



# HOW TO WRITE AN ENGAGING COPY

Best Practices

# AWARENESS OF THE MARKET

LONG vs SHORT

AWARENESS

Most Aware

- Toothbrush
- Toyota Camry
- Haircut

- Use short copy (mostly)
- Do not complicate it
- Audience is aware

Best practices based on the awareness of the market and complexity of the product/service

Least Aware

- Genetic coding
- Laser whitening
- GPS Tracking

- Use long copy (mostly)
- Think it through
- Audience is not aware so you need to educate them

# P.A.S.T.O.R. – COPYWRITING

## Salesman in Print

P

PROBLEM

- What problem are you solving? Identify It and describe it in great detail
- Audience needs to related to the problem so you have to understand your audience
- Example: “You’ve tried every fad diet that’s come along. You’ve started and stopped a dozen different exercise programs, perhaps joined several different gyms, but the truth is you just can’t seem to take the weight off (or keep it off.) Perhaps you’re even feeling a little disgusted with yourself and your inability to control your eating and your weight. You feel like no matter what you try, it’s not going to work.”

A

AMPLIFY

- What will cost the reader not to solve the problem?
- Motivate reader by pointing out consequence of NOT buying a product or investing in a service
- Example: “Write down your average monthly income over the last 12 months. Then write down what you *want* your average monthly income to be. Let’s say that your average income is \$5000 per month, and your goal is actually to make \$15,000 per month in your business. That means the “gap” between where you are and where you want to be is \$10,000 per month. You’re paying a cost of \$10,000 every month you don’t solve this problem.”

S

STORY and SOLUTION

- Share the story of how problem can be Solved
- Story must be 100% true, engaging and interesting to read. There is always a story to tell.
- Example: “telling the story of Bob, the frustrated business owner who was on the edge of bankruptcy, whose family had lost faith in him, and who, out of desperation tried one last idea that saved his business... is infinitely more powerful than simply saying, “One day, Bob figured out the answer.”

T

TRANSFORMATION and TESTIMONY

- Buyers do not buy a product or a service – they are buying transformation and experience – help them visualize it
- Use testimonies of people who have achieved desired results with the help of your product or a service.
- Example: “...there are three questions people are asking when you sell them coaching, consulting, or instruction about anything. The questions are:  
Has this person been able to do what they are describing for *themselves*?  
Has this person been able to teach *other people* to achieve the results they are describing?  
Will this person be able to teach *me* how to achieve these results?”

O

OFFER

- Describe exactly what you are offering for sale. Layout the offer.
- Make sure you focus 80% of your copy on transformation, and 20% on the actual offer. Keep going to benefits
- Example: “So instead of simply writing that the buyer will receive “8 DVDs, each containing a 45 minute workout session”, you might instead write that they will receive “8 DVDs that each contain a body-sculpting, fat-burning transformational work out that will help you craft the lean muscle you really want.”

R

RESPONSE

- Make a request for response. Ask the customer to buy or take desired action
- If you truly believe you have the solution that will solve the problem for people than be direct in your approach
- Example: “You’re at the point of decision. You can either continue down the path of least resistance, the path you have already been traveling, or you can choose the road less traveled. The path of least resistance will probably result in you getting the same outcomes you’ve always received. But if you want something different to happen, if you want to change the direction of your health (or your relationships, or your finances, etc.) you’re going to have to do something different. Make a new choice, and pursue your new outcome.” Tell them exactly what to do next: “Click the button below, fill out the order form, and we will immediately ship your entire package to you. It will contain everything you need to get started.”

# COPYWRITING – TIPS and TRICKS

- Find Client Testimonials on your client's website, Facebook page, Instagram, YouTube, LinkedIn
- Amazon.com – search reviews of the books related to your client's niche. You want to pay close attention to bad reviews. These bad reviews will give you pain points of the audience. You can use them for your copy.
- For any social media outlet you can find resources related to your client's niche and checkout their headlines and scripts. Use them as a template. Do not copy them. See what is working for them. Identify pain points
- Ask others – go to Facebook groups and ask them what they want to see in their business, what pain points they have (you can copy and paste these responses in your copy)
- Identify misconceptions and objections about the niche, product or service. Again, use reviews on Amazon and social media outlets to identify these objections and misconceptions and address them in your copy.

THE MORE YOU DO IT THE BETTER YOU WILL BECOME IN WRITING A COPY  
KEEP DOING IT

# **WALKTHROUGH OF WRITING AN ENAGING COPY**

- Notepad**
- Access To Internet**