

# Quick Copy Class #4 - Steve's Monthly "Cheat Sheet" of Marketing and Copywriting Teachings for Smart Business Owners

Published monthly or whenever I get the urge. Usually a one page "from the trenches" single topic lesson about what's working now. See notes at the bottom before contacting me. Valued at \$15.00.



## A Few Essentials Right Now...

**Here's the deal...** You might have noticed in the Johnson Box above these "cheat sheets" come out every month... OR... "*whenever I get the urge*". Well, I've had the urge. Been seeing a bit of copy lately with some common mistakes so I thought I'd give you my take on how to fix them...

**MISTAKE #1 – Leave them hanging...** Nothing annoys a reader more than a promised unfulfilled. This comes about when we try too hard to create curiosity and/or just get slack. Two ways this can happen... when you use the open loop technique (I'll get to that shortly but first, let me tell you about...) and you never close the loop by telling what the original thing was. Annoying. Sale over. And second way this gets done is... making some big promise in your headline but the copy not really being about it. At its worst... "Free Sex – now I've got your attention" but it can simply be something in your headline which is never mentioned in your copy. Annoying. Sale over.

**MISTAKE #2 – Too much sizzle, not enough substance...** this is why some copy gets the "hypey" tag. Joe Sugarman, who I was fortunate enough to meet in the US in 2014 is famous for saying, "***If it aint in the product, it aint in the copy.***" In other words, to be authentic in copy you have to have an authentic product (eg saw one of those share trading gimmicky things the other day – had a picture of the guy behind it all but the pic was apparently from one of the stock photo sites – yuck). You have to prove it works. There are about 11 "proof elements" I teach which help you get around this common problem.

**MISTAKE #3 – *But MY market is too sophisticated.*** No. The average reading age of the Australian population is that of a 12 or 13 year old. Write to that level. Use a more common form of a word, not its more sophisticated version. Sure, if you were writing an academic paper, a novel, poetry... ham it up and show your prowess. Just don't do it if you want to sell stuff, ok?

**MISTAKE #4 – Long copy is dead and short copy will outperform it.** No. Test it. The "no one reads it" line is not true. Key is more about when to use long copy over short copy. General rule of thumb... if your product is known to your market and the benefits are clear then short copy. If your product and/or its benefits are more complicated, then you need to explain how it works and why they should act. Long copy. Think selling a can of soft drink Vs selling a new investment concept.

**MISTAKE #5 – Confuse 'em and you lose 'em...** every marketing piece should have 1 purpose and 1 purpose only. **CONFUSED PEOPLE DO NOTHING**. Is your message clear? Are YOU clear about why you are writing and what you want them to do? This is huge and responsible for lots of lost sales. Clarity, clarity, clarity.

**AAAAhhhhh... I feel much better now... just had to get that lot off my chest. Hope you found it useful. As always, test and measure. See you next issue!**

**Best – Steve**

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