

Quick Copy Class #12 - 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.



"Clicks on the Dial" – 4 Ways to Write Fast and Persuade More Effectively – Just Use this For Good NOT Evil...

Copy is not written like a story. Start at the beginning with the headline and write all the way down to the PS.

No. That's not how it works. You don't "write" copy... you "assemble" it. Working this way is much faster. Plus, you also get to insert the highly persuasive "clicks on the copywriting dial" to really make your words zing. Every good writer has about 30 or 40 persuasion techniques they go to in their copy to help get the job done. When you are planning your writing, you factor these in (ie you "assemble" your sales argument).

In the email which introduced this "cheat sheet" I gave you the "Tastes like chicken" click. Go back and read that one. It's important. Here are 3 more...

Copywriting Click #5 – Take away selling - This is where you position your product or service by telling the prospect who it's not for... we all want what we can't have plus, it has an interesting little psychological device. You say it's not this type of person, that type of person (eg in fitness you'd use words like unmotivated, time poor, excuse maker etc etc) and what happens is... this is cool... no one wants to be in "Loserville" like the type of person you just listed so they almost talk themselves into the sale!!! Very powerful...

Copywriting Click #8 – Simplify a complicated or multi-step offer. If your offer contains this and that and then Bonuses 1, 2 and 3 it can be a lot for someone to take in. If you don't make it as simple as possible you run the risk of confusing them. Confused people do nothing. So summarise your offer in a table. It's great for skim readers too... their eyes will focus on the table so they get the sales message fast.

Copywriting Click #12 – Future pacing. This is where you step them into the future to paint a word picture about what life will be like with your product or service. This is powerful because it helps you sell the RESULT of your product or service. And this is what your product wants... the RESULT... not the thing.

Copywriting Click #13 – The Story of Two People. One of the most famous and most successful sales letters of all time is the Wall St Journal Letter (just google it for a copy). It was based on an old ad from the Civil War era... in short it compares two people with the same background and same opportunities but only one is successful... the person who used your product or service. Really powerful way to demonstrate the RESULT your product gives.

There you go, the 4 here + the one in the email gives you 5 clicks on the persuasion dial to use. Remember, as always, persuade for good, not for evil. See you next issue!

Best, Steve

If you like these, you'll really make money with one of my ever popular live trainings or take home self-paced study programs. Send an email to steve@copywritingclassroomonline.com for more information about how to get started today. Copyright 2016. All Rights Reserved. Warning: All opinions are the authors. If you don't like them, unsubscribe. 2 ways to unsubscribe: 1. Don't participate (email, note, comment, suggestion, etc) for 6 months, or 2. Hit reply and put UNSUBSCRIBE in the subject. *Edition #12.*