

Winners Writing Process.

The MINIMUM to do before you write copy.

1. What specific Business objective am I trying to accomplish?

Create a website that converts attention into purchases more efficiently.

A) Why is achieving the objective important to the business?

It will allow the business to drive attention to the website and successfully convert that attention into purchases.

B) What specific marketing Machine/part of the funnel is required to achieve this objective?
Website.

METHOD:

- Find the Marketing machine by looking at Top Players' methods
OR
- Use logic to determine what you think will work best.

Top players sell through a retail market however since the business is currently too small to enter the retail market, the idea behind the website is that it will create a strong base for the business to be built on. With a strong website, we can successfully drive both B2B and B2C clients through it.

2. Who am I talking to?

(Identify your target audience for your copy)

A) Who is going to be reading it?

Tradespeople who do metalwork, such as:

Machinists

Fabricators

Metalworkers

B) Who are you targeting?

Avatar: Mark

Demographic traits:

Age: 35-55

Gender: Male

Location: Industrial or urban areas

Occupation: Fabricator

Income: Middle class

Psychographic traits:

Values: Efficiency, productivity, quality, safety.

Lifestyle: Hands-on, practical, problem-solver.

Challenges: Dealing with tool wear, material inconsistencies, time pressures.

Motivations: Improve job satisfaction, increase output, reduce costs.

Behaviors: Relies on experience and word-of-mouth recommendations. Values tangible results and measurable improvements.

Needs and Desires:

A product that consistently delivers high-quality cuts.

Longer tool life to reduce downtime and costs.

Improved workplace safety through reduced friction and heat.

Ease of use and application.

Maslow's hierarchy of needs:

Self-actualisation: To create the best possible work and earn the most amount of money he can

Esteem: Respect from coworkers, clients and competitors for effectively and efficiently providing quality work.

Love and belonging: Good working relationships with coworkers and clients.

Safety needs: More reinforcement that the business will be successful and he will continue to make money and provide for his family.

METHOD:

- Perform **market research**
- Find out **what “Makes them tick”**
- Identify the **kind of person** they are
- Get a feel for the **“Best”** Existing Customers.
- Look at **testimonials, reviews** and **case studies**.
- Look at your customers or competitor's **top customers**.
- See what **characteristics “Top Customers” have in common**.
- Focus on **Psychographic** characteristics more than **Sociodemographic** characteristics.

Reviews from competitors' products:

“Used with a drill press and a step-up drill bit. This product reduced friction and made cleanup a breeze. The impact was immediately visible. Cuts made after a fresh application of cutting oil had long, continuous “curlies”....meanwhile, cuts made without a fresh application of cutting oil produced lots of tiny steel splinters. Cleaning up the splinters is not fun. The impact on friction is

also very visible. Fresh applications resulted in less “smoke”. Less smoke = more productive cuts (and more confidence for me to keep pressing). On a purely cost basis, three bottles of this cutting oil is cheaper than one rolling steel magnet from Harbor Freight. However, you don’t need 3 bottles. One bottle is more than enough for dozens of holes / cuts. A little bit of this stuff goes a long way.”

“I had broken tens drill bits before I got this. After I had it, any drill bits won’t be broken any more. It’s my magic potion. It saved me.”

“I remember Tap Magic from 35 years ago when I was working my way through college. Since then my life moved away from machining and the like. However, I’ve been getting back into metal working as a hobby. Cutting fluid is important for keeping your tools sharp, I’m using it on my band saw blades and it works well. If I were to be reborn as a cutting fluid, I would want to be Tap Magic. I’m not sure who would rate the scent though, it’s not like I’m going to use it as cologne. But I rated it anyway, it brings back memories of being a poor college student and living off of a single pizza for three days. Back when you had dreams of your bright future, so I guess that makes it a nice scent.”

Benefits:

Save money by using a cheap way of expanding tool life.

Save time and make jobs easier by lubricating tools

Be able to do more jobs faster and meet client deadlines.

Long lasting and effective throughout a lifetime of use.

Journey from current painful state to dream future state:

beep beep beep, Mark’s alarm wakes him up. He peers over at the time, 5:00 am, the same time he’s been waking up for work nearly all his life. He kisses his wife on the forehead as he gets up to get into his overalls for work. Once ready, he drives into work in his pickup truck.

Upon arriving at the shop, he unlocks the door and enters, this is one of the only times anyone will visit the shop without the sounds of grinders, welders and saws constantly making noise. He looks at his schedule for the day. It’s going to be a long one, but the work needs doing. He has a big project for a top client he needs to be done by the end of the day, and so he starts up where he finished yesterday.

Not long into the day, he routinely begins cutting a piece of aluminium, The blade slowly and begrudgingly is dragged through the metal.

“This thing needs a new blade again, there goes another \$300. I’m constantly having to replace these stupid things.”

“If I didn’t waste so much time and money replacing dull and broken blades, I’d be able to get so much more done and save so much more money”

He carries on working but fails to meet his deadline. The customer calls the next morning enraged.

"THIS WAS MEANT TO BE DONE A DAY AGO, I'M SICK OF THIS. I'LL TAKE MY BUSINESS ELSEWHERE."

"Fuck. there goes another client." Mark thinks.

After spending the money and time replacing the blade, Mark finished the project 2 days late. He knows he needs a solution, his process is too slow, too inconsistent, inefficient and now is costing him valuable clients.

After yet another long day, Mark arrives home and opens Facebook to wind down from work. An ad catches his eye. A product that prolongs tool life, improves tool performance, and saves him time and money on each and every project, At half the price of competitors?

"This is EXACTLY what I need"

He makes the purchase.

One week later.

Mark wakes up and prepares for work just like normal, only this time is different. He has finally freed himself of the constraining imperfections, inconsistencies, broken blades, lost time and wasted money. His team can blast out projects unlike any competitors, his blades stay sharp, his pockets are full of profit, and his problem is solved. He no longer worries about the issues that may arise, He can rest assured his machines will be in perfect working order for longer, and furthermore will be more effective than ever.

3. Where are they now?

A) What is their **Current State?**

Frustrations, Pains, Desires, World view.

Inefficient

High costs for tools

Short tool life/Tools breaking prematurely

Projects are taking too long

Tools aren't cutting as well as they used to/are meant to.

Losing money due to an inefficient and outdated system.

B) What is their **Dream State?**

Aspirations, Dreams, Desires, Ideal life.

Mark can go to work every day with peace of mind that his tools will allow cut smoothly and sharply, and last him a long time, and produce projects that satisfy his clients.

Saves money on tools, while making more money than before with more efficient, sharper, longer lasting tools.

“Mark wakes up and prepares for work just like normal, only this time is different. He has finally freed himself of the constraining imperfections, inconsistencies, broken blades, lost time and wasted money. His team can blast out projects unlike any competitors, his blades stay sharp, his pockets are full of profit, and his problem is solved. He no longer worries about the issues that may arise, He can rest assured his machines will be in perfect working order for longer, and furthermore will be more effective than ever.”

C) What is their **Market Awareness?**

Problem/Solution/Product aware?

Level 3: Solution aware

Targeting a solution-aware market:

Call out the known solution, and offer the product as the best form of that solution.

Example:

Sick of overpriced, odorous cutting lubricants that simply don't get the job done?

Choose a cutting lubricant designed for Performance, Precision and perfection at HALF the price of competitors.

Click the link below to maximise your output, without sacrificing your wallet.

D) What is the **Market Sophistication?**

Stages of sophistication?

Stage 5: Market is tired of everything, all options appear the same

Targeting a stage 5 sophistication market:

Identity play, Niche down. (Aluminium cutting lubricant > all-purpose cutting lubricant)

Example:

Do you want to MAXIMIZE your efficiency when working with aluminium?

Here are 5 ways Cut-Ease makes you MORE money than it costs...

E) What are their **Current Levels of Desire?**

Current desire for a solution

4 - Probably not super hungry for a solution because they are either already using an alternative product or are not aware that there is a product for their specific need. If they are solution unaware their desire for a solution will be high, however the likelihood is that they will be product aware and therefore will be looking for a better alternative as opposed to a new solution.

F) What is their Level of **Trust in Your Company?**

Current trust in your solution, Current trust in your company

Very low, Cut-Ease is an unknown business with little reputation in the industry if any. It will be extremely pertinent that we gather and use as many testimonials as possible for our website and marketing. This is also part of the reason I want to redesign the website, If I include more social proof and make it look more professional it should allow for a higher trust in the business for new customers.

4. Where do I want them to go?

What specific action do I want them to take at the end of my piece of copy?

Click through to a product page, and then purchase from the product page.

How does this action achieve my business outcome (Section 1)?

By successfully converting their attention from a click of the website link to a purchase of the product. (monetised attention)

A) Identify any perceived **"Costs"** They might have to take **action**.

Objections, Effort and sacrifice, Time Delay.

Time delay

Monetary cost

Eco-friendliness

Compatibility with materials and tools.

Performance/ability to come through on benefits.

B) How much **Certainty** do they need to take **action**?

What is their threshold? How will you get them there?

They need physical proof that the product does what it says it does, They will reach their threshold by SEEING the product at work. A before and after photo, or a video of the product being used should be enough to get them there.

C) How much **Trust** do they need to take **action**?

What is their Threshold? How will you get them there?

They don't need much trust as long as there is proof of concept, I've noticed in this industry people tend to be attached to a brands rather than products, they value social status heavily. Therefore with some social proof as well as proof of concept in the form of a photo or video, they should exceed their trust and certainty threshold enough to make a purchase.

D) How much **Belief** do they have in your **Solution/Company/Value proposition**?

Is it worth it for them? Why? How will you communicate the belief?

Quite a bit, The best part of the business is that it's a low-cost item for the buyers. The product costs around \$12 a can, which is when it comes to a large fabrication shop. Is almost nothing. So with well-communicated benefits, social proof and proof of concept. It should be more than enough to exceed the belief threshold.

5. What steps do they need to take?

to get from where they are now to where they want to go?

Ask yourself Specific Questions.

A) How will I get their **attention**?

Call out the known solution, lead with identity, niche down, call out problems/needs/desires etc.

B) How will I increase the levels of **Belief/Trust/Certainty**?

Answered above.

C) How will I bring down the perceived **Costs**?

A combination of benefits, proof and price anchoring. The product offers a similar value proposition as competitors at a miniscule price. So making the reader aware that they will see the same or better benefits at a low cost should lower the costs enough to convert into a purchase.

Create an outline.

- A) Look for good **Examples** of **Top Players** achieving the same **Objective as you**.
- B) Pick an **Established Framework** to model yours off of.

All done? Start writing.

Not all done? Don't.

Step 1: First Draft.

Step 2: Take a brief break.

Step 3: Evaluate.

Step 4: Revise.

Step 5: Repeat as many times as necessary until you are happy.

Step 6: Send to client.

Step 7: Revise with the client until you are both happy with it.

Step 8: Test it live.

Step 9: Keep on revising it.

Step 10: Achieve the business objective.