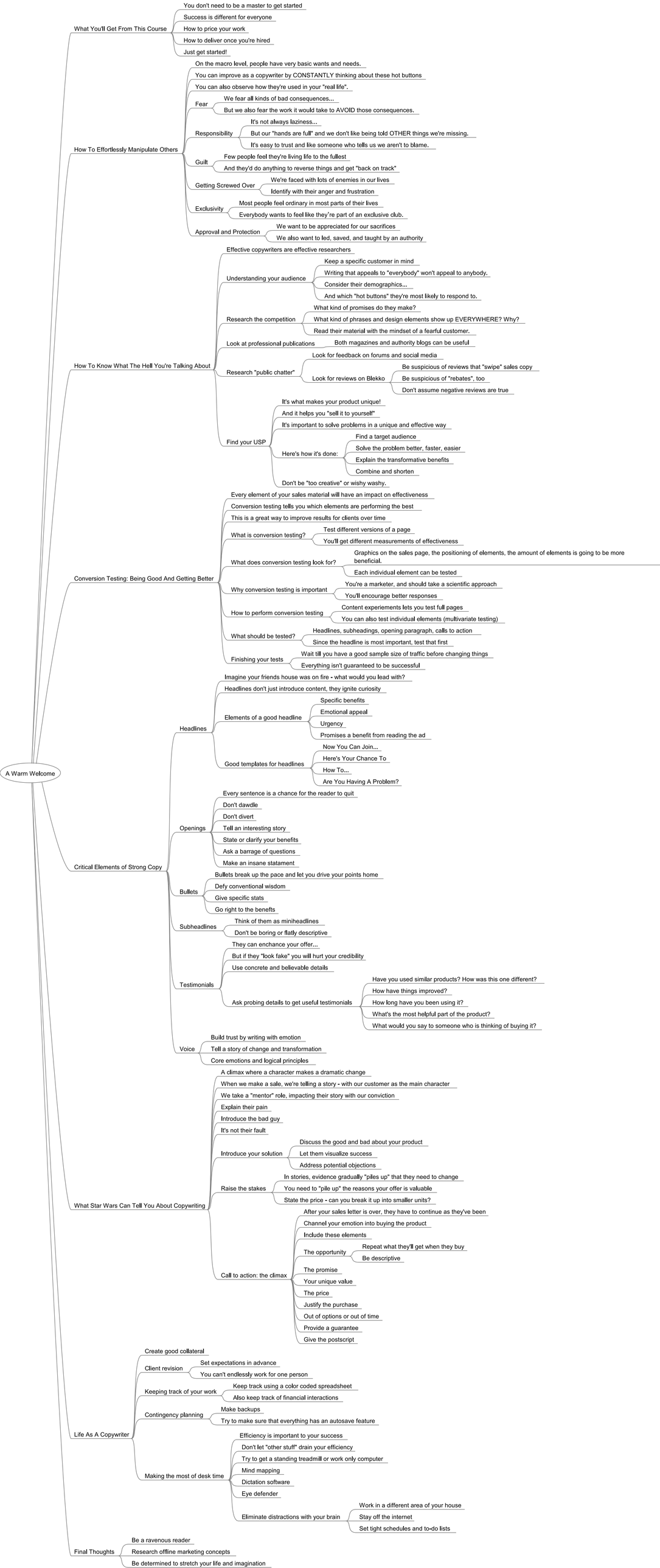
A Warm Welcome
What You'll Get From This Course
You don't need to be a master to get started
Success is different for everyone
How to price your work
How to deliver once you're hired
Just get started!
How To Effortlessly Manipulate Others
On the macro level, people have very basic wants and needs.
You can improve as a copywriter by CONSTANTLY thinking about these hot buttons
You can also observe how they're used in your "real life".
Fear
We fear all kinds of bad consequences...
But we also fear the work it would take to AVOID those consequences.
Responsibility
It's not always laziness...
But our "hands are full" and we don't like being told OTHER things we're missing.
It's easy to trust and like someone who tells us we aren't to blame.
Guilt
Few people feel they're living life to the fullest
And they'd do anything to reverse things and get "back on track"
Getting Screwed Over
We're faced with lots of enemies in our lives
Identify with their anger and frustration
Exclusivity
Most people feel ordinary in most parts of their lives
Everybody wants to feel like they're part of an exclusive club.
Approval and Protection
We want to be appreciated for our sacrifices
We also want to led, saved, and taught by an authority
How To Know What The Hell You're Talking About
Effective copywriters are effective researchers
Understanding your audience
Keep a specific customer in mind
Writing that appeals to "everybody" won't appeal to anybody.
Consider their demographics...
And which "hot buttons" they're most likely to respond to.
Research the competition
What kind of promises do they make?
What kind of phrases and design elements show up EVERYWHERE? Why?
Read their material with the mindset of a fearful customer.
Look at professional publications
Both magazines and authority blogs can be useful
Research "public chatter"
Look for feedback on forums and social media
Look for reviews on Blekko
Be suspicious of reviews that "swipe" sales copy
Be suspicious of "rebates", too
Don't assume negative reviews are true
Find your USP
It's what makes your product unique!
And it helps you "sell it to yourself"
It's important to solve problems in a unique and effective way
Here's how it's done:
Find a target audience
Solve the problem better, faster, easier
Explain the transformative benefits
Combine and shorten
Don't be "too creative" or wishy washy.
Conversion Testing: Being Good And Getting Better
Every element of your sales material will have an impact on effectiveness
Conversion testing tells you which elements are performing the best
This is a great way to improve results for clients over time
What is conversion testing?
Test different versions of a page
You'll get different measurements of effectiveness
What does conversion testing look for?
Graphics on the sales page, the positioning of elements, the amount of elements is going to be more beneficial.
Each individual element can be tested
Why conversion testing is important
You're a marketer, and should take a scientific approach
You'll encourage better responses
How to perform conversion testing
Content experiements lets you test full pages
You can also test individual elements (multivariate testing)
What should be tested?
Headlines, subheadings, opening paragraph, calls to action
Since the headline is most important, test that first
Finishing your tests
Wait till you have a good sample size of traffic before changing things
Everything isn't guaranteed to be successful
Critical Elements of Strong Copy
Headlines
Imagine your friends house was on fire - what would you lead with?
Headlines don't just introduce content, they ignite curiosity
Elements of a good headline
Specific benefits
Emotional appeal
Urgency
Promises a benefit from reading the ad
Good templates for headlines
Now You Can Join...
Here's Your Chance To
How To...
Are You Having A Problem?
Openings
Every sentence is a chance for the reader to quit
Don't dawdle
Don't divert
Tell an interesting story
State or clarify your benefits
Ask a barrage of questions
Make an insane statament
Bullets
Bullets break up the pace and let you drive your points home
Defy conventional wisdom
Give specific stats
Go right to the benefits
Subheadlines
Think of them as miniheadlines
Don't be boring or flatly descriptive
Testimonials
They can enchance your offer...
But if they "look fake" you will hurt your credibility
Use concrete and believable details
Ask probing details to get useful testimonials
Have you used similar products? How was this one different?
How have things improved?
How long have you been using it?
What's the most helpful part of the product?
What would you say to someone who is thinking of buying it?
Voice
Build trust by writing with emotion
Tell a story of change and transformation
Core emotions and logical principles
What Star Wars Can Tell You About Copywriting
A climax where a character makes a dramatic change
When we make a sale, we're telling a story - with our customer as the main character
We take a "mentor" role, impacting their story with our conviction
Explain their pain
Introduce the bad guy
It's not their fault
Introduce your solution
Discuss the good and bad about your product
Let them visualize success
Address potential objections
Raise the stakes
In stories, evidence gradually "piles up" that they need to change
You need to "pile up" the reasons your offer is valuable
State the price - can you break it up into smaller units?
Call to action: the climax
After your sales letter is over, they have to continue as they've been
Channel your emotion into buying the product
Include these elements
The opportunity
Repeat what they'll get when they buy
Be descriptive
The promise
Your unique value
The price
Justify the purchase
Out of options or out of time
Provide a guarantee
Give the postscript
Life As A Copywriter
Create good collateral
Client revision
Set expectations in advance
You can't endlessly work for one person
Keeping track of your work
Keep track using a color coded spreadsheet
Also keep track of financial interactions
Contingency planning
Make backups
Try to make sure that everything has an autosave feature
Making the most of desk time
Efficiency is important to your success
Don't let "other stuff" drain your efficiency
Try to get a standing treadmill or work only computer
Mind mapping
Dictation software
Eye defender
Eliminate distractions with your brain
Work in a different area of your house
Stay off the internet
Set tight schedules and to-do lists
Final Thoughts
Be a ravenous reader
Research offline marketing concepts
Be determined to stretch your life and imagination