

Copy Writing Part III

Benefits

Show reader what's in it for him/her

They keep him moving through you copy

They create a psychological connection between his/her desires and your product/service

The stronger the emotional reaction, the quicker they will buy your product

Benefits are not features

Benefits

Once the buyer become emotionally attached to the product, they will buy

ie: powerful car – make buyer seem powerful this is benefit not a feature

Features are statistics, raw data – they are the logic rationale and do not create an emotional attachment

Figure out the how the features can create a benefit to the client

Unique Benefits

What are you offering that no one else is?

The unique benefit could be something a holistic nutrition professional does that other practitioners do not.

It could be a bonus you are offering

It could be service you provide that is unique to you and not other holistic nutrition professionals.

Principle of Future Benefits

Focus your prospects attention on future benefits, creating the emotional attachment between your service and their desires

Well-being is about thoughts of the today and the future

You never have to worry ...

Health is an easy product to have future benefit as is education – we are involved with both - improving someone's health definitely has future benefits

Future benefits can be implied – they can have a benefit now and this will continue into the future

Sidestep the roadblocks to losing weight in 90 days – And start living the life you have dreamed off... starting now

Sidestep the roadblocks to losing weight in 90 days – and discover the simple plan to create the body of your dreams...

Unique Selling Proposition(USP)

Service or product must have a specific benefit that is unique

How is your service the best in the field – unique, fundamentally different or better than anything else

Example USP:

Children's Health Newsletter: Written exclusively for and by mothers

USP

USP is not necessarily copy

When you look at the your research and data about the service – make a list – ie customer service, product specs, user input, reviews, try it yourself – leads you to coming up with a USP

Articulate your USP in your taglines, headline, sub-headlines, email subject, social ads, testimonials, restate it in the call-to-action

People Transformation

You are taking clients from a less desirable state before they start to a more desirable state after

Copy writing is articulating this: transporting or shifting: a less desirable before state to a more desirable after state

Always be talking about the customer

What will clients be able to do after they work with you that they can't do now

Identify The Customer – Who Are You Speaking To?

Stimulate emotions

Stimulate several emotions so you can reach more prospects more deeply

Prospects have several emotions going on at once

Not just fear and greed

Copywriting Emotions:

<https://copyranger.com/emotional-copywriting-words-and-a-really-nifty-tool/>

3-step buying tier – emotion - desire – action

Use different words to convey the emotion

Headline

80% will move on if you do not grab their attention with the headline –

The headline should grab be emotionally meaningful (core beliefs, desires, feelings)

The headline moves the reader into the copy

- If they are afraid – offer hope.

- Insecure – offer confidence

Best Headline Words:

Discover, Easy, Free, New, Proven, Save, Results, It's Here, Introducing, At Last, Guarantee, Bargain, Last Chance, Quick, Sale, Why, How To, Just Arrived, Now, Announcing

The 4 U's

Unique – What is unique about your service?

Useful – How is it useful?

Urgent – Why should they get it now rather than later

Ultra-Specific – Don't be vague – prospect need to know what benefits are there for him/her

Examples:

The World's Easiest Way To End Constipation

Discover The World's Easiest Way To End Constipation Now – Special Offer

Are Your Ready? A Customize Plan For a New You in 30 Days. Stop Struggling

Start Pooping – Feel Great Now With A Special Strategy Just For You

The Lead

Start of the copy – It contains the big idea

Set the tone and the pace

Forges instant connection with the target audience – convinces them it is relevant to them and useful

The Lead

Within the first 10 -30% of the copy - after the headline – the promise and deep benefit should be mentioned

Tell a simple story – keep it real and clear

Buying a car – the prestige, the independence, making a statement about yourself

Buying a sleep supplement – selling alertness, being rested, feeling good

Awareness Spectrum

Determine where your prospect lies along the spectrum

Direct approach works best when the customer is aware of the problem exist and that a solution may exist

Direct Approach – just the facts – state the promise upfront

They are already aware so they know this is a solution

Indirect approach is for those who are not aware there is a problem or a solution

Indirect lead – use an intriguing headline, starts with a story

Works best when they do not know you or trust

Are not aware there is a problem or solutions

6 Leads Type

1. Direct: Offer – Puts promise upfront – popular with known products

2. Direct: Promise – Give the prospect a strong reason to consider – make sure it's unique

3. Direct: Problem- Solution “for relief from that – try this”

4. Indirect Secret or Systems:

- Indirect secret: “Why you should never eat these “healthy” foods”

- Indirect system: Free E-Cookbook: Discover how to extend the power of foods to gain more energy, lose weight and feel good about life

5. Indirect: Declaration – attention is the purpose – should be startling, new and wide reaching, breaking news, bold prediction “Read this or Die”

6. Indirect: Story – Must be a real story – beginning, middle and an end

Taps into an affinity (a natural liking or sympathy)

Telling A Story

Three parts to the story:

Beginning: Grab their attention, pull them into the story, introduce the challenge (the issue), identify the promise, arouse the curiosity or create the urgency, hit hard and quick. Start with the most exciting part of the story - the middle

Middle: Tackle the challenge the hero (the reader) must overcome. Write the obstacles that need to be overcome clearly. Build the drama and use conflict to drive key points home for the reader. Don't let the story wander. Instead create motion and energy by guiding the prospect smoothly toward the pay-off – the resolution of the conflict.

The End: Here comes the pay-off – the solution. The pace quickens as you lead them toward the call-to-action (use shorter sentences as a technique to quicken pace).

The Sales Argument

The lead has brought the prospect to the point of seeing the big promise (the solution – it has painted the picture).

The body copy is where you prove to the prospect that your solution is the one she needs – like no other

In the body copy – present benefits, testimonials, proof without leaving the client confused, bored or skeptical

The client is now at rationalizing stage

They made the emotional decision – that buying your service will help him.

Now you re-enforce the USP and state or re-state your offer and bonuses

You can also introduce a new idea or explain something new (showing benefits) and testimonials

Could introduce the solution (let me show you how (whatever you said they would get)

Use of Subheadings

Subheading can be used for those who like to skip through – make sure they use the 4U's

To make your copy smooth:

Identify the most important truths about the product/service and present them with the greatest appeal

Deal with any perceived shortcoming directly and positively (objections)

Write gripping copy that move the readers emotionally while answering the rational questions

If using bullets, put benefits first and then explain

The Close

Get rid of any remaining skepticism and replace it with a positive expectant feeling about the commercial relationship between you and prospect

Get them to ACT now and leave the prospect delighted that they have made the rational decision to buy the product.

The Close

In the close restate the big promise - what are they getting and why its great

Equate the product with the desired benefits

Restate the USP

Add a false close: Just when they think you are wrapping up you add one more powerful benefit before asking for payment.

What Is Irresistible Offer?

An irresistible offer offers prospects something so compelling they cannot help but call, mail or go online to buy – unique, high perceive value, tied to brand, no risk

Popular offers – report, gift, big discount, special intro rate, free sample or trial, special access to the leader

Offer

Don't just think of saving money - what would make a difference to them that your service has? Live meetings? Group support? Tools they can use?

Now you can appeal to their logic and give them one more rationale – ie save 30%

Also create sense of urgency – date specific, limited quantity

Adding a Guarantee

Helps remove risk

Can we make a guarantee?

State refund clearly – it helps reduce remorse for buying

Helps make you seem more trustworthy because you stand behind your product

The PS

A proven technique where you can add one or more enticements or remind them of a benefit or it could be a surprise (such as price is tax deductible)

Could be comments from clients (testimonial)

Or a friendly remind that free benefits are only available for a short time (and state time)

Plus link

Transubstantiation

Change an ordinary substance into something extraordinary

You want the client to imagine the product is bigger, better, more valuable than it appears

A name change can do this

What is this

Normal Everyday Fruitcake

Native Texan Pecan Cake

Transubstantiation

In Summary

Headline - Make or break the entire copy

Use the 4U's in your headline

If you can't get it all in the headline, then use tag line

Try 6 different leads to find the best one

Fill your sales argument with proof and more benefits

Include a false close in your close – one more incentive

Boost results with a guarantee and a PS

Practice, Practice, Practice

Winning Words List

Amazing, announcing, at last, bargain, bonus, breakthrough, charter, discount, discover, easy, first time, forever, free gift, guaranteed, how to, hurry, improved, instantly, introducing, it's here, just arrived, last chance, limited, miracle, never before, new, now, opportunity, premium, priority, revolutionary, rush, save, secret, send no money, special, the truth about, today, unique, valuable, win, yes, you

