

COPYWRITING

with

ALIZ



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INTRODUCTION

So you have a product, a service, or something you want to sell - what and how should you say to get someone to buy it?

You first need to build up their interest. You need to make them WANT your product or service, or better, make them feel like your product/service is the one they've been looking for all their lives.

Copywriting is basically building up the desire in a prospect and make them realise your offer is what they're looking for.

And to do that, you have to understand your customer on a deep level. You'll also need to know your offer inside out. Only then will you start writing copy.

Bad copywriting is usually because of bad or poor research. Because copywriting isn't about making up clever words or phrases - it's all about filling in the communication "gaps" between a customer and a sale. And to fill in these gaps, we need to do research.

But before we know what to look for during the research phase, we have to understand a few things...

We have to look AWAY from copywriting, and focus on what actually makes your copy effective - The principles of copywriting.

There are 3 important elements of an effective ad promotion:

Offer, Traffic, Copy.

We'll go through Offer and Traffic very briefly (covered by Chris, Liv & Matt), and then Copy and how it all fits together.

PART 1: OFFER

This section is mainly covered by Chris and Liv, but we're going to talk about how a good offer plays a big part in your copy.

No matter how good your copy is, even if you paid someone tens of thousands of dollars to write your copy, if your offer is bad, it still won't sell.

A Bad offer is something that's so generic, common, uninteresting, or just another clone of another product. You want something to differentiate your offers from the many others out there. This differentiation is what sets you apart, makes your offer unique.

Here are a couple of things to look out for:

Specific Feature

If your service or offer has a specific feature only YOU have, make it known. Show your prospects why this very unique feature will help solve their problem better.

Measurable Leadership

#1 in your market? #1 among known-experts in your niche? Are you #1 in some shape or form that's measurable?

Market Specialisation

Example, if I'm a copywriter specialising in music, particularly singing, I've immediately set myself apart from all other copywriters who generalise. This is very effective because it tells your target market "This is for ME."

Unique Process

A system or process where only YOU teach it. Maybe you're a personal trainer and you have a very unique process no other trainers know about. Or you're a business coach and your coaching process is something no one ever heard about.

Influencer Preference

If you have an influencer, who is an important figure in your prospect's life, supports your product or service, use it in your marketing message. This is why celebrity endorsements is a very effective marketing method.

Expert Preference

Similar to influencers, but instead of celebrities, they are certified doctors, physiologists, or people who have the strong credentials like PhDs, or Masters. If you have an expert who supports your service or product, or support the claims you're making in relation to your offer, let your reader know about it.

Research your product well. Not just yours, but your competitors as well. See where they're lacking, learn what they're missing. Use this knowledge as an advantage to beat your competitors.

COPY ASSIGNMENT

What differentiates your offer from all others already in the market? Answer this:
Why should your target prospect choose you over your competitors?

PART 2: TRAFFIC

Matt's the guy to talk to about traffic, here we see how traffic and copy relate to each other.

Again, it starts from your avatar description. What do they like to read, what are their hobbies, how do they spend time at home, who do they look up to, who are they following?

Your descriptions will give you an idea of where your most interested prospects are most likely to hang out. It makes targeting on Facebook even easier because you know what kind of pages to include in your targeting, which means your ad will be placed in front of the right people, improving your ad's performance.

Here's another thing why the avatar description is important in regards to traffic: Even if your ad copy is sub-par, but you place it in front of the right audience, you might still get decent sales especially from those who desperate for a solution or want to try something new.

But, who wants sub-par copy?

COPY ASSIGNMENT

Let's go a little deeper for your avatar description. Imagine what your ideal prospect, your perfect customer, look like in regards to your offer:

What kind of pages does your prospect like?

Who they follow? Who are their idols?

What kind of magazines do they read?

What kind of websites do they visit?

PART 3: COPY

All kinds of good marketing include the WWHN model:

Why is this problem is happening to me

What is the solution to this problem

How do I fix it?

How do I get Now?

WHY

Place the problem in front of your target prospect, and why the problem is happening to the prospect. Make the prospect realise what is causing him/her to have such a problem.

WHAT

They now know what their problem is, so the next thing they'll be asking is, "Ok how do I solve this?" Show them what they should be doing instead to solve their problem. You want your readers to think: "Oh so that's what I should be doing, no wonder what I've been doing is not working!"

HOW

Now they know there IS a solution available, but they want to know how exactly you're going to solve it for them. Show them what needs to be done, without revealing too much. They want to know if your offer will work for them.

NOW

They're excited for your solution, so now you have to tell them how to get it. Be clear, be specific. Tell them exactly what to do to get your offer.

Think of WWHN whenever you're doing your advertising.

3 ELEMENTS OF INTEREST

Now you know the principles of writing effective copy, the WHY behind all copywriting, next is to know WHAT to write.

Templates help a lot!

Here are some you can try for your ad. I'll show you how to use them, and the why behind each section so you'll understand what each section is really about.

But first, remember these pointers:

#1 - It's Never About You

Don't get attached to your product or service! Instead of saying what the customer wants to hear for them to buy your product or service, you might talk about how great you are, and how amazing your product is according to you.

Many business owners are guilty of this, but perfectly understandable. The problem is that your market doesn't care. New business owners also focuses too much on the features of their products. Features are like product descriptions. That's not exciting.

Instead of telling your prospect how many megapixels your new phone is packing, tell them how the higher amount of megapixels will allow them to take better pictures, because they are going to be memories that'll last them for life. Allows better print quality if they want to put their pictures in their favourite family album.

Your prospects care about one thing: What's in it for them. Because...

#2 People Buy Using Emotions. Not Logic.

Humans are emotional creatures. We all make decisions based on how emotionally engaged we are at that moment. When you see a beautiful handbag, you get excited. When you see someone driving a Ferrari, you get jealous. When you have a problem bugging you, you get stressed. It's all emotions. We only justify our decision using logic much later on.

Ever done any impulse shopping before? If your logical brain kicks in, it'll say you're wasting money. But no one really 'listens' to the logical brain. They just go, "OK this is my day, I do what I want, and I'm buying everything on sale today!"

So when you write your ad, always engage their emotional brain! And we do that by stating your product's...

3 ELEMENTS OF INTEREST

#3 Benefits! Not Features!

Because benefits engage their emotional part of the brain. Think of it this way: Your prospect has an in-built interest 'thermometer'. You need to build up the heat before he finally whip out his wallet and give you money. (Now do you know why they keep saying 'turn a cold lead into a red-hot buyer?')

Here's a step-by-step you can follow to find the strongest benefits of your product or service:

First, what are the features of your product/service?

What does your product/service do?

What's the benefit of that?

Why is that important to your prospect?

How will that change his life in the next 1/3/10 years?

What is the ultimate impact on his wealth, health, relationship & life experience?

Example (plus a bonus look at how I write copy ;)

Service feature: Teach Facebook marketing for local business owners.

Copy (raw): Learn Facebook marketing to effectively advertise your services! Get more high-quality clients easily, and end your struggles to find new clients to grow your business. This extremely valuable skill will set you up for life - starting new businesses will be so much easier. It's like your ticket to financial freedom!

Copy (edited): Mastering Facebook Marketing is like holding the ticket to financial freedom. Imagine being able to generate leads on demand - growing your business, or any new ones you're thinking of, will be much easier!

THE SALES BLUEPRINT

Whenever you're trying to sell something to your market and you're claiming you can solve their problems, or you have something they might be interested in, they will always have certain objections. This causes buying friction.

You want to eliminate all kinds of objections and make sure the reader 'flows' right into the sale. Copy and Landing Pages... think about it

Usually these objections are subconscious, even your prospect won't know about it. You need to anticipate them.

To do this, there are 4 essential parts:

Essential Sales Element #1: Destroy Objections

Here are some common objections people have. Of course, they differ depending on the offer, but if you keep these objections well in mind, your copy will definitely improve.

(Tips on how to answer the objections are in brackets).

How do I know this is really for me?

(Describe the problem for them, so they know it's for them)

What unique benefits do you bring to the table?

(State the benefits and what's so unique about your offer)

That's a big claim - how do I know they're real? Why should I trust you?

(Give substantial proof that you can deliver what you claim to do)

Ok, but will it work for ME?

(Tell them how this will work for them because of the problems they're currently facing)

How is this any different than all others I've tried before?

(Mention why you believe they're still not getting results, and why they should consider yours instead)

What makes you think I'll actually get results this time?

(Share testimonials or reviews. Social proof will help a lot)

What if I'm not ready to act today?

(Where you mention urgency/scarcity)

This is by far the most important element in a sales structure. People are naturally skeptical. Destroy their objections, make your reader believe what you're claiming is possible, and that they can do/achieve it themselves.

COPY ASSIGNMENT

What might be the reasons why your prospect will NOT take up your offer? What objections do you think they might have?

THE SALES BLUEPRINT

Essential Sales Element #1: Destroy Objections

Always try to qualify your buyers. By qualifying them, you'll effectively remove the tire kickers, and gain your best customers.

You do this by saying who your product/service is NOT for. Simply state a list of qualities in a client that you do NOT want to work with.

By doing this, when the reader reads through the qualifiers, and they think those reasons don't apply to them, they'll subconsciously convince themselves your offer is for them.

Just state: "Who this is NOT for: <list qualifiers>."

Examples: You only want to work with people who are ready to take massive action.

You only want people who can follow instructions.

You only want clients who are not afraid of failing or working hard.

An alternative is: "This is NOT for you if: <list qualifiers>."

COPY ASSIGNMENT

List down a few qualities you do not want your preferred customer to have

THE SALES BLUEPRINT

Essential Sales Element #3: Scarcity/Urgency

After your prospect read your ad, they'll reach a point where they feel your product is what they've been looking for. However, one last objection is still in their heads: "What if I'm not ready right now, I probably put this away later and come back to it."

There's a common saying on the internet: Later, means never. And you don't want to lose your customer if they start thinking they can come back later.

You overcome this by adding a scarcity or urgency factor. This will most likely to push your prospects to take action now.

Scarcity example: We only have limited spots available. If all are taken up, you'll miss out! We only have 10 copies of this rare book left. First come, first served.

Urgency example: I'm taking this offer down in 24 hours because my partners told me I've over-delivered way too much and undercutting myself. So if you miss out on this \$47 offer today, you'll have to pay the full price of \$197.

Important note: Do NOT make this part up. Your readers are smart, and they can smell B.S easily. Remember, we're playing with emotions and gut feelings here. The moment they sense something is off, up goes their in-built 'objection wall' and you might lose a potential customer.

COPY ASSIGNMENT

What are the scarcity/urgency factors for your product or service? This could be anything - the purpose is to find a reason to get your prospect to act now.

COPY TEMPLATES

When it comes to copywriting, there are no “one size fits all” template you can just copy and paste. It all comes down to testing. Constantly. How do you know if the copy you wrote will work? You don't - the market will tell you.

But by understanding certain psychological factors and copywriting principles, you stand a better chance of getting good results.

That said, here are a couple of templates to test.

PAS **Problem - Agitate - Solution**

Problem

Refer to your avatar description. Then paint the problem they're going through. The more vividly you paint the picture for them, the more you show that you understand their problem. This is the fast track to getting an emotional response from your reader. It also creates trust fast.

Agitate

Rub salt in their wounds. Make them realise that if they don't solve this problem, it will cause certain negative things to happen in their lives. Make them worry, or explain the problem they're dealing with is not something they should ignore or put away.

Solution

Simply state you have a solution to their problems. Tell them the benefits of taking up your offer. A simple trick is to state the opposite of their problems - the positive side of it.

examples

PAS EXAMPLES

Example #1

Imagine you're running a marketing agency and you want to get more local business owners to be your clients.

PROBLEM:

We've all been there.

In the rut.

Your business is doing ok but not great. You treat your clients well and they love you but your client base is growing slower than a snail across wet cement.

You read articles on SEO and email marketing, attracting website traffic, effective design and conversion strategies. They make sense on paper but applying those tactics to your business is another matter.

AGITATE:

You feel overwhelmed with ideas about what you should and shouldn't be doing online and the tech stuff just makes your head hurt.

And then there is the small matter of actually running your business! So you do nothing.

SOLVE:

Being stuck sucks. I get it. So let's get you unstuck.

The UNstuck strategy session isn't about giving you more stuff to do. It's about finding the tactics that will give you maximum return from your efforts online.

examples

PAS EXAMPLES

Example #2

You're a Spanish language teacher and you want more students, and you know your primary customer base are students who learn Spanish to meet new people.

PROBLEM:

Trying to learn Spanish?

It can be quite difficult especially if you're just learning from YouTube videos or how-to books, because you're trying to memorise a lot of phrases to use. This causes your words to stumble and it doesn't sound natural.

AGITATE

Imagine this: You see a nice, attractive Spanish guy (or girl) and you're worried the language barrier will stop you from having a nice conversation. There's only so many ways you can do with the limited knowledge of sign-language you have...

Might as well bring flash-cards to dates! But that's embarrassing..

SOLUTION

Let me show you a better way of learning Spanish. My approach isn't drilling you with phrases to memorise, that's an outdated technique. I use what I call the "Newborn Baby" approach. With this technique, you can start talking fluent Spanish in as little as 4 weeks!

COPY TEMPLATES

AIDA

Attention - Interest - Desire - Action

Attention

Call out your readers, or state something that will cause your target prospect to stop and read because it's about them. The more personal you can get, the better. What do your prospect care most about in relation to your offer?

Interest

Paint a picture of what they lives will look like in the future after they take up your offer. A simple way is to ask "What if.." questions. Make them interested in what you have to say. The questions should relate to your solution or offer. Get them interested in what you have to say in relation to the offer.

Desire

Increase their desire for your offer by stating the benefits here. If the benefits are apparent, (and depending on the copy), sharing social proof here like testimonials and reviews from happy customers will work too.

Action

Simply tell your reader what to do to get what you're offering. Be specific!

examples

AIDA EXAMPLES

Example #1

Let's say you run a suburban dance studio that targets couples age 30-55. The studio also works with serious ballroom dancers who compete in national competitions. But the bulk of the studio's income comes from couples who simply want to enjoy learning to dance. (You know this by doing good background research of all your buyers.)

What do you think is the most important thing to them? Dancing? No. Their relationship? Yes. The AIDA copy could be:

ATTENTION:

How a Couple Used a Totally Unexpected Idea to Strengthen their Bond...

INTEREST (paint a picture of how it will look like in the future):

James and Mary have been together for 4 years, and wants to try something new in their lives. They took up dancing to 'spice' up their love lives, and now they're closer than ever. Both of them now actively participate in fun dance competitions just for laughs because it's so fun! They get to meet new people from all over the world, and the best part? They OWN the dance floor every single time!

DESIRE

(Benefits here. Depending on the offer, showing social proof can build desire too):

"I never had so much fun with Brad before! He was hesitant at first because it was a completely new thing for him, but after the first few sessions, I found out Brad can REALLY dance!" - Tina

"Thank you so much for this! Peter and I just love the looks on our friends faces when we pulled off our dance moves in the clubs. Even people who we never met before came up to us and said we were awesome! Love it!" - Charlotte

ACTION

(include these if possible, the more the better: overcome any objections, credentials, scarcity, extra bonuses. MUST have clear CTA):

It doesn't matter if you're new or not. Everyone's welcome! (Even men, we have quite a number too). Our certified salsa dance instructor has been teaching for more than 7 years, she can get you from a newbie to a dance-floor star in no time at all!

We're having a 50% couple discount for all new couples - but only in February!

If you sign up now, we'll put your names in our lucky draw where you'll stand a chance to win a trip to the hot springs - all paid for!

Click the link below to learn more!

examples

AIDA EXAMPLES

Example #2

You have a copywriting software for local business owners so they can write converting copy in minutes

ATTENTION

Write Pro-Grade Copy For Your Business in 60 Seconds!

INTEREST

Money loves speed. And if you can write converting copy in seconds, wouldn't you agree your business will grow even faster?

Of course it will! No more having 'blank-page' syndrome. No more struggling with what to write, because you can just use my copy generator to write copy for whatever product or offer you're selling!

DESIRE

Imagine being able to write a highly-converting ad in just 60 seconds. You'll stop wasting time trying to figure out the best way to market your offer. Just plug in what you want to say, let my copy generator do the work for you, and off you go.

ACTION

It doesn't matter if you've never written copy before - I created this generator for business owners who simply have no time to learn all the complicated psychological principles of good copywriting, and just want to write effective copy quickly so they can focus on other areas of the business. Or you just want to save money from hiring a professional copywriter.

Click the link below to learn more!

BONUS COPY TEMPLATES

Here are a few more templates to test. These are from master copywriters who've spent almost all of their lives writing copy and pulled in millions of dollars from their advertising. If they're using these, why not you?

Note: These templates are specifically for generating leads. The selling comes after you've acquired the lead (either their emails or phone numbers). Only after you've secured a lead, then you start the 'warm up' process to turn your new cold leads into a customer. There are various ways to do this, the most effective one is email marketing. Direct phone sales are great to quickly close those who are highly interested. Those who didn't take up your offer are not lost, they simply need to know more about what you do.

Lead Gen Copy template - Long version

Promise
What it is, what it's not
Who it's for, who it's not for
What to do to get it

PROMISE

State your claim. What problem are you solving for them?

WHAT IT IS, WHAT IT'S NOT

Clearly state what your offer is about, and what it's not. Your readers will make assumptions when they first see your offer. You need to address them. For example, if you're a personal trainer and you claim to be able to transform someone in 28 days, they will have pre-assumptions that you're just another trainer, doing the same thing as everyone else. Let your readers know your offer is not like everybody else, including the why and how you're different.

WHO IT'S FOR, WHO IT'S NOT FOR

Refer to Essential Sales Element #2: Qualifiers.

WHAT TO DO TO GET IT

Simply tell them how they can take advantage of your offer.

BONUS COPY TEMPLATES

Lead Gen Copy template - Short version (for eBooks giveaway)

Promise
Image
What to do to get it

Similar to the long version. Simply state in your headline what you can do for your target prospect, put up an image of what you're offering, and finally tell them how they can get it.

This works best if you have some kind of giveaway, like a lead magnet. Lead magnets can be in the form of a eBook on quick tips or secrets, or interesting, valuable information your target market wants.

Enticing your target prospects with a lead magnet is probably the most effective way to get their emails. You still need to 'sell' for them to give away their email. An email is still a form of 'payment', it's just not monetary.

You 'sell' by giving value or information they're looking for, and your prospect 'buy' it by giving you their email.

All you have to do next is to make sure your email marketing strategy is ready to turn those cold leads into buyers. (You can definitely use these copy templates for your emails.)

examples

Example #1

PROMISE:

5 Secrets to Transform Your Body, Drastically Increase Your Fitness Levels, and Become a Totally New Man Faster Than Any Other Trainers!

IMAGE:

<image of your eBook>

WHAT TO DO TO GET IT

Free Download! 5 Secrets No Trainer Will Tell You, Or They'll Lose Business!

Example #2

PROMISE

3 Dead-Easy Steps To Start Making a Living With Your Talent, Even When You Think You Got Nothing to Offer!

IMAGE

<image of the eBook>

WHAT TO DO TO GET IT

Free Download! 3 Steps to Earn a Living Doing What You Love!

COPY ASSIGNMENT

Now you know the full extent of what proper copywriting can do, so let's practice.

Look at your business, and look back at all the answers you've provided in the previous Copy Assignments.

Your next assignment: Take a look at your ad, and see how you can improve on them.

CLOSING STATEMENT

Ultimately, copywriting isn't difficult.

It's not coming up with clever phrases, or magic words and such. Effective copywriting and advertising starts from the initial research. The more time you spend on researching your target market, and understanding your own product/service inside out, the easier it is to write and the better your ads will be.

No more blank moments or ineffective copy - because you've done your proper research.

Everyone has a problem, or a need. All you need to do is empathise with your target prospect and let them know you understand what they're going through. Show them there's a better way to do things, tell them how it's done and that they can do it too.

That's copywriting in a nutshell.

Good luck!