

Copy Writing Part II

3 Rules of Selling

By Mark Morgan Ford

People do not like the idea of being sold

People buy for emotional, not rational reasons

Once sold, people need to satisfy their emotional decisions with logic

Bob Bly: A good copywriter helps the prospect solve a problem or achieve a goal

- Gets attention
- Identify the clients problem
- **Position the product as the solution**
- Prove the value of your solution vs others
- Call to action
- Know what your prospect wants and match your product to what they want

Exercise

Write down the topic of your service

What problem do you think you are solving with your service

Write down your answers

Which are emotional solutions and which are logical?

Know The Prospect

Basic facts, age, gender, income

Deeper facts: interests, worries

Deepest insights: core beliefs, feelings, desires

You have to see the prospect as a living breathing person – the prospect is the most important thing in copywriting (not the product)

Keep the love going – build and continue to serve the prospect to turn them into a loyal client

Food Network Media Card

74% women

Average age: 43.8

Income: \$67, 876

College: 61.2%

Where chefs are celebrities and food is entertainment for passionate viewers

Men's Health Media Card

84% Men

Age 41

Income 84, 651

34.5% college grad+

For active, professional men who want greater control over their physical, mental and emotional lives

We always talk about the client avatar – the ideal client

But before you write to this person you need a big idea

You need a theme or message that runs through all your material

Big Idea

David Olgivy

It's a big promise that your service helps in meaningful ways

Big idea is an over riding benefit that flows through all of your copy – new, strong, timely, unique and understandable

Big Idea

Impactful – taps into deeper psychological benefits

It is an overarching idea that flows through everything

It can be your personal goal or the goal for the client

My example: Stop the war on food

The Big Idea

1. If you choose one that is your goal – then who you speak and write to will have to feel the same way as you

This means you can use more of the “I” voice

2: If you choose a big idea that is more the goal of the client, you have to know how they feel

And means you use more of the “you” voice

Weaving the big idea into all your writing and speaking does not mean you are saying the same thing

Can have many different topics but they should serve the big idea – the goal or theme

Each piece of writing or presentation will have it's own big idea – it's own theme

Call these sub-big ideas

Writing An Email or Flyer

Come up with a theme or big idea for the email or flyer

Create a headline that contains the big idea and holds them emotionally

Follow up with up to 4 paragraphs that supports big idea and adds credibility
Finish with a call to action (also contains big idea)

Headlines

What do you think of these?
What Do Holistic Nutritionists Do When They Have A Cold?
Is The Health Of Your Child Worth \$1

What emotions do they evoke?

Example:

Headline: The World's Easiest Way To End Constipation:
Idea: Help for pooping

Emotions: I can do it (cause it's easy), less embarrassed, more in control
Story – tell the story of someone resolving their constipation or give statistics about why people are constipated

1 single desirable outcome – pooping with ease and ending discomfort, stress

1 response (call to action) – Get this ebook for \$19 to help you poop

Is making a claim?

Research For Titles and Topics

Look at current events in your subject area
Listen to the news
Look at seasonal magazine issues and evergreen issues.
Sign up for google alerts
Know the prospects – media card/kits
Does your product/program have something unique

Don't Be Afraid To Look At Others

Look at other blog posts and articles and talk to past clients (survey clients)
Look for industry-specific sites - look at conference topics
News website – put in your key words and see what you can find
Always be the customer for what you are selling - experience it yourself
Collect samples of other peoples promotions
Repeat promotions if working

How Can Research Pay Off?

Helps germinate big idea
A unique approach

Instant credibility
Showcase a hidden benefit
Create the perfect solution
Big Idea: The Chia Secret All Diabetics Need To Know

Theory of Resistance

People naturally resist being sold
Buyers need to see you as solution to their problems
What is the emotion they feel from the solution and problem?
Connect with them emotionally
You are helping someone you care about accomplish something important to them
This will make your writing be effective and stronger

Remember

2 parties in a transaction – each has an agenda
The seller wants the buyer to take the offer
The buyer wants to avoid wasting time and money
The buyer anticipates the sellers push and actively resists
Your goal is to present the unexpected to reduce their resistance

Sales letter

Get prospect's attention

Keeps the attention

Makes it impossible to refuse

Compelling them to action

Persuasion is about *understanding*. This lead to acceptance that a service is relevant to the target audience

4 P's of Persuasion

Promise – Gets attention – usually in the headline and sub headline or tagline
Picture: Paint a vivid picture – tell a story that lets the reader feel the problem and the solution
Proof – back up what you say – statistics, studies, testimonials (watch claims)
Push – a call to action with an outstanding offer – and asking them to purchase – can tell them again what you already told them

Example of 4P's https://getproactiv.ca/en_ca/our-best-acne-treatment-system.html

Exercise:

You decide that you want to sell your services to either those who follow:

Paleo Diet: What is the big Idea?

Vegan Diet (health reasons only): What is the big idea?

What can you provide for them that they want?

Great email line - "Your free gift is waiting for you here" – will get it opened (better if it says what is free).

Same message weakens over time

Perspectives change, options change so copy needs to change

Keep it fresh and relevant, address current events

Always test headlines, offers and bonuses

Write As You Talk

Establishes intimacy and a one-on-one tone

Copy writing is informal conversational

Spoken English

Forget grammatically correct

When you talk to a friend, do you strategize ahead of time?

To Write Like Your Talk

Try to simulate the rhythm of the spoken voice by using punctuation

Bold, italics and caps

Use dots ... or a long dash

Or skip a line

Use your own natural voice but it must be in a way that is appropriate for the brand

ie is your prospect a skeptic (been let down too many times) or new to the process and idea

Proper voice

Believe the product/service will you're selling will improve their lives

Figure out what it would take to convince you to buy the product

Keep it simple and avoid jargon

Unless the jargon is relevant like techy words for a techy crowd

Writing Like You Talk

Short sentences – easier to scan and digest and moves the reader along in an easy quick way

Bullet points – put the benefit first –then explain

Flesch-Kincaid scoring

Tool for measuring ease – the lower the score the more believable, try to be under 8.0 - under 5.0 is even better

<http://www.readabilityformulas.com/freetests/six-readability-formulas.php>

Creating Authenticity and Credibility

1. Employ Specific Details

Don't Say: Bananas are nutrient-rich

Do Say: Bananas boost beneficial bacteria, increased levels of muscle-maintaining potassium and sustain energy levels.

2. Avoid Filler Words: Avoid using fashionable, rich, lovely, charming, upscale, sickly, cozy, colourful, beautiful...

They do not necessarily add anything and are subject to interpretation by the reader – it is lazy way of writing description

3. Use strong verbs

Replace words like “to be “ and “to have” with verbs that indicate action or offer a visual image:

An exercise epidemic swept through my town. It saved me as I discovered the power of my own body.

4. Find details that others overlook

Think about not only what you see but also what you smell, hear and feel

Imagine lounging on your deck, a book on your lap and a mocktail in your hand. Just steps away, your children splash in the lake as the seagulls squawk above.

Offer exact numbers in the details

Testimonials – don't just ask what happened – as how they feel or felt – be careful not to include claims

Don't take testimonials out of context so that it changes the actual message

Write With Passion

It will make your words carry more meaning

Your ideas will be more clear and compelling

Your voice is stronger, richer and more convincing

Your energy will carry over to your prospect

How? Know the prospect and the product – testimonials can help – get excited and feel the problem and feel the solution

Passion – What Does Your Client Think?

Does your prospect like bold, in your face “us vs the enemy”
Are they suspicious of the status quo and would like an outsider solution
Presenting your services as a novel – not part of the establishment
Limit exclamation point – only for impact every now and then

Softer Approach

Does the client want to see a partnership relationship with you?

“I will help you do three things: Sleep better, digest better and have more energy”

“Improve Your Life” I will work with you step-by-step

“Get Yourself Out of Pain” with one click

All address a problem – offer a solution

The Power of Using Stories

Dramatize the benefit – creates a picture
Taps into a fear or desire ie: to be respected
Brings the benefit to life
You feel the intrigue and you want to know more
It starts with a human interest story, the story creates a hero, includes a moral which is buy this product and they can have this benefit, too

To Tell A Story

Go back to the prospect file and figure out what are the desire etc
The hero in the story is the prospect – so what is the prospect struggling with
Client stories are gold

Voices in a Story

1st person: Prospect will relate and see how it will solve his/her problem. The hero is telling the story

2nd person: The powerful “you” voice talks directly to the reader and draws them into the story

3rd person: Provides a parable with an irresistible lesson – two men same college one successful, one not – what is the difference

To Write Your Story

Identify the message – to help you guide the reader so he/she responds – what do you want them to do
Start in the middle of the action – not at the beginning
Layout the story development – where does it end (what obstacle was overcome)

1. Know and prepare the story – whose the hero (how are they like the prospect), what's the problem, what's the solutions and how did the hero get the solution

2. Start in the middle

“While my dinners guests enjoyed the magnificent meal I had slaved to prepare, I was stuck in the bathroom, double over with cramps, begging my colon to co-operate” “Little did I know, my dinner guests were the cause of my problem”

3. Construct the story – make it very tight, hint at big benefits to come, tell it quickly, stick to the truth, use specifics, juicy details, tie it together with a promise, then transition

In summary

Remember the theory of resistance

Make sure your copy is relevant and beneficial

Use stories, make promises “more to get” and hold attention

Write like you talk and how the prospect talks

Write with passion