

Copywriting Part III



Benefits

Show readers what's in it for them

This keeps them moving through your copy

They create a psychological connection between their 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

E.g., powerful car – make buyer seem powerful. This is a benefit, not a feature

Features are statistics, raw data – they are the logic rationale and don't create an emotional attachment

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



Unique Benefits

What are you offering that no one else is?

Unique benefit could be something a holistic nutrition professional does that other practitioners don't

It could be a bonus you're offering

It could be a 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 an emotional attachment between your service and their desires

Well-being is about thoughts of today and the future

You never have to worry...

Health is an easy product to have future benefits 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 of... 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 of USP:

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



USP

USP is not necessarily copy

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

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



People Transformation

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

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

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?

Before	After
Have: What did they have or not have before?	What do they have now or don't have?
Feel: What is the emotional state of the audience before? Write with empathy, acknowledging their feelings beforehand, but you need to know what they're feeling.	What will they feel after – describe what they feel emotionally after.
Average Day: What is their day like before?	What is their day like after?
Status: What is their status before?	Do they have more after?
Evil: How can you position before as bad?	Good: How can you position the after as good?

Headline

80% will move on if you don't grab their attention with the headline –

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

The headline moves the reader into the copy

- If they're afraid – offer hope
- If they're 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 useful is it?

Urgent – Why should they get it now rather than later?

Ultra-Specific – Don't be vague – prospects need to know what benefits are there for them



Examples

The World's Easiest Way To End Constipation

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

Are You Ready? A Customized 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

Sets the tone and the pace

Forges instant connection with the target audience – convinces them it's 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



THE LEAD

Awareness Spectrum

Determine where your prospect lies along the spectrum

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

Direct Approach – just the facts – state the promise upfront

They're already aware so they know this is a solution

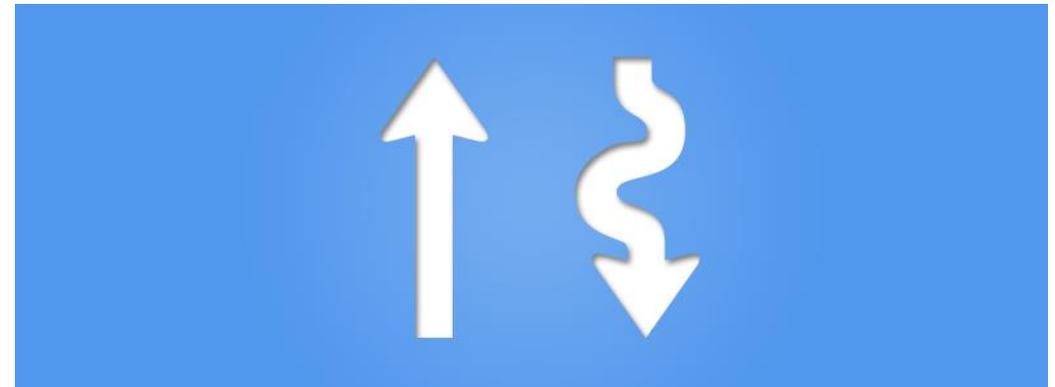


Indirect approach is for those who aren't aware there's a problem or a solution

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

Works best when they don't know or trust you

They're not aware there's a problem or solution



6 Types Of Leads

1. Direct: Offer – Puts promise upfront – popular with known products
2. Direct: Promise – Gives 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 end

Tap into an affinity (a natural liking or sympathy)



Telling A Story

Three parts to the story:

Beginning: Grabs their attention, pulls them into the story, introduces the challenge (the issue), identifies the promise, arouses the curiosity or creates the urgency, hits hard and quick. Starts with the most exciting part of the story – the middle.

Middle: Tackles the challenge the hero (the reader) must overcome. Writes the obstacles that need to be overcome clearly. Builds the drama and uses 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.

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

The Sales Argument

The lead has brought prospects to the point of seeing the big promise (the solution – it's painted the picture)

The body copy is where you prove to the prospects that your solution is the one they need – 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 them.

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

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

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

RATIONALIZE
THIS!

$$\frac{1}{\sqrt[4]{\sqrt[3]{2-\sqrt{5}} + \sqrt[6]{\pi+1}}}$$

Use Of Subheadings

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

To make your copy smooth:

1. Identify the most important truths about the product or service and present them with the greatest appeal
2. Deal with any perceived shortcoming directly and positively (objections)
3. Write gripping copy that moves the readers emotionally while answering the rational questions
4. 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 the prospect

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



The Close

In the close restate the big promise - what they're getting and why it's great

Equate the product with the desired benefits

Restate the USP

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



What Is An Irresistible Offer?

An irresistible offer offers prospects something so compelling they can't help but call, mail or go online to buy – unique, high perceived 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 offer as saving money? What does your service provide that would make a difference to them? Live meetings? Group support? Tools they can use?

Now you can appeal to their logic and give them one more rationale – e.g., 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 reminder that free benefits are only available for a short time (and state time)

Plus provide link to purchase



P.S.

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 Texas 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 for you

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