Module 14 "Putting it all together"

How To Evaluate And Improve Your Writing

To evaluate and improve your quality of writing, you must go back and improve your copy until you are confident it will achieve the desired results.

Writing is an iterative process: 1. Observe, 2. Orient, 3. Decide, and 4. Act

Steps for evaluating and improving your writing:

1. **Read your copy out loud**. After you have finished writing your copy.

    - When you read your copy out loud, your own voice makes it possible to detach your creation from the copy to **identify** issues.

    - You will notice parts in your copy that sound **weird** when you read it out loud.

2. **Imagine how your avatar will perceive your writing**.

- What effect will this, line or fascination, create in the reader's mind?

- What can I do to trigger the effect I want in the reader's mind?

3. **Grammar and spelling check**

- Grammar and spelling eros will make you look back to your clients and readers. If you don't take the time to fix your grammar mistakes then your own clients and readers will have a bad impression of you

- Always review your own copy before you share it with your client.

- Iterate through your copy and make sure it produces the effect you desire.

- You'' learn more about it through the review process of your copy and reviewing other people's copies

What Is a Short Form Copy?

Short-form copy is the beginning of any kind of engagement with a brand or business.

What is the purpose of a short-form copy?

The purpose of **short-form copy** is not to sell a product or service but to “sell the click.”

- The entire purpose of the short-form copy is to guide the reader to the place where they will be sold.

Examples of where you will use short-form copy:

- Gmail

- Paid Social Media Ads.

With short-form copy, you are grabbing the reader's attention and convincing them to leave whatever platform they are on so they can be led to a place where they will purchase the product.

You're taking them from a chaotic environment to an environment with fewer distractions, where you can control their experience and bring more powerful tools to bear.

DIC Framework

The **DIC Framework** is a “series of steps you follow to create high curiosity, short-from copy.

For example, you use social media ads to create high curiosity and lead your clients to the place they will buy the product.

The entire point of the DIC Framework is grabbing attention, building massive intrigue, and creating and then directing the reader to click.

The three main sections of DIC:

1. **D**isrupt

- **Disrupt** is where you catch their attention.

2. **I**ntrigue

- You amplify and stack that intrigue until the reader can’t help but take action.

3. **C**lick

- Direct them to take ***action***.

A great **CTA**, **C**all **T**o **A**ction, combines all three of the **DIC** elements and should be enough to get the readers to click.

CTA MUST NOT REVEAL THE <u>ANSWER!!</u>

As a **BONUS**, you can drop a P.S. section at the end of your **DIC** to create even more curiosity in the reader and amplify their pain and desire.

DIC-based short-form copy works REALLY WELL when you are talking to cold traffic (people who haven't ever heard about your brand) or people in your audience who aren't familiar with your products.

- You can also use this format to get readers to consume free content. For example, YouTube, Videos, blog posts, podcast episodes, etc..

<u>P-A-S Framework</u>

The purpose of the P-A-S is to trigger **massive emotional** motivation in your audience to get them to take *action*.

P-A-S is great for inspiring ***action*.**

1. **P**ain/Desire.

- In this section, you tap into the **pain/desire they** are experiencing, to catch their attention.

- Remember you don't create pain or desire, you simply take their pain or desire and amplify it.

- Pick their biggest pain/desire and make it the focus of your copy.

2. **A**mplify.

- The many ways people found comfort have minimized the emotional intensity of their pain and desire.

- The decrease in their pain/desire is easier than actually fixing their pain or fulfilling their desire.

- If you want someone to take action, you need to ignite a flame inside them from their existing pain or desire so it can propel them forward to taking action.

- You can do this with Sensory Experience, Future pacing, and Elevating the emotion

Sensory Experience.

Emotions come from the result of experiences.

- Triggering to play a movie in their head will allow you to trigger the corresponding emotions.

- Use sensory information, such as smell, taste, touch, see, and hearing, to create a vivid and compelling movie in their minds.

Future Pacing

- Give the reader a taste of what the future would be like if they

A). Resolved their pain

Or

B). Fulfilled the Desire

Elevate the emotion

- Use Maslow’s hierarchy of needs

- Most people push their emotions, pains, and desires down the pyramid to make them feel less in pain.

- If you can show them how a problem is actually connected to a higher order of needs, you can amplify the magnitude of compulsion to act

- Status is the easiest and one of the most effective ways to magnify pain or desire is to show them how their situation or their dream affects their status in the eyes of others and you instantly magnify the emotion.

3. **S**olution.

- Now you simply direct them to take action to resolve their heightened emotional state.

Note: You can keep the **CTA similar** to your **CTAs** used in **the DIC** copy.

A few additional levers you can pull to increase the reader's compulsion to take action are…

Urgency

- If the reader believes that there is a limited time to take advantage of the opportunity, the pain/desire is amplified.

- Urgency is about **time**.

Scarcity

- If the reader believes that there is a limited quantity of chances to take advantage of the opportunity, the pain/desire is amplified.

- Scarcity is about **quantity**.

- You can also tap their pain or desire one last time to get them over the edge and have them click the link.

HSO Framework

The purpose of the HSO Framework is to shift the power of belief and inspire desire using the power of story.

The three main sections of the HSO Framework are:

1. **H**ook

    - The part where you catch their attention, and get them invested in reading the story to discover the answer to their new curiosity.

    - Catching their attention is usually due to using a potent “fascination.” The potency of the “fascination” acts as the “bribe” you use to get the reader to read the story and open themselves up to be influenced by you.

2. **S**tory

    - Humans have evolved to absorb and retain information by making decisions based on stories.

    - Stories allow the readers to sympathetically experience the same emotions and transformations as the character inside. G

    - This allows you to resonate with them and shift important beliefs they have on the world so you can direct them to take action.

- All humans follow the “hero’s” story.

Storytelling tips for your short-form copy:

- **Start the story at the height of the drama**.

- If you want to capture the reader's attention then start the story with the preview of the most dramatic, scary, or wild part.

- **Make the main character relatable to the reader**. The protagonist of the story can be inspiring to a degree but the reader needs to identify with the main character and view themselves as that character in order to get the full effect of the story.

- **Fast forward to create intrigue**.

- You can lead the reader to the point of despair, and then fast forward to the point when they are living in the dream.
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- Then they have an information gap that will inspire a mountain of curiosity that you can capitalize on later in the next section.

3. **O**ffer

    - Now, you direct them to take action to either assuage their heightened curiosity, or you can direct them to follow the path of the character in the story to get the results they want.

    - You can keep the CTA similar to your CTA’s used in other short-from copies.

<u>Short Form Copy Best Practices</u>

How long should short form copy be? 150 words in length or under that range.

If you give yourself more words than necessary then you will fall off track, make mistakes, and lose the reader’s attention.

Better to follow the “mini skirt” rule.

Your writing should be long enough to cover the most important parts and short enough to keep the reader interested.

How many ideas can I fit into a short-form copy?

- Each piece of short-form copy should have ONE idea.

If you try to cram multiple ideas into one short copy you will start to sound disorganized and will overall make the reader stop paying attention to you.

If you have other ideas in mind it is better to break out those second or third ideas into another email, FB, Insta, or whatever format you're writing for.

Maintain the “thread.”

Each line of your copy should connect to the next line. There should be ZERO gaps between ideas of a line and the line that follows.

Each line, from the beginning to the end should make you read the next line

The more you read the more you want to keep reading.

No friction or gaps.

An exciting and exhilarating experience

Readability

- Use normal fonts

- Keep the grammar and spelling correct and free of mistakes.

- Keep to one complete idea per paragraph/line. This means either one comes complete sentence or phrase.
- Don’t split your ideas for the reader across multiple lines KEEP IT SIMPLE AND CLEAN!

- Use **Bold text**, <u>underlines</u>, *italics*, and CAPITAL LETTERS sparingly for emphasis.

Avoid sales cliches

Use emojis when appropriate.

Readers are extremely wary of sales or pushy techniques. For example, “luckily for you…” “What if I told you…” “trust me…”

Trigger sales guard. Instances of resistance and disqualification from the reader
Avoid being too professional

You are not writing an assignment for school so be sure to have a freestyle and you're wrong otherwise you will sound like a boring robot.

Avoid formal language or any complicated sentence structure.

You want the “feel” to be one person, talking to another person that they get along with.

Modulate the feel of the conversation based on the avatar.

Have fun writing your copies, doing so will allow the reader to feel that when they read.

<u>How To Model Successful Copy</u>

Keep in mind that copy formats change endlessly so you need to learn to adapt accordingly.

In our modern time, there are a variety of funnels, pages, sales letters, etc..

But, the fundamental psychological principles remain the same.

How do you do this?

As long as you can see examples of successful copies in a new format, you will be able to write your own copies in that new format too.

Once you have found a copy that’s successful and in a new format. You will need to figure out the framework of that copy. For example, did the copy use a hook, etc..

What did they do to make x copy successful?

Then once you determine the “indo skeleton” of the copy or its framework. All you have to do is just copy and paste elements from your own brand and agency.

EXAMPLE:

Let’s say, you wanted to write a good email…

You can look at your own inbox and find a subject line that’s good

Then you swap out elements from the company's brand to your brand.

“How to quit your day job(from someone who’s done it)
Replaced elements with my personal brand:

“How to bench three reps (from someone who can)

How do I find good and successful copies?

By paying attention to copies you encounter as you go about your day online.

If you see a page, copy, or webinar that you like and find interesting. You want to create a Google Drive file where you will save a collection of good copies for examples and inspiration.

Second, make a new Google account where you can use it to sign up for as many email newsletters as possible.

ONE OF THE BEST WAYS to find a good copy that’s converting today is through Facebook ads. Three more views, comments, and likes the longer the ad has been running.

The longer the ad has been running the more money the brand has been spending.

- The more money they've spent, the more likely it is that the ad and page it directs to are profitable.

You can use this method to find lots of [profitable new funnels. And pages for you to model.

<u>What Are Opt-In Pages</u>

What are Opt-in pages?

Opt-in pages are a trade. They are used to collect potential customers' contact info and permission to communicate with them and in return you provide them with some form of value. That can be a gift, information, a discount, or special access.

The best landing pages are usually just DIC copy with a hint of authority and other trust-promoting content.

Why are they important?

Opting in for one of these free gifts is one of the first steps of any business value ladder.

- They transition, from this point, from being outside of the brand world to an inside member of that world.
- Because of that, the brand now doesn’t have to rely on social media platforms, such as Facebook, or other platforms, such as YT, to reach that person.
- This allows the company or brand to be able to reach that person directly through the contact info that they provided.

How do you write them?

- Headlines
- Intrigue

- You want to build enough intrigue of “what’s on the other side” of submitting their info, that they will be haunted if they never opt-in.

- A powerful way to build MASSIVE curiosity is to consistently stack “fascinations.”

- Authority and Trust.

- You want to remove any fear they might have about the quality of the info they're going to be receiving.

How do I show my authority?

- Track records, show others you helped, show authority by association, etc..

How To Plan Out The “Bait”

Think of things that will be helpful for someone who is trying to take their first steps to reach their dream state.

How do you measure the success of an Optin Page?

- You measure it by the conversion rate (CR).

What percentage of people submit their information on your page?

Be sure to include all of these elements…

- headline
- Intrigue
- Authority

To ensure the highest possible conversion rate.

<u>How To Write Email Sequences</u>

Different email sequences:

1. **Welcome Sequence**

- After a prospect opts in and takes their first step in the "brand's world," you will need to start hyper-building relationships with them by proving value and by budding rapport.

- This **type** of sequence is often called the " Indoctrintination sequence" because you also take this time to reshape your perspective on the world.

- The goal of a welcome sequence is to take a brand new person, who isn't familiar with you or your brand, build a relationship with them, reshape their understanding of the world, and prepare them to purchase the next product in the value ladder.

Email 1, is a simple introduction and the actual "bait" they signed up for.

- You will also tease the next content they will be receiving in the next email so that they will want to come back and read it.

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Email 2, is usually an HSO email where they get the opportunity to know the guru/brand's discovery story and shift some beliefs.

- You can make all of the CTAs in each email link directly to the next product in the value ladder.

- Note: Not all of the emails in the welcome sequence need to be sales emails. It can but It can also be something that teaches them a laudable lesson or information they can use to solve their problem. You can lead to a product but you don't have to.

Email 3 is often some type of value email that gives the reader new knowledge about their roadblocks and what needs to happen if they want to get into their dream state.

- This can be accomplished with the DIC format and then either revealing the answer instead of driving the click or having them discover the answer on a dedicated page or video outside of the email.

Email 4, is usually a DIC email focused 100% on driving the newly educated and excited reader to go to the sales page.

Email 5, usually a PAS style email to help people over the edge now that they have been to the sales page for the upsell product.

You can have more than five emails or less.

It's up to you what steps you want your reader to experience between opting in for the original value and being ready to be sold for the next product.

Even if the reader doesn't buy the next product, they should be bought into the brand and trained to enjoy opening the business emails.

Tips to get better at writing Welcome Sequences:

- Sign up as many newsletters as you can and take notes on what they do well and where they can improve.

Normal Newsletters Emails:

Note: that this isn't "exactly" a sequence of emails but it is essential to keep the relationship between you and your clients alive and continue to sell/ help them with your other products and services.

Make the majority of the emails more about helping them rather than selling to them.

You are essentially building a relationship with them so they can look at your product/ service and purchase that product/ service. Think of the "bank account" analogy.

Even though you are sending "value emails" that does not mean that you should ignore the DIC, PAS, and HSO elements.

These elements are STILL the best ways to grab their attention and build up curiosity before you share your lessons or provide your value so that they can pay attention.

You can also **tag** a mini CTA in the PS section of your value emails to capture sales as you educate and help your audience.

Keep in mind that you **usually** have a 3:1 ratio of value emails to sales emails to your list. (3 value emails and 1 sales email)

Launch Sequence:

- When a business is going to launch a new product or hold a live/paid event, it will often send a series of emails to its list to build up demand and capture the maximum number of sales.

- In a variety of ways these sequences are a lot similar to the "Welcome Sequences"

- There will usually be an -announcement email- a few weeks before the product is available encouraging preorders.

- Then there is **usually** a period of value emails and free content meant to educate the reader and amplify their pain and desire around the new product.

- Then there is a series of PAS emails once the product is available for purchase.

● **IF** there is a sale period or a limited time access there are **usually** some high urgency PAS style emails that go out at different times letting the reader know there are 48 hours left, or 24 hours, etc…

- Many businesses run several launch cycles per year for their products in this way.

Reactivation Sequence:

- Overtime subscribers will start losing interest and will stop opening their emails

- Google and Mail servers keep track of open rates and spam complaints.

- If you keep sending emails to people who don't ever open them, your domain/address will get a blacklist and they will stop treating your emails as a priority.

- So if there are a lot of old subscribers who aren't responsive to your list, then you NEED to identify them and give them a chance to reintegrate or clean them out of your list.

- To do this you're going to send them a Reactivation Sequence.

- You're going to first segment the subscribers who haven't opened any emails in x number of months then you're going to send them a series of emails informing them that they are going to be removed from your list.

- And then inviting them to take X action.

- You can also "bribe" them to stay by offering them a small discount on one of your products.

- Or "re-indoctrinate" them by building their curiosity and desire to consume some content similar to the Welcome Sequence to get them engaged in the "world" of the brand.

- Eventually, there is going to have to be a "breakup email," a final chance to stay.

- If they don’t take the necessary action, you then remove them from your list, So that you keep your sender score HIGH, and focus on helping the people who are most engaged with your brand.

Segmentation:

- In today's modern Email Marketing Software (EMS) like Mailchimp, Active Campaign, etc.

- They all allow you to segment your list based on behavior.

Example:

- If they were to click a specific link, open an email, visit a page on your site, buy a specific product, etc.

- You can tag them and then treat them differently on your list.

- This way you can identify your best prospective customers for a specific product, or send one kind of email to the men and another to the women, etc.

What Is Long Form Copy

Long-form copy is a sales page, landing page, via sales webinars, and long-form content.

Long-form copies are a piece of content that can take someone from where they are now to a conversion event.

In this form of copy, you have to hit all levels of persuasion. You also need to include all the elements to make that choice.

Long-form copy is more involved than short-form copy where instead of trying to spin their curiosity and direct them to a sales page/ action. In this form of copy, you are doing **hardcore** persuasion

Before working on long-form copy you need to learn the fundamental principles of short-form copy because those same principles apply to long-form copy as well.

However, some additional concepts that you will need to learn and keep in mind when writing a long-form copy:

Long-form copy is **significantly** more valuable to a business compared to short-form copy.

The reason long-form copy is significantly more important than short-form copy is that it is responsible for **conversions**

Long-form copy will be the core structures where a lot of the funnels you will create as you move forward and become more experienced prints.

This ability to segment and tag your list will allow you to tailor the subscribers' experience to them and allow you to get the maximum value.

- The **Old Rule of Thumb** is that a business should earn at least $1/month for each subscriber on the list.

- If you show up to help a business they have 100k subscribers but are only making $20k/month. Then you know that they need to improve their list **health**, improve their email sequences, and/ or add new products to get more value per conduct.

<u>Long Form Copy Outline</u>

https://docs.google.com/document/d/1jK8VojbfoKMWtL4Prp7fmeHFL5jrXxVsiRFhFEtInng/edit?usp=sharing

All of the notes and necessary elements for the long form copies are in a separate doc. I found that there was no need to take notes since everything is included in the document.

Keep in mind that this “outline” is fairly flexible and does not go in the order that it is shown but that is fine because every sales will reach the overarching goal.