOU SOUND LIKE YOU ARE A NOVICE TO THE PROSPECT'S INDUSTRY.

## **4. MAKE YOUR SENTENCES SHORT**

AS MOST PROSPECTS SKIM THROUGH THE COPY

## **5. RELAX**

DON'T THROW AWAY YOUR STRUNK AND WHITE. BUT DON'T BECOME ITS SLAVE, EITHER.

BREAK THE RULES OF GRAMMAR WHEN NEEDED TO AVOID SOUNDING STIFF AND INSTITUTIONAL.

# HOW TO WRITE B2B EMAILS

YOUR GOAL AS A B2B EMAIL COPYWRITER IS TO EDUCATE POTENTIAL CUSTOMERS AND MOVE THEM ALONG THEIR BUYER JOURNEY TOWARD A SALE. AND THE MOST EFFECTIVE WAY TO DO THIS, ACCORDING TO B2B MARKETERS, IS WITH EMAIL.

B2B EMAIL COPYWRITING IS ALL ABOUT ANTICIPATING THE NEEDS AND PROBLEMS AND CHALLENGES OF YOUR POTENTIAL CUSTOMERS, AND THEN ADDRESSING THEM, ONE AT A TIME. THIS MEANS B2B EMAIL COPYWRITING IS RARELY ABOUT WRITING ONE EMAIL AND IS USUALLY ABOUT WRITING A SERIES OF EMAILS, A SERIES THAT FOLLOWS A LOGICAL SEQUENCE

**THERE ARE TWO TYPES OF EMAILS USED IN B2B LEAD GENERATION: COLD EMAILS AND WARM EMAILS.**

**1. COLD EMAILS:** COLD EMAILS ARE MESSAGES SENT TO POTENTIAL CUSTOMERS YOU HAVE NO RELATIONSHIP WITH. THE GOAL OF THE EMAILS IS TO GENERATE A LEAD. YOU WANT THE RECIPIENT TO RESPOND TO YOUR EMAIL BY SAYING, “YES, I’M INTERESTED. TELL ME MORE.”

**2. WARM EMAILS:** WARM EMAILS ARE MESSAGES SENT TO LEADS WHO HAVE BEEN IN CONTACT WITH YOU IN SOME WAY. PERHAPS THEY COMPLETED THE CONTACT FORM ON YOUR WEBSITE. OR THEY CLICKED ONE OF YOUR ADS. OR THEY DOWNLOADED A WHITE PAPER FROM YOUR WEBSITE. WARM EMAILS ARE TYPICALLY SENT AS A SERIES, ONE AFTER THE OTHER, SPACED APART BY DAYS OR WEEKS, WITH THE GOAL OF MOVING THE LEAD CLOSER TO SOMETHING OTHER THAN A PURCHASE

# ANATOMY OF B2B EMAILS

THE BODY OF THE EMAIL FOLLOWS A SIMPLE FORMULA.

1.IT DESCRIBES A CHALLENGE THE READER HAS, DESCRIBES A SOLUTION, OFFERS SOMETHING OF VALUE AS THE NEXT STEP FOR THE READER TO TAKE, AND INVITES THE READER TO TAKE AN ACTION.

2.THE FROM NAME, SUBJECT LINE AND PREVIEW TEXT GRAB ATTENTION AND GIVE THE READER A REASON TO OPEN YOUR EMAIL.

3.THE HEADER IMAGE AND HEADING, IF YOU USE THEM, GIVE THE READER A REASON TO KEEP READING.

4.THE SALUTATION GREETES YOUR READER AND ESTABLISHES THE RELATIONSHIP BETWEEN WRITER AND READER.

5.THE OPENING LINE AROUSES CURIOSITY. THE NEXT FEW SENTENCES DEMONSTRATE RELEVANCE AND ESTABLISH CREDIBILITY.

6.THE MAIN BODY OF THE EMAIL OFFERS A SOLUTION TO THE READER'S PROBLEM.

7.THE CONCLUSION OF THE EMAIL OFFERS SOMETHING OF VALUE AND CALLS THE READER TO TAKE AN ACTION.

WHEN YOU MASTER THESE ELEMENTS OF YOUR MARKETING EMAILS, YOU SEE THE RESULTS OF YOUR LABOUR IN HIGHER OPEN RATES, HIGHER CLICKTHROUGH RATE, AND INCREASED SALES

# COLD EMAIL PROSPECTING FORMULA

## **STEP 1: WRITE A SUBJECT LINE THAT INTRIGUES**

DON'T BEGIN YOUR EMAIL WITH A SUBJECT LINE THAT GIVES AWAY EVERYTHING YOUR EMAIL IS ABOUT. AND DON'T START YOUR SUBJECT LINE BY TALKING ABOUT YOURSELF OR YOUR COMPANY OR WHAT YOU ARE OFFERING.

THIS MEANS YOU MUST DO TWO THINGS WITH YOUR SUBJECT LINE: DEMONSTRATE RELEVANCE AND AROUSE CURIOSITY. YOU DEMONSTRATE RELEVANCE BY NAMING OR ALLUDING TO A PAIN OR CHALLENGE THAT YOUR PROSPECT HAS. AND YOU AROUSE CURIOSITY BY HINTING AT A SOLUTION.

## **STEP 2: DEMONSTRATE RELEVANCE IMMEDIATELY**

IN THE BODY OF YOUR EMAIL, YOU MUST PROVE TO YOUR PROSPECT THAT YOUR MESSAGE IS WORTH READING. YOU DO THIS BY PROVING THAT YOU UNDERSTAND THE PROSPECT AND HAVE SOMETHING OF VALUE TO OFFER THEM.

THE EASIEST WAY TO DO THIS IS TO NAME A MAJOR CHALLENGE THAT YOU KNOW YOUR PROSPECT IS LIKELY FACING

## **STEP 3: INTRODUCE YOUR SOLUTION**

NOW YOU OFFER A SOLUTION TO YOUR PROSPECT'S CHALLENGE BY INTRODUCING YOUR PRODUCT OR SERVICE.

# COLD EMAIL PROSPECTING FORMULA

## **STEP 4: OFFER SOMETHING OF VALUE**

THE MOST EFFECTIVE WAY TO GENERATE A LEAD WITH COLD EMAILS IS TO OFFER AN EXCHANGE OF VALUE. YOU OFFER THE PROSPECT SOMETHING, AND ASK FOR SOMETHING IN RETURN.

## **CONCLUSION**

THE SECRET TO THE SUCCESS OF THIS COLD EMAIL PROSPECTING FORMULA IS INTRIGUE, RELEVANCE, BENEFIT AND BREVITY. IF YOU GRAB YOUR PROSPECT'S ATTENTION, DEMONSTRATE THAT YOU UNDERSTAND THEIR PAIN, DESCRIBE A SOLUTION AND OFFER SOMETHING OF VALUE, AND IF YOU DO ALL OF THIS AS QUICKLY AND AS SUCCINCTLY AS POSSIBLE, YOU'LL GENERATE LEADS

IT GRABS ATTENTION, AROUSES CURIOSITY, ESTABLISHES CREDIBILITY, NAMES THE PROSPECT'S PAIN, INTRODUCES THE COMPANY, DESCRIBES A SOLUTION, NAMES A BENEFIT AND OFFERS THE READER SOMETHING OF VALUE IN EXCHANGE FOR THE PROSPECT TAKING THE NEXT STEP.



# FOUR TOP BLUNDERS TO AVOID WITH B2B COLD EMAILS

## **BLUNDER #1: A SUBJECT LINE THAT'S ABOUT YOU**

YOUR EMAIL SUBJECT LINE IS NOT WHERE YOU TALK ABOUT YOURSELF. IT'S WHERE YOU TALK ABOUT YOUR PROSPECT. SO, ELIMINATE THE WORDS WE, US, OUR AND I FROM YOUR SUBJECT LINES. TALK ABOUT YOUR READER INSTEAD

## **BLUNDER #2: NO PERSONALIZED GREETING**

YOUR IMMEDIATE GOAL WITH THE START OF YOUR EMAIL MESSAGE IS DEMONSTRATING RELEVANCE. YOU MUST GIVE YOUR PROSPECT A REASON FOR READING YOUR MESSAGE. AND YOU CAN'T DO THAT IF YOU SOUND LIKE YOU DON'T KNOW THE FIRST THING ABOUT YOUR READER. OVERCOME THIS BLUNDER BY ADDRESSING YOUR EMAIL TO YOUR PROSPECT BY NAME. WRITE, "DEAR KANNU

## **BLUNDER #3: STARTING WITH YOU AND YOUR COMPANY**

THE BIGGEST MISTAKE I SEE IN B2B COLD EMAILS IS OPENING SENTENCES AND PARAGRAPHS THAT ARE ALL ABOUT THE SENDER, THE SENDER'S COMPANY AND THE SENDER'S PRODUCT OR SERVICE

## **BLUNDER #4: SLOW IN GETTING TO THE POINT**

YOU HAVE THREE SECONDS TO GRAB THE ATTENTION OF YOUR COLD EMAIL PROSPECT. IF YOUR FIRST FEW SENTENCES FAIL TO GRAB ATTENTION, YOU LOSE YOUR CHANCE TO TURN YOUR RECIPIENTS INTO LEADS

# FOUR TOP BLUNDERS TO AVOID WITH B2B COLD EMAILS

## MAPPED TO THE BUYER JOURNEY

B2B EMAIL SEQUENCES THAT AIM TO GENERATE LEADS SHOULD BE MAPPED TO A STAGE IN YOUR BUYER'S JOURNEY.

## THOSE STAGES ARE AWARENESS, CONSIDERATION AND DECISION.

- AWARENESS STAGE: THE BUYER REALIZES THEY HAVE A PROBLEM.
- CONSIDERATION STAGE: THE BUYER DEFINES THEIR PROBLEM AND RESEARCHES OPTIONS TO SOLVE IT.
- DECISION STAGE: THE BUYER CHOOSES A SOLUTION.

YOUR EMAIL SEQUENCE SHOULD MEET BUYERS WHERE THEY ARE IN THE BUYER JOURNEY. FOR EXAMPLE, IF THEY ARE AT THE AWARENESS STAGE, YOUR EMAILS SHOULD FOCUS ON EDUCATING YOUR BUYERS ABOUT THE PROBLEM YOUR PRODUCT OR SERVICE SOLVES. IF THEY ARE AT THE CONSIDERATION STAGE, YOUR EMAILS SHOULD PROVIDE INFORMATION AND RESOURCES THAT HELP YOUR BUYERS SOLVE THEIR PROBLEM. AND IF YOUR BUYERS ARE AT THE DECISION STAGE, YOUR SEQUENCE SHOULD FOCUS ON MOVING BUYERS TO CHOOSE YOUR SOLUTION.

# 10 COPYWRITING MISTAKES TO AVOID

## **BLUNDER 1: SLOW IN GETTING TO THE POINT**

START YOUR COPY WITH YOUR MOST COMPELLING BENEFIT. FIRE YOUR BIGGEST CANNON IN THE FIRST LINE OF YOUR COPY. PROMISE YOUR READER A BENEFIT. GIVE THEM A REASON TO CONTINUE READING. REMEMBER, YOU ONLY HAVE THREE SECONDS.

## **BLUNDER 2: NO SINGLE-MINDED PROPOSITION**

THE KEY TO EFFECTIVE COPYWRITING IS FOCUS. DON'T TRY TO SAY EVERYTHING. JUST TRY TO SAY ONE THING. BUT MAKE SURE THAT THE ONE THING YOU SAY IS THE MOST IMPORTANT THING YOUR POTENTIAL CUSTOMER NEEDS TO BELIEVE.

## **BLUNDER 3: NO LOGICAL FLOW**

YOUR EYE DOESN'T KNOW WHAT TO LOOK AT FIRST. YOUR BRAIN DOESN'T KNOW WHERE TO START READING. AND YOUR BRAIN DOESN'T KNOW HOW TO FOLLOW THE COPYWRITER'S FLOW OF THOUGHT BECAUSE THE COPYWRITER DOESN'T HAVE ONE

THE DESIGNER'S JOB IS TO MAKE YOUR COPY WORK VISUALLY. BUT YOUR JOB IS TO MAKE THE COPY FLOW LOGICALLY. WHEN YOU MAKE YOUR COPY EASY TO FOLLOW, SOMETHING ELSE FOLLOWS EASILY: SALES.

# 10 COPYWRITING MISTAKES TO AVOID

**BLUNDER 4: REDUNDANT:** REDUNDANCY IN COPYWRITING IS A MISTAKE BECAUSE IT WASTES VALUABLE SPACE AND DILUTES THE MESSAGE. REPEATING THE SAME IDEA OR USING UNNECESSARY WORDS CAN MAKE THE CONTENT FEEL CLUTTERED AND BORING, LEADING TO DISENGAGEMENT. EFFECTIVE COPYWRITING SHOULD BE CONCISE AND IMPACTFUL, DELIVERING THE MESSAGE CLEARLY AND EFFICIENTLY WITHOUT UNNECESSARY REPETITION.

**BLUNDER 5: GENERALITIES** AS YOU CAN SEE, YOUR COPY CAN BE GENERAL. OR IT CAN BE SPECIFIC. THE DIFFERENCE BETWEEN THE TWO IS THE DIFFERENCE BETWEEN LOSING A SALE OR LANDING A SALE

## **BLUNDER 6: FEATURES ONLY**

REMEMBER, BUYERS DON'T CARE ABOUT FEATURES. THEY ONLY CARE ABOUT WHAT FEATURES DO FOR THEM. YOU'LL BE GLAD TO KNOW THAT THERE'S A BENEFIT TO YOU OF ALWAYS TYING A FEATURE TO A BENEFIT. YOU'LL SELL MORE PRODUCTS. YOU'LL MAKE MORE MONEY.

## **BLUNDER 7: CLAIMS WITHOUT PROOF**

EVERY TIME YOU MAKE A CLAIM, BACK IT UP WITH PROOF. IF YOU CAN'T GIVE EVIDENCE FOR YOUR CLAIM, DON'T MAKE THE CLAIM. SIMPLY MAKING A CLAIM, THEY'LL PERSUADE YOU TO BUY THEIR PRODUCT OR SERVICE

# 10 COPYWRITING MISTAKES TO AVOID

## **BLUNDER 8: NAVEL GAZING**

YOUR COPY SHOULD BE ALL ABOUT YOUR POTENTIAL CUSTOMER. THE HERO OF EVERY PARAGRAPH SHOULD BE YOUR CUSTOMER, NOT YOU.

IF YOU WANT TO CHECK YOUR COPY FOR THIS COMMON BLUNDER, GIVE YOUR COPY TEST.

READ YOUR COPY FROM START TO FINISH, AND EVERY TIME YOU FIND A “WE,” “US,” “OUR” AND OTHER PRONOUNS THAT ARE ALL ABOUT YOU, CIRCLE THEM WITH A RED MAGIC MARKER.

THE ONLY CURE IS TO TAKE YOUR ATTENTION OFF YOURSELF AND YOUR COMPANY AND YOUR BRAND AND TO PLACE YOUR ATTENTION ON THE MOST IMPORTANT PERSON IN YOUR COPY: YOUR CUSTOMER.

## **BLUNDER 9: NO OFFER**

THE QUICKEST WAY TO MAKE YOUR COPY IRRESISTIBLE IS TO INCLUDE AN OFFER. ONE OF THE REASONS THAT SO MANY ADVERTISEMENTS AND PRODUCT PAGES DON'T CONVERT PROSPECTS INTO BUYERS IS THAT THOSE PAGES DO NOT HAVE AN OFFER

**BLUNDER 10: NO CALL TO ACTION**- A COPYWRITER IS A SALESPERSON BEHIND A KEYBOARD. YOUR JOB IS TO SELL. IF YOU DON'T ASK FOR THE SALE, YOU WON'T GET ONE.

# CONGRATS LEARNER

**"NOW THAT YOU'VE MASTERED THE ART OF COMPELLING COPY,**

**REMEMBER THIS POWERFUL THOUGHT**

**FROM MAYA ANGELOU: 'PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL.'**

**YOUR WORDS HAVE THE POWER TO MOVE, INSPIRE, AND DRIVE ACTION. GO OUT THERE AND CRAFT COPY THAT NOT ONLY SELLS BUT ALSO RESONATES AND CONNECTS.**

**THE IMPACT YOU CAN CREATE WITH YOUR WORDS IS LIMITLESS."**

# THANK YOU