

COPYWRITING!

Copywriting is absolutely critical to your Digital Marketing success because it's the WORDS that sell!

If you want to become a successful online marketer you MUST become good at copywriting.

Where Will You Use Copy?

- ✓ On all pages of your web site!
- ✓ Opt-in Form Pages
- ✓ In emails to your list
- ✓ Posts you make for Social Media
- ✓ AdWords, FB Ads, and any other ads!
- ✓ Sales Page or Sales Video
- ✓ HTML Title Tags for SEO purposes

Tips For Creating Effective Copy

- ✓ Tell A Story!
- ✓ Use controversy or intrigue
- ✓ A-I-D-A
- ✓ Who I Am -> Here's What I Can Do For You
- ✓ Chain thoughts together - create a 'slide'
- ✓ Use SCARCITY when possible
- ✓ Write short, easy-to-read fragments

Recommendations

- ① Read "The Gary Halbert Letter"
thegaryhalbertletter.com
- ② Study John Carlton
marketingrebel.com

BENEFITS VS. FEATURES

Great copy is all about expressing the benefits of a product or service and NOT the features. "Sell the sizzle not the steak."

Features EX: "This diet plan details all the ingredients & food you need to buy."

Benefits EX: "This diet plan tells you exactly what to eat to maximize fat-burning and weightloss."

The Benefit Within The Benefit

It's not enough to express the benefits of your product or service! The real power is with "the benefit within the benefit."

Benefit EX: "This real estate investing guide will help you build monthly residual income."

BWTB EX: "This guide will help you make money so you can take vacations, pay for a college fund, buy a new boat, house, etc."

Core Elements Of Copy

THE HEADLINE: Discover How-To Save Over \$275 Per Month On Your Electric Bill

SUB-HEADLINE: Easy Method For Managing Your Home Lighting Automatically

PRE-HEADLINE: Finally! Anyone Can Cut Their Utility Costs Right Away...

Core Elements Of Copy

BULLETS: - 3 ways to control your lights without a home automation system.

TAKEAWAY: Only for people that qualify as responsible homeowners...

RISK REVERSAL: If you don't DOUBLE the return on your investment in 60 days, get all your money back.

Core Elements Of Copy

Headline -> Sub-Headline -> Opener ->
Establish Credibility -> Story of Discovery ->
Introduction of Product -> Bullets/Details ->
Testimonials -> Price -> Bonuses ->
Guarantee -> Ask For Order

Headline Formulas

- ✓ Discover How To...
- ✓ Did You Know...
- ✓ Who Else Wants To...
- ✓ Little-Known Secret To...
- ✓ Learn How To...
- ✓ 'X' Tips For <Blank>
- ✓ 'X' Ways To <Blank>

Headline Formulas

- ✓ <Adjective> <Topic> That Will <Result>
- ✓ <Number> Ways To <Adjective> <Topic>
- ✓ How To <Topic> In <Number> Easy Steps
- ✓ How To Survive Your First <Topic> Without <Neg>
- ✓ <Number> Tricks To <Adjective> <Result>
- ✓ The Ultimate Guide To <Topic> For <Result>
- ✓ How To <Topic> Without <Neg. Result>

Writing HTML Title Tags

If you learn to write effective (i.e. high CTR) Title Tags you increase your traffic & rankings.

<Number> Ways To <Keyword>

<Number> Tricks For <Keyword>

<Keyword> Without <Negative Result>

<Keyword> With <Number> Simple Tips

<Keyword>: A Step-By-Step Guide

Bullet Formulas

- ✓ The do's and dont's of <topic>... failure to do it properly can <negative result>.
- ✓ The <number> ways to <result> without having to 'Y'
- ✓ Learn how to <sub-topic> for fast <result>.
- ✓ Save money on <topic> with secret from ex-<topic employee>... reveals the 'inside truth'...
- ✓ The truth about <sub-topic> and whether you should use it or not.

Bullet Formulas

- ✔ <sub-topic> VS. <sub-topic> and which should you choose?
- ✔ The <number> ways to <result> without having to 'Y'
- ✔ The one big thing you absolutely must not do if you want <result> fast.
- ✔ <number> resources that every <topic participant> needs to know about.
- ✔ Use this one simple <thing> for <adjective> <result>.

Video Sales Letter Flow

- ✓ Headline & Quick Summary Of Value
- ✓ Establish Credibility
- ✓ Useful Content (Useful but incomplete!)
- ✓ Introduction of Product/Service/Solution
- ✓ Offer Details
- ✓ Testimonials or Success Stories
- ✓ SCARCITY if possible
- ✓ Price Reveal -> Bonus -> Guarantee