

Quick Copy Class #5 - 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.



May the Force be With You... Jedi Mind Tricks for Killer Copy

Saw the latest Star Wars movie this week (number 328 isn't it? I lost count after Return of the Jedi) and it got me thinking about Jedi powers in copy... those unseen forces at work which persuade and influence without them even knowing we are doing it. So here's a few "minds tricks" which boost response rates... do you use them?

Jedi Mind Trick #1 – The Positive Power of Negative Force

Bad news sells. Try watching the nightly news or reading a daily newspaper. It's mostly negative, right? We respond to BAD stuff. So, and this is especially true for lead gen, instead of selling positive how to do something better type tips, flip it around to the negative eg

"The 5 Fast and Simple Tips to a Gourmet Meal Every Time" is not too shabby but it's NOT as powerful as, say...

"The 5 Biggest Food Preparation Mistakes Even Experienced Cooks Make which Ruin Any Meal"

Like the nightly news you push the negative button and solve it with your product. Note this works because it gets attention, forces the reader to examine what they do and pushes them to act to avoid it in the future.

Jedi Mind Trick #2 – Everyone Needs a Cuddle

So give them one. Whatever the problem your product or service solves, it can never be the fault of the customer. So tell them 2 things... "It's not your fault" and "You deserve" to have the problem solved. This bonds you to them and lets them off the hook, paving the way for a smooth purchase.

Jedi Mind Trick #3 – Take them to Heaven

Remember, you aren't selling the "thing" you are selling the RESULT your thing gives them. So you need to take them there, into the future and show them what it's like. It's called future pacing or future casting. Start it off with for example... Imagine it's 2 weeks from today and you've just completed... and tell them what it will be like for them so they can "SEE" themselves with your product or service.

Jedi Mind Trick #4 – Tickle, Tease and Fascinate

We're talking bullets here... originally called fascinators because that is their job... to build desire in the product which is only relieved by purchase eg Mel Martin's *What never, ever to eat on an airplane* is a classic and very powerful example of the art of the tease – I still don't know what it is but am dying to find out!!!

**Just use your new found powers for good and may the force be with you. See you next issue!
Best, Steve**

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