


How to write a copy that
converts 10x 

Before the Initial Step- Imagine

- Get into a peak state before writing copy: This is crucial for your business
- Know the product or service so well.
- Write out multiple drafts- rework them over and over.
- Test, and refine.

Most copywriters won't be as successful as Eugene Schwartz but they also feel they don't have to be.

First Step - Research

Smart market profile diagnosis and profiling questions

- What keeps them awake at night- Indigestion bubbling up within, eyes open, staring at the ceiling?
- What are they afraid of?
- What are they angry about? Who are they angry with?
- What are their top three daily frustrations?
- What trends are occurring and will occur in their business or everyday lives?
- What do they secretly, ardently desire the most?
- Is there a built-in bias in the way they make decisions?
- Do they have their own language or vocabulary?
- Who else is selling something similar to them and how?
- Who has tried to sell them something similar and why did they fail?

Fear

- Fear is almost always a stronger lead than trying to describe a benefit or gain.
- At every opportunity, talk about mistakes they may be making, or hidden dangers: things they need to be worried about.
- Play upon what they could miss out on or lose, as opposed to how you could help them do x or y.

Nightmares

- Consider what nightmare scenarios there are for your customers and use words they might use to describe them.
- Pay attention to using words that are real and tangible rather than abstract intangible situations.

Fantasies and Miracles

- Consider what fantasy scenarios there are for your customers. What words might they use to describe them?
- As with the nightmare scenario, use words that are realistic and tangible.

Focus on things that make everything else fade away as they concentrate on your copy.



Project Your Customer

- Imagine what's happening in their lives the minutes before they need your product or services
- What are their emotions?
- What words or phrases may trigger emotions you want them to feel?
- Consider those you use in your marketing.

The top hot emotional buttons- what makes them want to buy from you?

What will delight them? Think of things that will be very personal to them.

Rank your Trigger Words

- Choose your top ten emotional trigger words. (These are words and phrases that you believe will trigger the best responses)
- Rank each word on a scale of 1 to 100, with 100 being the highest ranked for emotional response.

What are the unmet needs your customer has?

The main difference a great copywriter has over a good one is that good ones mainly write about the benefits of a product or service.

Top-quality copywriters sit down and write as if to write to one person.
Sales are about the person and not the product.

When using copy, you're writing about offering a product or service they *already* want, that is the most powerful way to write in marketing.

If you're not offering a product or service they've expressed a desire or need for, then find something else to sell!

It takes as much time to promote a product or service that nobody wants as one that they do.

Don't try to deliberately offend- try to write with emotional impact.

Number one is to shock and dismay.
Number two is to shock and delight.

Study copy examples from your best competitors. Write them down here:

Fact Sheet- Make this as big as possible, at least 100 items.

Benefit list- turn facts into advantages and outcomes

The most important part of a winning letter is to come up with several bullets, ranking each in order.

The most powerful goes on the front page, and the next most powerful on the corresponding page, and so on.

Benefit within benefit

When writing copy or headlines, look for 'golden nuggets of extra benefits' within the benefits you've already outlined.

Let's take a subject such as 'The Kiss Test' as an example.

Your initial header might be 'The Kiss Test- How to tell when a woman is ready to be kissed'.

But adding an extra benefit your copy could read 'The Kiss test- How to tell if a woman is ready to be kissed- so you don't risk being rejected!'.

You can go even deeper 'The Kiss test- How to tell if a woman is ready to be kissed- and you don't risk being rejected and lose all the progress you've made so far!'

Start with one benefit and determine offshoot benefits from it.

Deal Sheet - Create A Killer offer and risk reversal strategy that works together

Reasons they won't buy- compile a list of objections and address each one

Show how the product or service is used on an everyday basis in real life.

This needs to be fleshed out in the narrative of your copy, perhaps as bullet points or the 'what it is' sections.

Influence triggers

- Authority
- Brand position
- Reciprocity
- Scarcity
- Commitment and Consistency
- Liking
- Social Proof
- Surprise
- Contrast

“We understand you. You are important to us, because ...”



Value translated

The value of what you offer is probably incredibly obvious to you, but most people have a hard time ‘connecting the dots’.

They have difficulty in figuring out how much something is worth or its value in their lives.

If you want to dramatically increase conversions, try to figure out in terms that your potential customer will understand.

Focus on primal, emotional, and even irrational motivators.

Create a formula that allows you to demonstrate what you are offering is a 'no-brainer' in terms of benefits and reward.

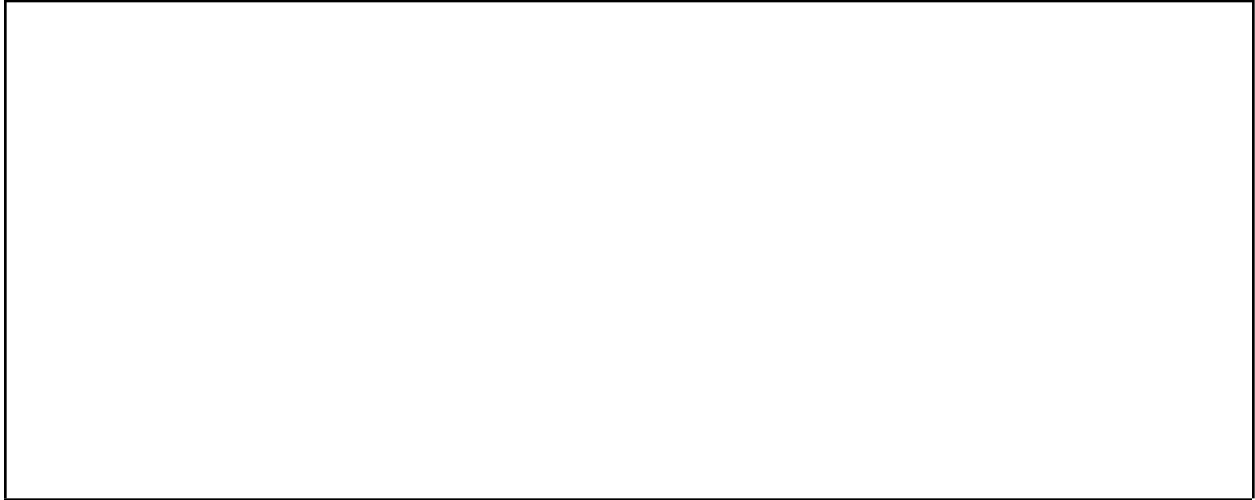
What is the 'currency' that your prospective customer is using to value their own problem or desire- and the solution?

How will your solution relate? With a specific focus on the irrational motivators that drive them.

- Money-saving?
- Time-saving?
- Hassle-saving?
- Evoking emotional response?

Help them to rationalize the purchase in ways they are more prone to understand.

Focus on the transformation that will result from the purchase.



- Give them what they need to convince them to buy.
- Allow your customers to feel the pleasure of buying from you.
- Focus on the success that will come from finding your solution.
- This is not intuitive- they need to be guided.
- There should be no pushing or hard sell. Give them the information they need to convince themselves to buy, doing it in an ethical way.
- Studies have shown that we will pay twice as much to avoid pain as to gain a benefit.
- Avoiding pain is twice as motivational as from gaining pleasure.
- People tend to avoid focussing on the pain points and by highlighting these, you are creating a discomfort they are more likely to try to address.

Use nuggets of information within your copy.

Little 'Aha' moments that your prospective customer may not have thought relevant will do wonders for sales.

Pair how your solution works within their possible objections.
Add things like 'Even if'...highlighting an objection.

Use pronouns frequently as if talking to one person.

- 'You'll'
- 'Your'
- 'You've'
- 'You'

Step 2- Copy for the first draft

Talk as if they've already decided to buy, holding their hand and leading them along the way.

The second step is organizing those buttons into a sales letter format, which leads them the right way, triggering their gut instincts; making them sign on the dotted line.

The mission is to get them to buy by getting inside their heads and speaking their language.

The first draft

Call out to the audience (when possible)

Followed by...

Headline

Think about a pattern interrupt.

Take the biggest result a customer wants, and make it even bigger!
Feature it at the start of the advert as well as your copy.

Push your primary emotion driver along with their deepest desires.

If you do this right, you can increase your sales by as much as 700%

Write 25 headlines

Pick four or five and test them out.

Use power phrases, benefits, and enablers.

Please buy EpicROI to access the
complete framework!

<https://epicroi.co>

Add your header

The content you enter here will appear every time you visit the site of the site.

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Add a powerful message

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Step 1: Focus upon what your product is not.

Give them the tools to believe in themselves and their own decision making, and in turn, believing in you.

Help us understand the importance of the formation of a good relationship.

Give your content

It will give you a lot of feedback and you will be able to see the value of your product and how you are going to use it.

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Step 2:

Give your content

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What is it? What's in it? What's included? What's not included?

What does the device do?

Customer service contact number

Applicable state and federal laws

Key features and benefits

Explain your value proposition and how it addresses the customer's needs and pain points

Explain how your value proposition fits in with the rest of the market

Key features

What are the key features of the device?

The benefits to

The specific benefits received by the customer

Explain the specific benefits received by the customer and how they relate to the device's features and benefits

Explain how your value proposition fits in with the rest of the market

Add your most surprising benefit last.

Write hundreds of benefits but only use the best ones.

For each benefit you write, consider how you're solving the problem you're solving.

For the sake of this experiment, write the top 100 benefits you can think of. This can take a full month or two, depending on you.

Right now, we're not going to use any of them.

For the "benefits" part of writing your pitch, also spend time writing the top 100 benefits you can think of.

Use short sentences.

Short sentences are easier to read.

It's a rule you can use to judge how easy your pitch is to read.

Use short paragraphs too.

Think of paragraphs of text as your sentences on a page in the pitch.

Examples:

1. The customer's idea of how paragraphs of text.
2. 100 paragraphs of text.
3. 10 paragraphs of text.

What makes you a life scientist?

Life scientists study the different forms and functions of life organisms.

Life scientists study how life works.

What do you do?

Life scientists study the natural world using theory, observation, and experimentation.

What skills do you need?

Life scientists need to have the ability to observe, think, and communicate. They also need to be able to work in a team.

Life scientists also need to be able to use their knowledge to solve problems and to work with others.

How?

Life scientists

- 1. Observe and collect data
- 2. Formulate a hypothesis or theory based on the data
- 3. Test the hypothesis or theory using experiments
- 4. Analyze the data and draw conclusions
- 5. Communicate the results of their research

Learning objectives

- 1. Define life science
- 2. Describe the scientific method
- 3. Explain the importance of life science

How to use this

- 1. Read the text carefully
- 2. Write down the main points
- 3. Write down the key words
- 4. Write down the key phrases
- 5. Write down the key sentences
- 6. Write down the key paragraphs
- 7. Write down the key ideas

Exercise 1

Read the text and write down the main points and key words.

Exercise 2

Read the text and write down the main points and key words.

Exercise 3

Exercise 4

Read the text and write down the main points and key words.

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Read the text and write down the main points and key words.

Strong Case

1. **Identify all the parties involved in the case.**

2. **Identify the issues in the case.**

3. **Identify the applicable law in the case.**

4. **Identify the facts in the case.**

5. **Identify the legal principles in the case.**

6. **Apply the law to the facts of the case and identify the legal issues.**

7. **Identify the legal principles in the case.**

8. **Identify the facts in the case.**

9. **Identify the applicable law in the case.**

10. **Identify the legal principles in the case.**

11. **Identify the facts in the case.**

Weak Case

1. **Identify the parties in the case.**

2. **Identify the issues in the case.**

3. **Identify the applicable law in the case.**

Clarify what happens next

What will happen if the service with a name goes down?
What will happen if the service with a name goes down?

What will happen if the service with a name goes down?
What will happen if the service with a name goes down?

System

What will happen if the service with a name goes down?

-
-
-

Add a new service

Keep the offer and quantity

Add a new service

What will happen if the service with a name goes down?

Answer Key

1. The correct answer is (A).

The correct answer is (A) because the correct answer is (A) because the correct answer is (A).

Check your Work

1. The correct answer is (A).
2. The correct answer is (B).
3. The correct answer is (C).
4. The correct answer is (D).
5. The correct answer is (E).
6. The correct answer is (F).
7. The correct answer is (G).
8. The correct answer is (H).
9. The correct answer is (I).
10. The correct answer is (J).

The correct answer is (A) because the correct answer is (A) because the correct answer is (A).

Please buy EpicROI to access the
complete framework!

<https://epicroi.co>