Creative Copy
Getting to the "Heart" of the Matter

Do you know why people still buy The Enquirer even though they know that most of the information is false?

How many times have you bought 5 extra things while waiting in line to check out at the supermarket?

The savvy marketers know that people buy based on emotion and that's exactly what your copy must be able to do – trigger the emotion of your customer so that they want what you have to offer.

Wouldn't it be great to have your prospects ***asking you*** for the business?

Well-crafted copy will do just that! And we're here to share time tested and proven methods for creating copy that is charismatic, captivating and will have customers clamoring to work with you!

Buying decisions begin with an emotional (heart) connection, then people back it up with logic.

First Things First

You need to have a good understanding of why someone wants your product or service and the best way to do this is by creating a “copywriting outline” which,

(a) lists the benefits of your product or service

(b) shows the problem that you solve and (c) describes the typical user of your product or service.

You may already have a good sense of several of those from the previous exercise on defining your target market.

Next I’ll share my “Secret Weapon” for writing copy that converts.

Write a Testimonial Letter … TO YOURSELF!

Before I create copy for any program, product, service, webinar, teleclass or presentation, I do this exercise which gets me on track and in touch with what my people really want AND what I really want to give them. You'll be tapping into your true desire and motivation for offering the product (besides wanting to make money). When your copy reflects the desired impact you want to make for your customer, you'll connect with them emotionally – which is one of the first keys to making a sale.

Okay, here we go (this is really one of my favorite exercises!)

1. Create an uninterrupted space of time to do this activity.
2. Imagine that you just finished delivering the product, program or service that you will be creating the copy for and think about it creating the exact impact and result you wanted for your customer.
3. Picture that ideal client and reflect upon:
    a. The problems or challenges they were experiencing BEFORE working with you.
        i. What was happening in their business? Stress about paying bills, wondering if they'd have to get a job instead of being an entrepreneur? No systems or structure, causing them to be overworked and exhausted. Were they spending way too much time and money on social media but not getting results?

ii. What was happening in their personal lives? Fighting with spouse, kids? No time for friends or social life?

iii. What was happening with their health? Overweight and spent an hour each morning trying to figure out what to wear and step into the day feeling bad about themselves? In chronic pain? Migraines, chronic fatigue, diabetes or other health challenges.

b. To enhance the list of problems and challenges, think back to previous clients you've served and the specific problems they presented with when you began working with them.

4. Next, imagine them coming to you or writing you a letter AFTER you delivered the program, product or service.

a. How has their life been improved as a result of working with you? Are they:

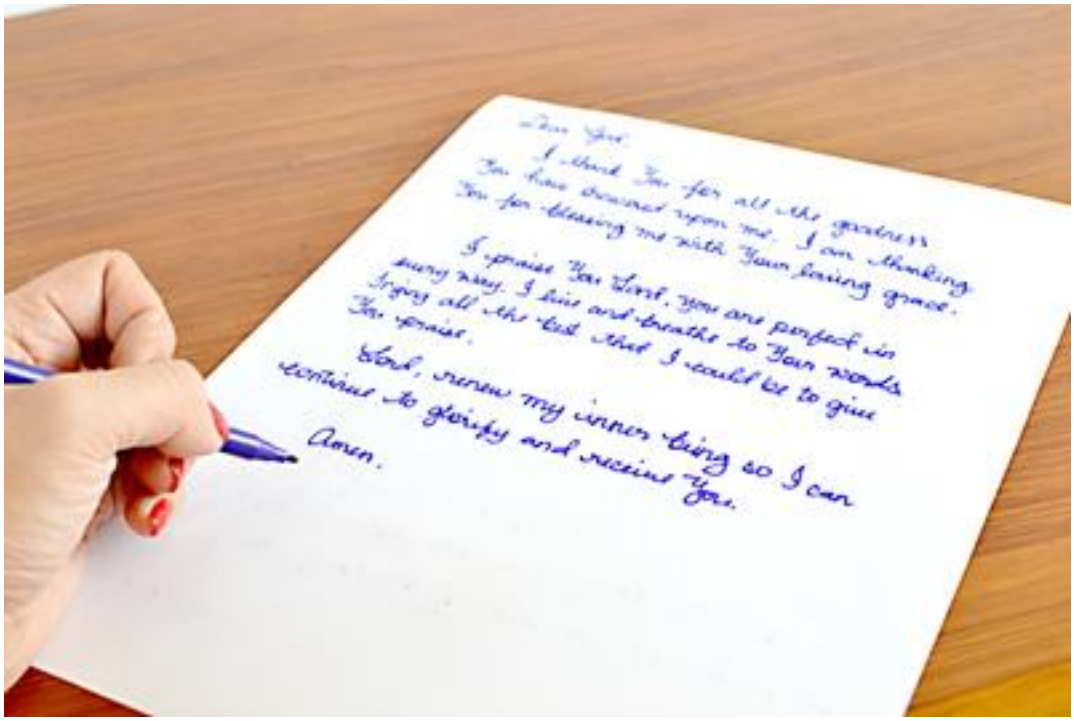
i. Making more money? So not only are they no longer stressed, they feel accomplished and successful. Perhaps they even got to go away on a long imagined vacation!

ii. Healthier? They've lost 20 pounds quickly and feel better than they have in years, are wearing their high school jeans again and their sex life has improved. Were they able to get off prescription medication and that's saving them $200 per month?

iii. Happier? They don't come home from work stressed and frustrated and they're having more fun with their family, friends, etc. Now that

they're happier and more relaxed, their teenager actually shares what's happening in his/her life and confides in them?

Write it all down as a testimonial letter to you from the you served. This glowing testimonial will now capture the essence of all you want to bring to that client. This will form the basis of the copy you're about to create to invite people to work with you.



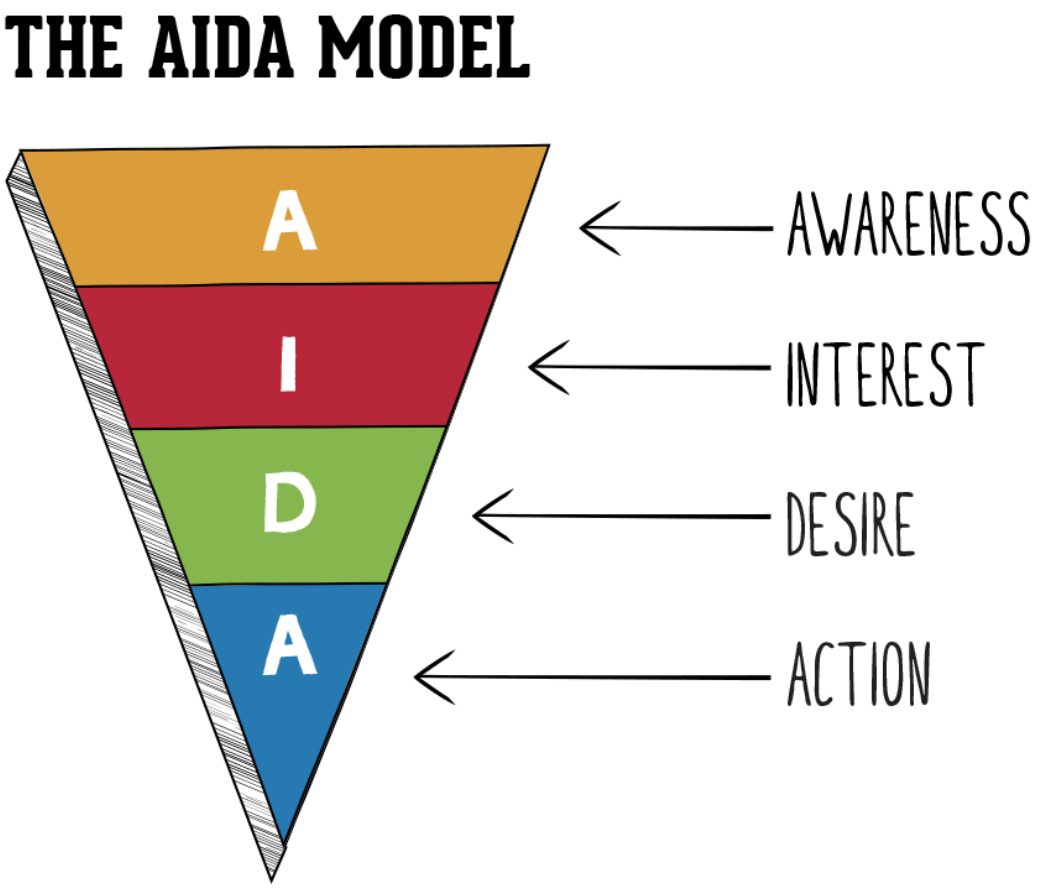
By keeping in mind that your product, program or service has far reaching impact in the lives of your customers, and getting into the nitty gritty of how the problem or challenge is really affecting their lives, you will now be able to use the same language they use to describe what's going on in their lives in your copy and marketing materials … that's the key to magnetic marketing.

Creating Your Copy

The Word is Mightier Than the Sword!

Many copywriting professionals follow the same format, although named differently, the basic components of copy (whether for a sales letter, website content, email blasts, etc.) are **A I D A** *(not the Italian Opera or the Broadway Musical)* but an acronym for:

Awareness
Interest
Desire
Action



(A) **Awareness & Attention** – the first job of any copy is to grab the attention of the reader. This is done in the headline, sub headline and first paragraph. As they say "There are no second chances to make a first impression" and your headline and opening are key factors in creating the relationship with your potential customer.

You want your headline to immediately evoke the emotion of your customer and a great way to do this is by asking a question that raises a problem to which you have a solution. For example:

Are you struggling to pay your bills?

Do you break into a sweat before you have to give a presentation?

Do you feel confused, overwhelmed and exhausted?

When you open with a question, the mind is automatically geared to look for the answer causing your customer to continue reading – looking for the answer to their problem and lucky for them (and you) – you have the solution!

Another way to evoke emotion is with a "How to" opening which elicits curiosity in the mind of the reader**:** ***"How to Lose 20 Pounds in 30 Days"***

(I) **Interest** – Now that you've got their attention, your job is to maintain the reader's interest.

Next Step – Sub-headline. The sub-headline should follow the same formula for attention and awareness as the headline. It is written in a smaller font than the headline, for example:

(Headline) **How to Lose 20 Pounds in 30 Days**

(Sub-headline) **And Keep It Off Forever!**

Next, you'll get into the body of the copy, continuing with the benefits of your product or service and be sure to keep the focus on what your product or service will do for the customer. The content for this part of the copy will come from the outline of benefits you created and the testimonial letter to yourself. Here you will also give a brief description of yourself as the expert in this field. This is also a great place to tell them what happens if they don't do business with you now. For example,

► *"Don't wait until a doctor tells you to quit smoking to save your life…"*

► *"Waiting to get organized will **cost you** thousands…getting organized now will **make you thousands**."*

Include Third Party Credibility: Build their interest and belief in you with testimonials from happy clients. If you don't have those yet because you're just starting out, find quotes from experts who say the method or product you're offering is the best.

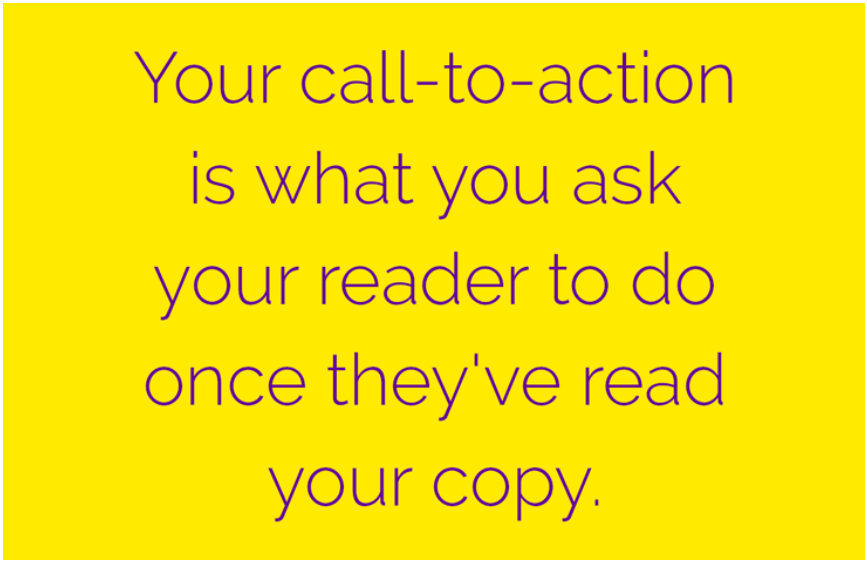
(D) **Desire** – As you're preparing to wrap up your copy, you want to keep the reader feeling the benefits of your product or service. This is where you will get to the core emotion of why they want to work with you. For example,

"After each session you will feel energized and inspired…"

"No more fear when you're about to give a presentation…"

Go back to the testimonial letter you wrote to yourself and include here all the AFTER working with you items you wrote down.

(A) **Action** – Okay, you've taken them this far, now it's your responsibility to lead them into action so you can solve their problem and show them how they get the privilege of working with you!



Make your offer and keep the emotions engaged:

1. Give Bonuses and Discounts
2. Include motivating statements – *Limited time offer, only 7 packages left, special price for the next 10 callers.*
3. Consequences of not taking action now – *It normally takes entrepreneurs 6 months to get the information you'll receive by taking action now.*
4. Imply a compliment – *Our clients are the brightest and wealthiest business owners and make quick decisions.*

Additional Food for Thought

Writing Style – keep the content focused on what the customer gets and not what you (or your company) provide. Imagine yourself as the reader of your copy, is it speaking to you or listing the accomplishments of the writer? Credibility of the writer should be briefly stated in the beginning and a longer bio at the end of the copy if necessary (or on “About Us” on website).

Test * Edit * Revise – Copywriting is an ongoing process and you should monitor the effectiveness and results of your copy on a continuous basis. People change with the times and surely *“The times they are ‘a changing.”* Keep yourself in tune with the emotional landscape of the people, the economy and trends and you’ll keep yourself in business.