

The Real World - Copywriting

Whoever can impact the reader the most, wins!

The writing process:

1. Always keep in mind the 4 questions:

- **Who** are you talking to?
- **Where** are they now? (Emotionally, mentally, what problems / challenges are they dealing with, what are their dreams)
- **What** do I want them to do?
- **How** do I get them there? (What do they need to experience, what do they need to hear, believe, think, and imagine in order to get them where I need them?)

2. Target market

- **Awareness and sophistication** (Do they know about their problem/ about the product or service?)
- **Do your market research** (Talk to existing customers, or search online for their competitors: their testimonials, their case studies, their comment section on YT, if you can't find anything, just look online. What are their pains/ frustrations/ desires, what customer language do they use, etc.)
- **Use Market Research Template**
- Check YouTube videos for customer language, hopes, dreams and pains (remember to check the comments)
- Check Reddit and Amazon

3. Create an avatar

- **Name, face, age** (this makes it much easier to imagine them as a real, individual person)
- **Background and mini life history** (you need to understand the general context of their life and previous experience)
- **Day-in-the-life** (if you can, get a rough idea of what the average day in their life looks like so you will be able to relate more easily to them)

Remember, an avatar is one imaginary person you create to represent your target market in your mind when you write, it doesn't have to be perfect or represent every single person in the target market with 100% accuracy.

It's just a useful tool.

4. What is the objective I want to achieve?

- **Figure out the touch points** the client needs to go through in order to do what you want them to do
(What is my mini-objective, what measurable, small action do I need the reader to take?)

5. The Persuasion Cycle

- > Grab attention
- > Trigger / amplify desires
- > Build and establish trust / authority / rapport
- > True nature of their problem and introduce the solution, solidify their beliefs about the problem
- > Call to Action



Maslow's hierarchy of needs

6. How to attract attention

- **Keep their attention at every single step** (Connect to the hierarchy of needs)
- **Power of newness, change and movement** (Keep the readers engaged by changing visual components, shake things up every once in a while, use movement, separate yourself from the masses)
- **Mixing opportunities and threats** (Hierarchy of needs: People pay more attention to the basic needs, but try to connect the opportunity to the higher needs of the hierarchy)
- **Shortcuts to attention** - Check the **leaders** in the market, people like to follow leaders so make it seem like your client is the leader of the tribe/pack

7. The superpower of curiosity

- **Curiosity = Urge to close an information gap around something that you really care about**, kinda like a riddle you want to know the answer to, or a puzzle
- **3 main ingredients for creating curiosity**
 1. **Something the reader cares about**,
 2. **Some small amount of information regarding that thing, and**
 3. You need to add actual information to close that information gap, so that the reader believes he actually CAN avoid that threat or reach that desire. Use real information, or the reader won't believe you, don't just tease with abstract things.
- **Fascination**
 - Headlines of your sales page
 - Subject lines
 - Subhead lines
 - Use as bullet points etc.
- **6 simple ways to create curiosity**
 - **Make your information more specific**: Go vivid instead of abstract, so they'll believe that there actually IS an information gap they need to close (Example: *"I have some ideas on how to improve your website"* vs. *"I've got 6 different web design tweaks to your CTA section to help you increase the conversion of your site."*)
 - **Use the not-statements**: People usually have some guess about the offer you're teasing them with. If you can refute their initial guess, it's going to amplify their curiosity even further

- Use topics that already have pre-existing curiosity built in (Ancient Egypt, Illuminati, billionaires' hacks, etc. Not every market responds well to this, but every market usually has something they are curious about, so you can say the information is taken from that source. Use whenever possible.)
- Use paradoxes: They are powerful un-answered questions that intrigue people and they increase their curiosity
- Conflict & drama: For example 2 people fighting, or 2 companies competing against one another creates curiosity in the reader and makes them wonder if it's connected to their own pain or desire
- Being part of the elite group with special knowledge: People want to be part of such a group, so that they would get access to that insider knowledge that would solve their problems/help them achieve their goals (FOMO)
- **Use curiosity every step of the way**
 - Create unanswered questions for the reader, information gaps about something they really care about, have them take action and reward them with some (or all) of the information, and then create a new unanswered question.

8. How to trigger pains and desires

- **The "action buttons" inside a human's brain**: Use existing pains, fears and desires - don't pull them out of thin air! Find them, ignite them, and use them! (=> **research!**)
- **Maslow's hierarchy of needs**: Connect **EVERY** product you're promoting to the hierarchy of needs
- **Use visual sensory language (Vision)**: Use visual sensory language to describe things/events and create a small movie in the mind of the reader (don't forget the images) to trigger feelings/memories/experiences. ("Picture this", "imagine this", etc.)
- **Use kinesthetic sensory language (Touch/Feel)**: Use words to describe how something feels, to trigger these same feelings in the reader. It creates a much richer description, compared to just using visual language, for example.
- **Use auditory language (Hearing)**: You can always describe the sounds of the environment, but one of the best ways is to use dialogue (internal or external), so think about what words or sounds the reader needs to hear, to trigger the response you're looking for.

Layer visual, kinesthetic and auditory language together to create as vivid movie for the reader as possible.

- **Use olfactory and gustatory language (Smell and taste):** Use sparingly to enhance and enrich the movies/experiences you're creating in the reader's mind, to trigger pains and desires. Be subtle, otherwise it's going to sound strange.
- **Use the power of time to amplify pain and desire:** You can talk about where they are currently or in the future, both negative and positive. You can also use stories where they can project their present or their future into the story. (Future pacing)
- **Leverage identity and status:** If you can show how a specific change in their life is going to improve how other people perceive them, it's going to massively increase their desire for that thing. Use status, identity, and respect/admiration to massively increase their desire to take action.

9. Show them the Roadblock, Solution and Product

- **Roadblocks, Solutions, Products:** Reveal to the reader their roadblock, show the solution/the action they need to take in order to succeed and portray the product as the best way to get there. Show on a **very fundamental level** how it's going to help them achieve their goals, otherwise they're not going to believe you.
- **Reveal Their Roadblock:** Depending on the market, the reader might not be sure what his roadblock is, or what's the mistake or obstacle preventing him from living his dream life. If you can show them, it's going to massively increase their trust and devotion to you and they're much more likely to accept your product/solution.
- **Show the solution / mechanism:** "If.... then"-statements (cause and effect). Show the reader clearly what they need to do in order to solve their problem. Make sure it's a new solution, not something they've already tried (and failed).
- **Connect to the product:** Portrait the product as a tool that will help the reader to succeed easier, faster, cheaper or less risky than if they'd try to do it on their own, OR so that the product will help them achieve even greater results. (You can combine all)
- **How to position yourself in the marketplace:** Pay attention to the sophistication and awareness level of your audience and also what the competitors are doing. You might want to copy them or distinguish yourself from them, but position your product accordingly.

10. Control their beliefs

- **What do they need to believe in order to take action?** You need to control and influence their beliefs for them to take action. Define what they need to believe, do your analysis before you start writing. (That you're a credible source, that your solution will work, etc.)
- **Establish authority first:** Make sure the reader believes you're a credible source and enforce this throughout the funnels (=show the **results** you have created for yourself or others), through **organizational backing** (use organizations that have status and authority) and just general **status symbols** (health, fitness, attractiveness, indicators of love and relationship, indicators of wealth, if you have enough following, access to celebrities). Remember when using these: it's always better to show than tell.
- **Simple Logic:** Give the reader just enough of a reason to believe your claim (emotion is not enough, the reader needs logic), mix in simple, logical language [*because, if ... then ..., therefore, the reason why, here's why*, etc, also use metaphors)
- **Claim -> Proof:** Back up your claims with proof (document, study, chart, screenshot, etc), ask yourself what you could show to the reader that would help them believe your claim. Make it interesting, don't just give the reader some boring data.
- **Leveraging Social Proof:** Show the reader that other people have already believed your claims or purchased your product and they got results, this enhances their natural inclination to follow the masses, and as a result help them believe that your underlying claims are correct (testimonials, case studies, follower counts, referencing people you've worked with in the past, etc).
- **Will this work for me?** People need to believe that your recommendation is tailored especially for them/reminds the reader of themselves. Keep in mind when choosing images or testimonials, for example
- **Brutal authentic honesty:** Always tell the truth! If your claims are unrealistic and lack proof, the reader isn't going to believe you. If they catch you lying or even suspect you're lying, it's game over for you. Use claim, proof, build your authority, and use logic statements. Make the boldest claim you can back up with proof. You can make a damaging omission, if you can be honest about something negative about your product, the reader will believe you about all the positive stuff, too.

11. Call To Action (CTA)

- **Think of the time for the CTA:** Most people will take the action you want them to, if you've pushed the correct buttons, but a good chunk (approx. 20-30%) need a bit more persuasion.

- **Use Scarcity and Urgency:** Use FOMO. **Scarcity=Limited quantity & Urgency= Limited time offer/Stock is running out.** Use only if it's true! You can also use a bonus for limited time/number of customers
- **Exceed the "pain threshold":** Right at the end you can crank up the pain they're feeling to drive a higher % to take action. You can use vivid images or show other people who are getting something and tell the reader he can't miss out.
- **Leverage previous comments:** In the beginning, you can challenge the reader *"If you're serious about this", "If you're the kind of person who wants to be there for his family"* etc, then you can bring it up just before the CTA to remind them of their commitment to themselves, to you and also to other people and amplify their compliance. Use carefully, don't be tasteless. Plant little micro commitments throughout your copy to guide the reader.
- **Shorten the time:** Show how the reader can get the results rapidly (be honest!)
- **Reduce Effort and Sacrifice:** Show the reader how your solution reduces their efforts or sacrifices, in order to achieve that dream or remove that pain. Again, you can hit this one more time just before CTA
- **Reduce the risk:** Reduce the risk of taking action in their mind and maybe amplify the risk of not taking action. For example 30 day guarantee/money back guarantee/ conditional guarantee/ other people who purchased and got results etc.
- **Price anchoring:** Use when you want the reader to make an actual purchase. Compare the cost of your product to something much bigger. *"I usually charge about \$2,000 for this service, but for you I wanted to give a discount."* You can do this with price, time or any other sacrifice. *"You can learn the technique in 10 weeks or you can do it yourself and it might take you 10 years:"*
- **The 2 way close:** *"You can go about your day and just live your miserable life like you were before, or you can purchase/click/whatever and get your dream outcome."*
(3 way close) *"You can ignore this and go back to your miserable life, or try and figure out everything by yourself, it's probably going to take you 10 years and you'll make a ton of expensive mistakes on the way, OR you can take my offer and skip all that and get amazing results, fast"*
- **Success or Excuses?:** Use especially when it involves money and layer identity into the close. *"There are 2 kinds of people in the world. There are people who are really good at making excuses and then there are people who are good at making money/ good at getting in shape/ creating wonderful relationships in life, which one are you going to be?"*

- **The Pain and Relief Cycle:** You can repeat the pain-desire combination 2-3 times throughout your copy (2 is good, 3 is the max). Show them their pain and how your product is going to give them relief just before CTA, to push them over the pain threshold.
- **The "Handhold" close:** Give the reader a detailed description of the process/ steps he needs to take, to paint a little movie in the mind of the reader of him actually taking action. It also removes any uncertainty in the process, especially if there's any complexity involved in purchasing the product
- **Are you serious?:** *"Are you actually serious about improving your life/ getting in shape/ winning? If so, I recommend you..."*

You can combine different closes, depending on the product!

- **Information is not enough:** Works well in long-form sales copy. Use when you've already told them what they need to do, but it's going to be difficult to do it by themselves. *"Knowing what you need to do is 1% of the battle, and for the 99% you need accountability, guidance, and people helping you and answering all your questions along the way."*
This close is good when there's mentorship, a community, or some level of assistance.
- **This is what money is meant for:** Especially for high-ticket products and for stingy people. *"The money is just a number on a screen, it's there to improve your life, it's there to bring you joy and new experiences, so trade the money and improve your life. This is what it's meant for!"*

12. Demolish all objections

- **Why you should demolish objections:** Generally people have objections, so demolish them, because these are buyers who would benefit from the product, so you have a moral obligation to help them overcome their objections.
 - What are the reasons someone might not take action here?
 - Why might not they choose to buy?
 - What limiting beliefs might they have?
 - What fears might they have?
 - What reasons or excuses might they throw out

👉 Make a list and handle the most important ones in your copy
- **The 6 most common objections**

1. **Lack of time:** I don't have time for this right now/ I'm too busy/ it's not a good time for me. Usually a load of bull, people can always find the time when it's important enough.
 2. **I can't afford it:** Most of the time untrue. It's not about the resources you have, but how resourceful you are.
 3. **Lack of belief in themselves:** *"I've tried everything in the past already and I always mess up everything, so even though this could possibly help me, I'd rather not take the risk."*
 4. **Lack of belief in you/ the product/ the company:** The reader's trust threshold hasn't given enough reason to trust you
 5. **Confusion:** Confused people don't buy, so make sure there is nothing confusing about the product, solution, the next step, or anything else
 6. **Fear:** Fear of the unknown, of taking action, of changing their regular pattern, of failing, of letting down themselves or others. Help them to be brave, inspire courage, inspire faith.
- **Acknowledge -> Reframe -> Close:** With this pattern you can destroy the reader's objections and control the conversation

Acknowledge & soften:

"Look, what you're thinking is a valid concern/ it's a valid question/ it makes a lot of sense"

"You might have wondered, if this will really work for you."

"The thought might have crossed your mind.."

"You might have started to consider.."

Validate and reframe, give a different perspective

"You might be wondering, is this going to work for me? And that's a valid thing for you to ask at this stage. You've tried a lot of stuff, you're not sure if this is going to work for you. The real question you're asking yourself right now, is this time going to be different from all the other times I've tried. "

What you've done is provide the reader a new perspective. Prove to them that what you're doing is different, so they don't have to worry about their original objective. If you're early in the copy, you can tell the reader to look for proof that your approach really is different from others.

And finally you give them a target or you go for the close

- **Agree to the objection?** Agree to their objection, define what you're agreeing to and offer a target or close. So instead of trying to flip the objection you lean into it.

"Look, perhaps you're worried this doesn't work for everybody. I 100% agree with you, this product does not work for everybody. If you're an alien, a dog, a cat or a lizard, this does definitely not work for you. But if you're a normal biological human like the rest of us, this principle will work for you. And as you watch the next few videos/ read the rest of this page you will start to see how people just like you have experienced the same benefit." (Pre-close)

"... If you're an alien, a dog, a cat or a lizard, this will definitely not work for you. This only works for human beings. So if you're a human being, does it work for you?" (Post-close)

Or: *"Yeah, it isn't a good time right now, but you know what? It's the best time you're ever going to get, it's never going to get better than this, etc"*

- **The power of exclusion:** Flip the objection and use identity to persuade the reader from wanting to lean into their objection. Doesn't work for every market, but when it does, it's a powerful one.

"Hey, if you're reading this and you're thinking to yourself "I don't know, that sounds like a lot of work" then let me just end this here for you. Chances are you're not going to do very well in this program. This program is for those who are serious, those who are brave, who are not afraid to make sacrifices, if that's not you, then you can just go ahead and stop reading and go back to your previous life."

You can use these patterns to demolish objections in 2 different times throughout your copy. You can use them in the beginning of your copy or before the close. And then you can use them again another time, when you're going to start asking them to take action, towards the CTA.