

# Simplifying The Writing Process

---

WINNING  
— Words —

# Writing Process

---

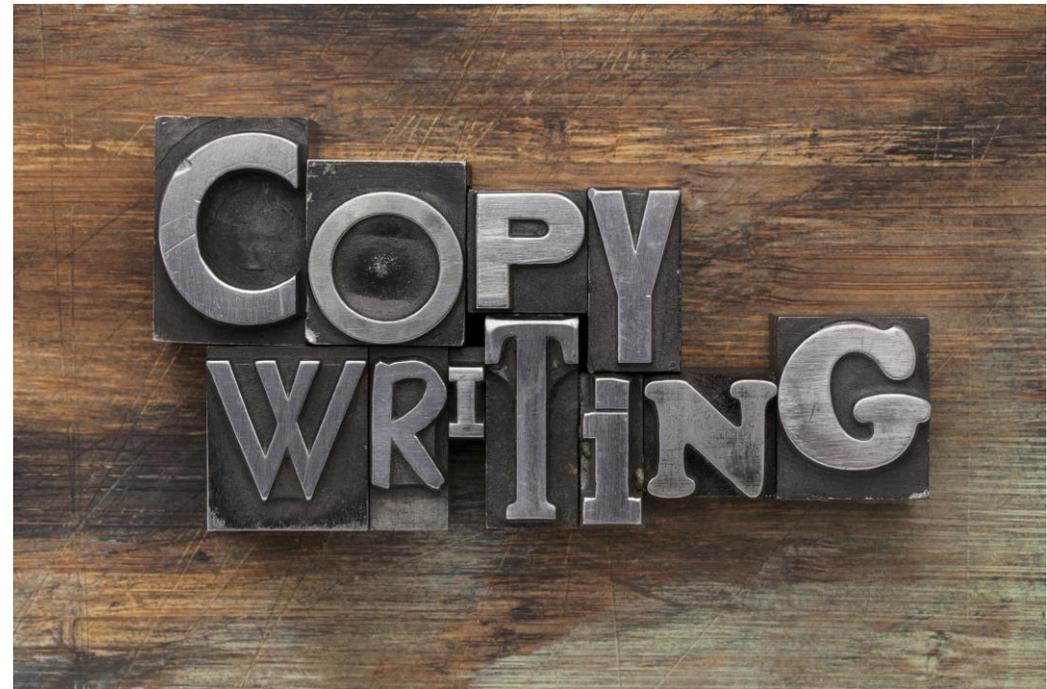
- Who is the target?
- What is your big idea – what do you want to convey
- What does the target desire?  
How do they feel
- Make a list if you have more than one



- 
- List the points that support this idea – do you have testimonial, a study to quote, a personal story to tell
  - List the solutions and benefits
  - List the features - pick one as a bonus
  - Create your call to action
  - Do you want to use a PS
  - You are ready to write



- 
- Headline
  - Lead
  - The Sales Argument
  - Make The Offer
  - The Close
  - The PS



# Headline

---

- Should include the big idea
- Also the 4 U's – unique, urgent, useful, ultra specific
- Must grab them emotionally
- Test different titles



# Lead

---

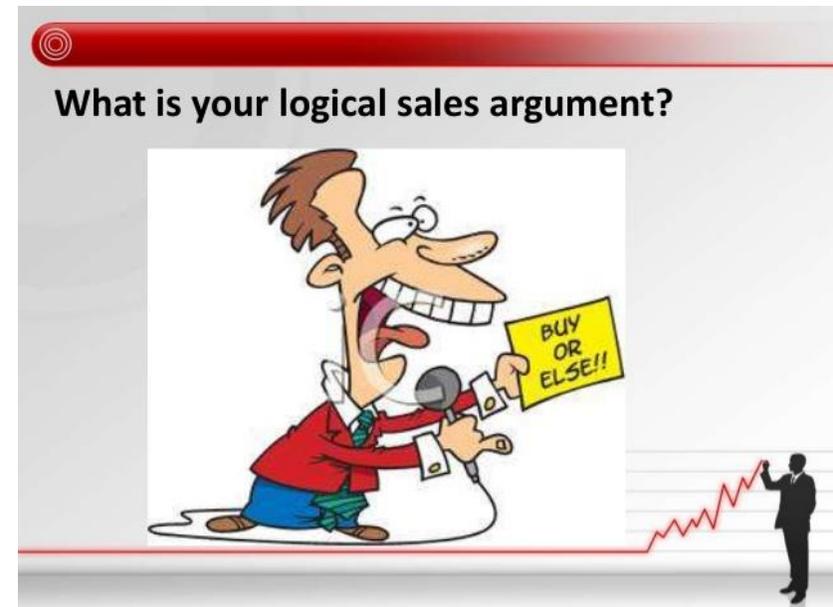
- Can start in subtitle or tagline
- Usually is the first paragraph – can be a story
- It contains the big idea
- Must forge an instant connection with the audience
- Sets the tone and the pace
- Can include benefits and hints at solution (your offer)



# The Sales Argument

---

- Stress more benefits
- Benefits should be presented as a desired solution to the readers problem – what they want
- Can include a story or a continuation of a story from the lead or a testimonial
- Must include a promise
- Then list features
- Remember your offer (your service/program) is the actual solution



# Make The Offer

---

- Tell the reader exactly what you are offering – when and what
- Make it irresistible
- With bonuses and special pricing etc.
- Remember to re-enforce the big idea and make the promise
- Make sure you give them a reason to act now



# The Close

---

- Re-state the big idea and the promise (with new words)
- Include one more bonus
- Add the link
- Links should generally appear three times - one closer to the beginning/middle
- One in the close and one in the PS



# The PS

---

- A great opportunity to add some extra info
- Could be a reminder of the early bird deadline
- Or a one sentence testimonial
- Or just another enticing piece of information
- Add the link again – keep it simple  
“Click here”



- 
- Usually you have a thought for the big ideas – the point you want them to walk away with
  - Maybe it starts with a sentence
  - Build the details around this
  - This takes practice but do it and over time – you will get better and better at it

