

Get More Sales By Improving Your Writing (part 3 - Stop Waffling Around)

Notes:

Do you just wish you had the ability to make your customers glue their face to the screen, consume every single piece of content you publish and beg for more?

It's a fairy tale dream. And the biggest killer of that dream is being booooooooooooooring.

And the most boring thing in the world is "waffling".

Just saying things without a real clear reason, just talking for the sake of talking.

You might be new to this term, but once I show you it, it will stick out to you like a disco ball in a funeral.

Take a look at this sentence:

"The meeting will be held at five and what will be discussed is 'the sorry state of business writing.'"

Or this one:

"I'm reaching out to you because we've been in the process of developing a new marketing system geared towards the generation of leads for home service businesses."

Or this one (*most common of all three*):

"I know you're probably busy and I don't want to take too much of your time since your schedule is probably packed".

That's all WAFFLING. It's just filled with passiveness, weakness, neutered and castrated language.

You're supposed to cut through the fat. And cutting through the fat with a pizza slice won't just do it.

Let's fix these dreadful sentences.

“The meeting will be held at five and what will be discussed is ‘the sorry state of business writing.’”

Boring wet noodle of a sentence.

Here’s an active version.

“The meeting’s at five. Subject: ‘the sorry state of business writing’.”

See how that’s much more to the point. Click, click, click? Fingersnap?

Next one:

“I’m reaching out to you because we’ve been in the process of developing a new marketing system geared towards the generation of leads for home service businesses.”

Yawn. Let’s fix this.

“Reaching out because we generate leads for home service businesses. Would that be of interest to you?”

To the point. Short, concise. Compendious.

Last one:

“I know you’re probably busy and I don’t want to take much of your time since your schedule is probably packed.”

Okay. This is the easiest of them all. Look:

“.”

That’s it. The entire sentence doesn’t do anything! Why are we telling someone that he’s busy and we want to keep it brief?

Just by writing or even THINKING of those words we’re wasting time. Which is the last thing you want to do, right?

Let’s stop using passive language. Let’s stop being careful, timid.

Write like you’re the man. You break down doors, storm banks with machine guns.

Take charge of your own language and see your sales and results soar.

Headlines:

1. Write Content that keeps your customers begging for more

2. Hidden content formula that will keep your customers up late at night waiting for your next post
3. How to write content that will make your customers drop down on their knees and beg you for more.
4. DRASTICALLY increase your sales by making your customers addicted to your content

Outline:

- **Attention:** Do you just wish you had the ability to make your customers glue their faces to the screen, consuming every single content you post and beg for more.
- **Interest:** it's a fairy tale. And the biggest killer of that fairy tale is being booring.
- **Desire:** And we want the opposite of that, we want our customers to get filled with energy whenever they take a glance at our copy.
- **Action:** Make your copy, short, straight to the point and compedious.

Draft 1:

Do you wish you could make your customers glue their face to the monitor and consume every single piece of content you post? And keep them coming back, begging for more?

It's like a dream, and you can make that dream come true with action.

And obviously, after inaction the second biggest obstacle to writing copy that hypnotizes your customers is being boring.

So boring, in fact, that it induces sleep. How can you produce so much melatonin through the screen that your reader falls asleep? By 'waffling'.

That's why it's so easy to fall asleep in school. The teachers just keep rambling on and on.

Just saying things without a clear vision. Talking for the sake of talking.

'Waffling' might be a new term for you, but once you see it in the wilderness, you'll be able to point it out easily like you could point out a disco ball in a funeral.

Take a look at this sentence:

"The meeting will be held at five and what will be discussed is 'the sorry state of business writing.'"

Do you notice anything? You probably noticed that I'm already half-asleep with drool coming out of my mouth.

But besides that, did you notice anything out-of-the-norm? IT'S BOOOOORING.

Like this one:

"I'm reaching out to you because we've been in the process of developing a new marketing system geared towards the generation of leads for home service businesses."

Or this one:

"I know you're probably busy and I don't want to take too much of your time since your schedule is probably packed".

It's all boring, lazy waffling. Filled with passive, weak, neutered and castrated language.

Feels like you're trying to ask a girl out on a date but framing it as a 'friendly hangout'. (*It never works out brav*).

And we want the opposite of that, we don't want to enter a bank with a nerf toy that makes sounds.

We want to storm in, guns blazing, machine guns everywhere. And leave with a couple of kilos of cash.

Let's fix these dreadful sentences.

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Boring wet noodle of a sentence.

Here's an active version.

"The meeting is at five. Subject: 'the sorry state of businesses writing'.

See how that's WAY more to the point? Click, click? Finger snap?

Next one.

"I'm reaching out to you because we've been in the process of developing a new marketing system geared towards the generation of leads for home service businesses."

Yawn. Let's fix this.

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